Product and Process of Primary Healthcare Service and their Impacts

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ARTICLE INFO	ABSTRACT
Published Online: 17 December 2019 Corresponding Author: **Muhammad Bakhtiar Rifai**	The increasing expectations of the community have pushed health care providers to improve continually including the Pratama Nailusyifa clinic located in Bandongan, Magelang. The more expectations are met, the more loyal the community is to health care providers. One way to improve patients' loyalty is by implementing a marketing mix strategy. Unfortunately, no studies have been conducted to determine its effect on patients in this clinic. By focusing on two elements of the strategy (product and process), this study aims to determine the effect of both on patients' loyalty. This research is a mix method study with a cross sectional approach and descriptive analysis of loyalty to the characteristics of respondents. The population was all participants who visited and used BPJS Kesehatan with a sample of 100 people. The analysis used was multiple linear regression analysis. The results of this study are: (1) Product and process have a significant effect on patients' loyalty with a regression coefficient marked positive, and t test with a significance value smaller than 0.05 and t count>t table, (2) The most loyal participants are highly educated men who work as civil servants / military / police aged over 40 years and earn more than two million rupiah while the least loyal participants are low educated housewives aged between 25 and 30 years with = less than one million rupiah.
KEYWORDS: products, processes, health services, BPJS health.	

PREFACE

Today, patients have increasingly high expectations toward healthcare facilities including their primry health care[1]. This, of course, encourages all health service providers to improve in order to meet these expectations. This improvement is important because it is closely related to patient loyalty in using the products and services provided[2].

Unlike products, people value service when they are using it[3]. In this case, it can be seen how important it is to improve the quality of service for a health facility[4]. The better the products and services offered to patients, the more patient expectations will be fulfilled. As a result, patient loyalty increases[5].

Marketing mix strategy is one of many ways that can be applied by hospital managers in increasing patients' loyalty[6]. The marketing mix strategy has at least five components which all begin with the letter p: product, price, place, promotion and people[7]. Able to be used to analyze the needs and expectations of patients, it is also applicable in overcoming communication problems between customers and hospitals[8].

Aisyiyah Nailusyifa Clinic is a first-level healthcare facility owned by Persyarikatan Muhammadiyah managed byAisyiyah organization located in Bandongan, Magelang. The clinic was officially operational on the 15th of May 2008 after being made official by Prof. Dr. Din Syamsudin, the head of Muhammadiyah. As a provider of first-level healthcare facility, the Aisyiyah Nailusyifa clinic serves the first healthcare proceedings needed by patients according to BPJS regulations.

In its operational system, the clinic has made several efforts related to promotion such as promoting through existing patients, using brochures, doing home visits and getting involved in charity activities. However, the study of marketing mix strategy has never been done.Therefore, there is a possibility that there are patient expectations that have not been fulfilled. This condition is also reinforced by the number of patients who are still relatively small compared to other first healthcare facilities. Thus, it can be said that the promotion efforts that have been carried out have not been on target.

The correct promotion strategy and the success of a healthcare service meeting the patient's expectations are the main keys to the sustainability of a healthcare facility[9]. Although the results of interviews with several patients have shown high levels of satisfaction, the pratama Aisyiyah

Nailusyifa clinic still needs to look after existing patients by continuing to improve the quality of its services. This strategy is advisable because in terms of usability, maintaining existing patients will be more efficient than looking for new patients[10]. If the promotion is on target and the effort to maintain quality is carried out continuously, the clinic, without question, will be more developed[11].

This study is conducted to determine the effects of marketing mix strategy carried out by and toward the Aisyiyah Nailusyifa clinic's patients. By focusing on two elements (products and processes) and their impacts on patient loyalty, this research can be used as a reference by the clinic concerned in improving service quality while expanding the network.

