

ABSTRAK

Latar belakang: Unit Rawat Inap RSU Mardi Lestari selama 4 tahun terakhir menyumbang mayoritas (63,4%) pendapatan total tahunan. Namun data menunjukkan jika tahun 2018-2019 terjadi tren penurunan utilisasi oleh pelanggan lama. Akibat ketatnya persaingan dunia usaha bidang kesehatan, dan bertambahnya rumah sakit kompetitor yang setipe maka pelayanan rawat inap RSU Mardi Lestari harus mempunyai nilai unggul supaya tetap mampu menjaga loyalitas pelanggannya. Penting bagi manajemen untuk memperoleh data terkini mengenai pengaruh elemen bauran pemasarannya terhadap loyalitas pelanggan lama supaya dapat ditentukan strategi prioritas peningkatan kualitas elemen bauran pemasaran unit rawat inap.

Tujuan: untuk mengukur pengaruh bauran pemasaran unit rawat inap secara keseluruhan/holistik/simultan terhadap loyalitas pelanggan serta mengukur pengaruh masing-masing elemen bauran pemasaran (yang terdiri dari aspek produk, harga, tempat, promosi, orang, proses, dan bukti fisik) rawat inap terhadap loyalitas pelanggan di unit rawat inap RSU Mardi Lestari

Metode: Penelitian menggunakan rancangan penelitian deskriptif, pendekatan kuantitatif, dan desain penelitian *cross-sectional*. Data diperoleh dari pengisian survei kuesioner oleh 100 responden yang memenuhi kriteria inklusi. Sebelum penelitian, dilakukan uji validitas dan reliabilitas terhadap instrumen dengan 30 responden diluar sampel penelitian. Data penelitian dianalisis secara kuantitatif dengan model regresi linier berganda dan menggunakan program SPSS

Hasil: Seluruh item pertanyaan valid ($r\text{-hitung} > r\text{-tabel} (0.361)$) dan reliabel (nilai *cronbach's alpha* $> 0,60$). Dalam uji hipotesis diperoleh hasil uji t elemen produk, harga, tempat, promosi, proses, dan bukti fisik berpengaruh signifikan positif terhadap variabel dependen loyalitas. Serta pada Uji F diperoleh hasil bahwa elemen bauran pemasaran secara simultan berpengaruh signifikan terhadap loyalitas

Kesimpulan: Hasil penelitian menunjukkan hasil bauran pemasaran unit rawat inap secara simultan (secara umum/holistik) berpengaruh signifikan terhadap loyalitas pelanggan namun pada uji t untuk menilai masing-masing elemen ditemukan jika elemen *people* (orang) tidak signifikan berpengaruh sehingga manajemen perlu memperhatikan hal terkait peningkatan profesionalisme dan kualitas stafnya.

Kata kunci: bauran pemasaran, loyalitas, *cross sectional*, kuantitatif

ABSTRACT

Background: The Inpatient Unit at RSU Mardi Lestari for the last 4 years contributed the majority (63.4%) of total annual revenue. However, the data shows that in 2018-2019 there was a downward trend in utilization by old customers. Due to the intense competition in the health sector, and the increasing number of competing hospitals of the same type, the inpatient services at RSU Mardi Lestari must have superior values in order to maintain customer loyalty. It is important for management to obtain up-to-date data regarding the significance value of marketing mix elements on old customer loyalty so that priority strategies for improving the quality of inpatient unit marketing mix elements can be determined.

Objectives: to measure the effect of the overall/holistic/simultaneous marketing mix of the inpatient unit on customer loyalty and to measure the effect of each marketing mix element (consisting of aspects of product, price, place, promotion, people, process, and physical evidence) on hospitalization customer loyalty in the inpatient unit of RSU Mardi Lestari

Methods: The study used a descriptive research design, a quantitative approach, and a cross-sectional research design. Data were obtained from filling out a questionnaire survey by 100 respondents who met the inclusion criteria. Prior to the study, the validity and reliability of the instrument were tested with 30 respondents outside the research sample. The research data were analyzed quantitatively with multiple linear regression models and using the SPSS program.

Results: All question items are valid ($r\text{-count} > r\text{-table} (0.361)$) and reliable (Cronbach's alpha value > 0.60). In the hypothesis test, the results of the t-test of elements of product, price, place, promotion, process, and physical evidence have a significant positive effect on the dependent variable of loyalty. And in the F test, the results show that the elements of the marketing mix simultaneously have a significant effect on loyalty

Conclusion: The results of the study show that the results of the inpatient unit marketing mix simultaneously (in general/holistic) have a significant effect on customer loyalty, the t-test to assess each element was found if the people element had no significant effect, so management needs to pay attention to matters related to improvement professionalism and quality of the staff.

Keywords: marketing mix, loyalty, cross sectional, quantitative