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The Effect of Marketing Strategy And Service Quality On Patient Loyalty Through Patient Satisfaction At Kaimana Regional Hospital, West Papua

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Abstract: This study aims to examine the influence of marketing strategies and service quality on patient loyalty through patient satisfaction at Kaimana Regional General Hospital, West Papua, conducted on 96 respondents. The results of this study indicate that Marketing Strategy influences patient satisfaction at Kaimana Regional General Hospital, West Papua (1) Service Quality influences patient satisfaction at Kaimana Regional General Hospital, West Papua (2) Marketing Strategy influences patient loyalty at Kaimana Regional General Hospital, West Papua (3) Service Quality influences patient loyalty at Kaimana Regional General Hospital, West Papua (4) Customer satisfaction influences patient loyalty at Kaimana Regional General Hospital, West Papua (5) Marketing Strategy through Customer Satisfaction influences patient loyalty at Kaimana Regional General Hospital, West Papua (6) Service Quality through Customer Satisfaction influences patient loyalty at Kaimana Regional General Hospital, West Papua (7).

Keyword: compensation, work discipline, work motivation, organizational commitment, employee performance, job satisfaction.

INTRODUCTION

Loyalty is a customer's promise to repeatedly purchase and use a product or service and recommend it to others (Dhasarathi & Kanchana, 2022:3891). According to Haykal (2023:19), consumer loyalty is a consumer's tendency to continue using and purchasing certain goods or services and recommending them to others. Good loyalty will lead customers to continue using the services provided by the hospital.

Customer satisfaction is a crucial factor in the success of a business's products or services (Riyadi, S., 2021). Customer satisfaction is an evaluative assessment following a specific purchase selection and product usage experience. Satisfaction, or dissatisfaction, is a response to the evaluation of perceived discrepancies compared to expectations (Kotler, 2016:126). Customer

satisfaction can be achieved if the company first understands the customer's expectations for the product or service being provided.

The relationship between customer satisfaction and loyalty can be seen from the results of previous research studies, such as Aulia's (2023:185) study, which stated that satisfaction significantly influences loyalty. Furthermore, Davinsi's (2023:18) study also stated that satisfaction has a significant positive effect on loyalty. Elvira's (2020:90) study also proved a significant positive relationship between satisfaction and loyalty. This contrasts with Bintari's (2022:88) study, which found that satisfaction has a negative and insignificant effect on loyalty.

Marketing strategy is the planning, implementation, and control of activities aimed at influencing exchanges to achieve organizational goals (Nitisusastro, 2020:11). Service is key to success in various service-based businesses or activities. Therefore, according to Gilaninia (2013:6), service quality is a crucial element in determining the success of a service company. Muchtar (2020) states that service quality is reflected in customer satisfaction with the likelihood of reusing services.

In this research, we will analyze marketing strategies and service quality in relation to patient loyalty through patient satisfaction at Kaimana Regional General Hospital, West Papua. Through in-depth analysis, we hope to identify significant patterns and relationships between these factors and patient satisfaction.

LITERATURE REVIEW

Marketing Strategy

According to Nuary (2016:3) marketing strategy is a pattern of decisions in a company that determines and reveals targets, intentions or goals that produce main policies and plans for achieving goals and detailing the scope of business that will be pursued by the company. The indicators for marketing strategy variables include: product, price, placement, promotion

Service Quality

The concept of service quality essentially provides a concrete perception of the quality of a service. Service quality is an assessment of how well the service delivered meets client expectations (Ramya et al., 2019). The indicators of service quality variables include: responsiveness, assurance, tangibles, empathy, reliability.

Customer Satisfaction

Kotler & Keller (2016:153), state that customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perceived performance (or results) of a product or service with expectations. The indicators of customer satisfaction variables include: feelings of satisfaction, always buying services, recommending to others, and fulfilling customer expectations after purchasing services.

Customer Loyalty

Customer loyalty is a customer's decision to voluntarily continue to subscribe to a particular company for a long time. (Lovelock, in Elvira 2020:87). The indicators of customer loyalty variables include: repeat purchase, provide recommendations to others, reject others, referrals and consider as first choice.

METHOD

Population and Sample

The population and sample of this study used a sample population of 126 patients recorded in the database who had undergone more than three health checks at the Kaimana Regional General Hospital, West Papua.

Data Type and Source

This study used quantitative data. Quantitative data is data or information obtained in numerical form. In this numerical form, quantitative data can be processed using mathematical formulas or analyzed using statistical systems. The data source for this study was primary data. Primary data were obtained by distributing questionnaires to respondents.

Data Collection Technique

Data collection techniques included interviews and questionnaires. This study used a Likert scale to measure questionnaire responses.

Analysis Method

Data processing is the activity of processing collected data into new results and discoveries or in the form of proof of a hypothesis. This research uses quantitative data analysis techniques, namely data analysis techniques that use numerical calculations and statistical formulas from the secondary data that has been collected.