Healthcare and Social Security Agency (BPJS) and Its Implementations

As an effort to meet the health needs of the community, the Indonesian government organized a social security program name Healthcare and Social Security (BPJS) and is directly responsible for the president. This institution was formed based on two laws, namely number 40 of 2004 and number 24 of 2011. According to the two laws, the BPJS institution is a non-profit legal entity.

In its implementation, this institution replaced the role of several social security institutions such as PT Askes Indonesia to become Healthcare and Social Security Agency (BPJSKesehatan) and PT Jamsostek to become The Workers Social Security Agency known as BPJS Ketenagakerjaan[12]. These changes are of course done step by step. Ariyanti (2013)[13] explained that in early 2014, PT Askes becameHealthcare and Social Security Agency (BPJS Kesehatan). Furthermore in 2015, PT Jamsostek became The Workers Social Security Agency (BPJS Kesehatan).

Although it is an upgraded version of its predecessor, BPJS has a different system. In this system, each participant receives services in the form of first-level services at family doctors, family dentists, pre-primary clinics and pratama Type D Hospitals as First-Level Healthcare Facilities (FKTP) in collaboration with Healthcare and Social Security Agency (BPJS Kesehatan). If the case cannot be treated, the patient will be referred to the Advanced Referral Healthcare Facility (FKRTL) in the form of a primary clinic, general hospital or private hospital. Other forms of services that can be obtained by Healthcare and Social Security Agency (BPJS Kesehatan) participants are emergency services or other services determined by the minister[13].

Primary Health Care and TheirRoles in BPJS

As a form of first-level health facilities (FKTP), pratama clinics certainly have an important role in the JKN system. According to regulation of the ministry of health (Permenkes) No. 28 of 2014, *klinik pratama* is a first-level healthcare facility that has the right to provide non-specialist services such as:

a. Service administration.
b. Promotive and preventive services.
c. Medical examinations, treatments and consultations, non-specialist medical actions, both operative and non-operative.
d. Drug services and medical materials.
e. Blood transfusion according to medical needs.
f. First-level laboratory diagnostic support.
g. First level hospitalization according to medical indications.

In addition to regulating FKTP's rights and obligations in serving the community, there are also competency standards that must be possessed by doctors who work in the FKTP area. Based on the Regulation of the Minister of Health no. 514 in 2015, a general practitioner of FKTP is expected to be able to completely take care of cases with the competencies of 4A and 4B and be able to diagnose, carry out the first treatment and appropriately refer cases with competency standards 3A and 3B. In addition, there are several diseases with competency 2 included in the Regulation of the Ministry of Health because of their high prevalence. Thus, FKTP doctors must also be able to diagnose correctly and refer appropriately according to these diseases[14].

In the daily application, the existence of the Pratama Clinic greatly helps the community health centers (puskesmas) in serving the community. Due to the large number of patients, a community health center is unlikely to be able to serve all of them optimally. This is where the pratama clinic takes the role. Aside from being a counterweight, the pratama clinic also serves as a primary health care provider. Therefore, all of the patients get the health services that they need.

Since its first operation, pratamaAisyiyahNailusyifa clinic has served patients with various backgrounds. Located in Bandongan, Magelang regency, this clinic plays a role in assisting local community health centers in serving 56,636 people[15]. PratamaAisyiyahNailusyifa Clinic has been collaborating with theHealthcare and Social Security Agency (BPJS Kesehatan) since May 2015 with the participation of 1221 people in July 2016, most of whom were transfer patients from other first health facilities.

From these data, it can be seen that the number of patients at the pratamaAisyiyahNailusyifa clinic is relatively small compared to the total number of residents in the Bandongan sub-district. This can be caused by the BPJS system which frees participants in choosing the desired health facilities. In the future, this condition takes a big role in the sustainability of a first-level healthcare facility. If it does not continue to grow and maintain its service quality, it is not impossible for patients to move to other health facilities[16].

Marketing Mix According to Producers and Consumers

To maintain patients in using the services of a health facility, there needs to be a strategy that studies their

behavior patterns[17]. