

**ANALISIS MARKETING MIX TERHADAP MINAT KUNJUNGAN
ULANG PASIEN POLI RAWAT JALAN RUMAH SAKIT UMUM
DAERAH PLOSO JOMBANG, JAWA TIMUR**

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ABSTRAK

Minat kunjungan ulang pasien menjadi salah satu hal yang penting guna mempertahankan eksistensi rumah sakit. Penelitian ini bertujuan untuk mengidentifikasi pengaruh bauran pemasaran (Marketing Mix) terhadap minat kunjungan ulang pasien rawat jalan di RSUD Ploso Jombang.

Penelitian ini menggunakan jenis penelitian kuantitatif dengan pendekatan cross sectional. Populasi pasien baru rawat jalan RSUD Ploso Jombang sebanyak 256 pasien dan sampel sebanyak 73 responden menggunakan Teknik *purposive sampling*. Variabel dependen (minat kunjungan ulang) dan variabel independent marketing mix yang meliputi (Product, Price, Place, Promotion, Process, People, Physical Evidence). Instrumen penelitian ini menggunakan kuesioner dan dianalisis Uji Regresi Logistik.

Hasil Penelitian menunjukkan bahwa terdapat pengaruh antara Product (P-Value = 0.039) dengan hasil uji Wald sebesar 4.242, dan Process (P- Value = 0.039) dengan uji Wald sebesar 4.355 terhadap minat kunjungan ulang, kemudian tidak terdapat pengaruh antara Price (P- Value = 0.418), place Place (P- Value = 0.765), Promotion (P- Value = 0.736), People (P- Value = 0.795), Physical Evidence (P- Value = 0.786) terhadap minat kunjungan ulang.

Untuk menarik pasien agar berkunjung ulang Diharapkan agar RSUD Ploso dapat mengoptimalkan produk layanan yang tersedia dengan mengoptimalkan manajemen stok obat dan menjalin Kerjasama dengan pemasok, kemudian mengadakan pelatihan rutin bagi staf medis dan sistem feedback pasien guna meningkatkan ketersediaan obat dan kesesuaian pelayanan bagi pasien.

Kata kunci: Marketing Mix, Rumah Sakit, Pasien Rawat Jalan

**MARKETING MIX ANALYSIS OF INTEREST IN REPEAT VISITS OF
OUTPATIENTS AT RSUD PLOSO JOMBANG, EAST JAVA**

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ABSTRACT

Outpatient revisit interest is one of the important aspects to maintain the hospital's existence. This research aims to identify the influence of the marketing mix on outpatient revisit interest at RSUD Ploso Jombang.

This study uses a quantitative research type with a cross-sectional approach. The population consists of new patients at RSUD Ploso Jombang totaling 256 patients, with a sample of 73 respondents using purposive sampling technique. The dependent variable (revisit interest) and independent variables include the marketing mix, which encompasses product, price, place, promotion, process, people, and physical evidence. The research instrument is a questionnaire, and the analysis uses logistic regression test.

The research results show that there is a significant influence of product (P -value = 0.039) with Wald results of 4.242, and process (P -Value = 0.037) with Wald result 4.355 on outpatient revisit interest. However, there is no significant influence of price (P -Value = 0.418), place (P -Value = 0.756), promotion (P -Value = 0.736), people (P -Value 0.793), physical evidence (P -Value = 0.786) on outpatient revisit interest.

To attract patients to revisit, it is hoped that RSUD Ploso Jombang can optimize the available products and services by optimizing stock management and working with suppliers. Cooperation with suppliers, conducting regular training for medical staff, and implementing a patient feedback system to improve the availability of medicines and suitability of services for patients are also recommended.

Keywords: Marketing mix, Hospital, outpatient