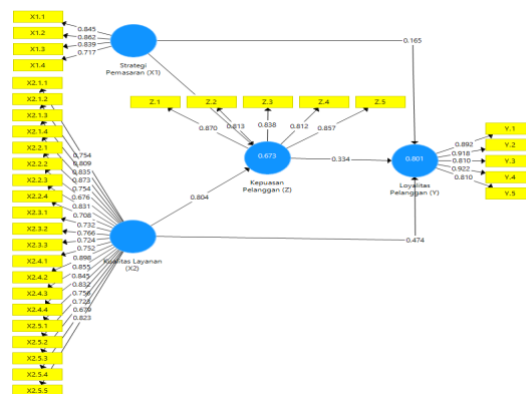
RESULTS AND DISCUSSION

R-Square dan R-Square Adjusted

	R Square	R Square Adjusted
Kepuasan Pasien (Z)	0.673	0.666
Loyalitas Pasien (Y)	0.801	0.794

The Marketing Strategy (X1) and Service Quality (X2) variables that influence the Patient Satisfaction (Z) variable in the structural model have an R1 value of 0.673, indicating that the model is “Strong”. Meanwhile, the Marketing Strategy (X1) and Service Quality (X2) variables that influence the Patient Loyalty (Y) variable through Patient Satisfaction (Z) in the structural model have an R2 value of 0.801, indicating that the model is “Strong”.

Hypothesis Testing



Path Coefisien

	Original Sample(O)	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
Strategi Pemasaran -> Kepuasan Pasien	0.023	0.023	0.084	0.273
Kualitas Layanan -> Kepuasan Pasien	0.804	0.804	0.074	10.900
Strategi Pemasaran -> Loyalitas Pasien	0.165	0.152	0.082	2.024
Kualitas Layanan -> Loyalitas Pasien	0.474	0.469	0.137	3.448
Kepuasan Pasien -> Loyalitas Pasien	0.334	0.349	0.154	2.175
Strategi Pemasaran -> Kepuasan Pasien -> Loyalitas Pasien	0.008	0.013	0.033	0.229
Kualitas Layanan -> Kepuasan Pasien -> Loyalitas Pasien	0.269	0.278	0.122	2.204

Based on the results of the hypothesis test, the following are known:

- The Marketing Strategy variable has a positive but insignificant effect on the Satisfaction variable, with a T-statistic of 0.273, which is less than 1.96. Furthermore, the Original Sample value is positive at 0.023, indicating a positive relationship.
- The Service Quality variable has a positive and significant effect on the Satisfaction variable, with a T-statistic of 10.900, which is greater than 1.96. Furthermore, the Original Sample value is positive at 0.804, indicating a positive relationship.
- The Marketing Strategy variable has a positive and significant effect on Patient Loyalty, with a T-statistic of 2.024, which is greater than 1.96. Furthermore, the Original Sample value is positive at 0.165, indicating a positive relationship.
- The Service Quality variable has a positive and significant effect on Patient Loyalty, with a T-statistic of 3.448, which is greater than 1.96. Furthermore, the Original Sample value is positive at 0.474, indicating a positive relationship.
- The Patient Satisfaction variable has a positive and significant effect on Patient Loyalty, with a T-statistic of 2.175, which is greater than 1.96. Furthermore, the Original Sample value is positive at 0.334, indicating a positive relationship.
- The Marketing Strategy variable has a positive but insignificant effect on Patient Loyalty through Satisfaction, with a T-statistic of 0.229, which is less than 1.96. Furthermore, the Original Sample value is positive at 0.008, indicating a positive relationship.
- The Service Quality variable has a positive and significant effect on Patient Loyalty through Patient Satisfaction, with a T-statistic of 2.204, which is greater than 1.96. Furthermore, the Original Sample value is positive at 0.269, indicating a positive relationship.

DISCUSSION**The Effect of Marketing Strategy on Patient Satisfaction at Kaimana Regional General Hospital, West Papua**

The results of this study indicate that the T-statistic for the relationship between Marketing Strategy and Satisfaction is 0.273, which is less than 1.96. Therefore, Marketing Strategy has a positive but insignificant effect on Patient Satisfaction at Kaimana Regional General Hospital, West Papua, Surabaya. The Original Sample value of 0.023 indicates a unidirectional relationship, where better Marketing Strategy can increase Patient Satisfaction at Kaimana Regional General Hospital, West Papua, with a small effect. Therefore, the first hypothesis, "Marketing Strategy has an effect on Patient Satisfaction at Kaimana Regional General Hospital, West Papua," is rejected.

The Effect of Service Quality on Patient Satisfaction at Kaimana Regional General Hospital, West Papua.

The results of this study indicate that the T-statistic for the relationship between Service Quality and Satisfaction is 10.900, which is greater than 1.96. Therefore, Service Quality has a positive and significant effect on Patient Satisfaction at Kaimana Regional General Hospital, West Papua. Furthermore, the Original Sample Value (OS) was positive at 0.804, indicating a directional relationship where better service quality increases patient satisfaction at Kaimana Regional General Hospital, West Papua. Therefore, the second hypothesis, "Service quality influences patient satisfaction at Kaimana Regional General Hospital, West Papua," was accepted.

