

ABSTRAK

Latar Belakang = Unit Rawat jalan Rumah Sakit Akademik Universitas Gadjah Mada (RSA UGM) mengalami penurunan jumlah kedatangan pasien pada tahun 2020-2022. Akibat ketatnya persaingan di bidang usaha kesehatan serta bertambahnya rumah sakit kompetitor yang setipe maka pelayanan unit rawat jalan RSA UGM harus mempunyai nilai unggul supaya mampu menjaga loyalitas pasien. Penting bagi rumah sakit untuk mengetahui pengaruh elemen *marketing mix* terhadap loyalitas pasien lama supaya dapat di tentukan strategi prioritas untuk mengukur dan meningkatkan kualitas elemen *marketing mix* di unit rawat jalan. *Marketing mix* terdiri dari aspek *product, price, place, promotion, people, process* dan *physical evidence*.

Tujuan : Menganalisis pengaruh persepsi pasien tentang *marketing mix* unit rawat jalan RSA UGM terhadap loyalitas pasien.

Metode : Penelitian dilakukan di RSA UGM Yogyakarta dengan kriteria responden yaitu pasien rawat jalan yang sudah lebih dari 1 kali berkunjung di RSA UGM Yogyakarta. Metode penelitian menggunakan rancangan desain penelitian *cross sectional*. Pengumpulan data dilakukan dengan menggunakan kuesioner kepada 370 orang pasien lama yang pernah memanfaatkan layanan unit rawat jalan RSA UGM. Data penelitian dianalisis secara kuantitatif dengan metode univariat, bivariat dan multivariat dengan uji analisis regresi logistik program SPSS.

Hasil : Hasil penelitian menunjukkan ada hubungan antara persepsi pasien tentang *product* ($p=0,000$), *price* ($p=0,000$), *place* ($p=0,000$), *promotion* ($p=0,000$), *people* ($p=0,000$), *process* ($p=0,000$), *physical evidence* ($p=0,000$) dengan loyalitas pasien. Berdasarkan hasil analisis multivariat, didapatkan hasil bahwa tidak ada elemen *marketing mix* yang signifikan berpengaruh terhadap loyalitas pasien di unit rawat jalan RSA UGM.

Kesimpulan : Tidak ada elemen *marketing mix* yang signifikan berpengaruh terhadap loyalitas pasien di unit rawat jalan RSA UGM

Kata kunci : *marketing mix*, persepsi, loyalitas pasien, rumah sakit, *cross sectional*

ABSTRACT

Background : This research aims to measure the impact of patient perceptions regarding the marketing mix on patient loyalty in the outpatient unit of UGM (RSA UGM). The outpatient unit of RSA UGM experienced a decline in patient arrivals from 2020 to 2022. Due to the intense competition in the health business sector and the proliferation of similar hospitals, the outpatient services of RSA UGM must have superior value in order to maintain the patient loyalty. It is crucial for hospitals to comprehend the influence of the marketing mix elements on the loyalty of the previous patients who had visited the hospital in order to establish priority strategies for measuring and enhancing the quality of marketing mix elements in the outpatient unit. The marketing mix consists of various aspects, such as product, price, place, promotion, people, process, and physical evidence.

Objective : Analyzing the impact of patient perceptions regarding marketing mix on patient loyalty in the Outpatient Unit of RSA UGM.

Method : This research was conducted at RSA UGM Yogyakarta with respondents meeting the criteria of being outpatient patients who had visited RSA UGM Yogyakarta more than once. The research method used a cross sectional study design. The data collection was carried out using a questionnaire to 370 individuals who were previous patients utilizing the outpatient services at RSA UGM. The research data were analyzed quantitatively using univariate, bivariate, and multivariate methods employing logistic regression analysis through the SPSS program.

Results : The research results also demonstrated the correlation between patients' perceptions of product ($p=0.000$), price ($p=0.000$), place ($p=0.000$), promotion ($p=0.000$), people ($p=0.000$), process ($p=0.000$), and physical evidence ($p=0.000$) with patient loyalty. Based on multivariate analysis, the results reveal that there is no relationship between the elements of the marketing mix and patient loyalty at RSA UGM Yogyakarta.

Conclusion : There is no marketing mix elements that exert a significant influence on patient loyalty in the outpatient unit of RSA UGM

Keywords: marketing mix, perceptions, patient loyalty, hospital, cross sectional