The Influence of Marketing Strategy on Patient Loyalty at Kaimana Regional General Hospital, West Papua.

The results of this study indicate that the T-statistic for the relationship between Marketing Strategy and Loyalty is 2.024, which is greater than 1.96. Therefore, the Marketing Strategy variable has a positive and significant effect on patient loyalty at Kaimana Regional General Hospital, West Papua. Furthermore, the Original Sample Value (OS) was positive at 0.165, indicating a directional relationship where better marketing strategy increases patient loyalty at Kaimana Regional General Hospital, West Papua. Therefore, the third hypothesis, "Marketing Strategy influences patient loyalty at Kaimana Regional General Hospital, West Papua," was accepted.

The Effect of Service Quality on Patient Loyalty at Kaimana Regional General Hospital, West Papua

The results of this study indicate that the T-statistic for the relationship between Service Quality and Loyalty is 3.448, which is greater than 1.96. Therefore, Service Quality has a positive and significant effect on Patient Loyalty at Kaimana Regional General Hospital, West Papua. Furthermore, the Original Sample Value of 0.474 indicates a unidirectional relationship, whereby improved Service Quality increases Patient Loyalty at Kaimana Regional General Hospital, West Papua. Therefore, the fourth hypothesis, "Service Quality influences Patient Loyalty at Kaimana Regional General Hospital," is accepted.

The Effect of Patient Satisfaction on Patient Loyalty at Kaimana Regional General Hospital, West Papua

The results of this study indicate that the T-statistic for the relationship between Patient Satisfaction and Patient Loyalty at Kaimana Regional General Hospital, West Papua is 2.175, which is greater than 1.96. Therefore, Patient Satisfaction has a positive and significant effect on Patient Loyalty at Kaimana Regional General Hospital, West Papua. Furthermore, the Original Sample Value (0.334) is positive, indicating a unidirectional relationship, where better satisfaction increases patient loyalty at Kaimana Regional General Hospital, West Papua. Therefore, the fifth hypothesis, "Satisfaction influences patient loyalty at Kaimana Regional General Hospital, West Papua," is accepted.

The Effect of Marketing Strategy Through Patient Satisfaction on Patient Loyalty at Kaimana Regional General Hospital, West Papua

The results of this study indicate that the T-statistic for the relationship between Marketing Strategy and Patient Satisfaction and patient loyalty at Kaimana Regional General Hospital, West Papua, is 0.229, which is less than 1.96. Therefore, the Marketing Strategy through Patient Satisfaction variable has a positive but insignificant effect on patient loyalty at Kaimana Regional

General Hospital, West Papua. Furthermore, the Original Sample Value (0.008) is positive, indicating a unidirectional relationship, where better marketing strategy, supported by the mediation of patient satisfaction, increases patient loyalty at Kaimana Regional General Hospital, but with a small effect. Therefore, the sixth hypothesis, "Marketing Strategy through Patient Satisfaction influences patient loyalty at Kaimana Regional General Hospital, West Papua," is rejected.

The Effect of Service Quality Through Patient Satisfaction on Patient Loyalty at Kaimana Regional General Hospital, West Papua

The results of this study indicate that the T-statistic for the relationship between Service Quality and Patient Satisfaction and Patient Loyalty at Kaimana Regional General Hospital, West Papua, is 2.204, which is greater than 1.96. Therefore, Service Quality through Patient Satisfaction has a positive and significant effect on Patient Loyalty at Kaimana Regional General Hospital, West Papua. Furthermore, the Original Sample Value (OMS) of 0.269 indicates a unidirectional relationship, whereby improved Service Quality, supported by Patient Satisfaction, increases Patient Loyalty at Kaimana Regional General Hospital, West Papua. Therefore, the seventh hypothesis, "Service Quality through Patient Satisfaction influences Loyalty at Kaimana Regional General Hospital, West Papua," is accepted.

CONCLUSION

The conclusion of this study is as follows:

1. Marketing strategy has a positive but insignificant effect on patient satisfaction at Kaimana Regional General Hospital, West Papua.
2. Service quality has a positive and significant effect on patient satisfaction at Kaimana Regional General Hospital, West Papua.
3. Marketing strategy has a positive and significant effect on patient loyalty at Kaimana Regional General Hospital, West Papua.
4. Service quality has a positive and significant effect on patient loyalty at Kaimana Regional General Hospital, West Papua.
5. Patient satisfaction has a positive and significant effect on patient loyalty at Kaimana Regional General Hospital, West Papua.
6. Marketing strategy through patient satisfaction has a positive but insignificant effect on patient loyalty at Kaimana Regional General Hospital, West Papua.
7. Service quality through patient satisfaction has a positive and significant effect on patient loyalty at Kaimana Regional General Hospital, West Papua.

The suggestion of this study is as follows:

1. Kaimana Regional General Hospital, West Papua, must focus on marketing strategies by increasing outreach to patients to attract potential patients and providing easier access for new patients to conduct transactions.
2. Kaimana Regional General Hospital, West Papua, must focus on service quality by increasing service speed by creating service applications, both mobile and on the website, as well as a call center to address service issues.

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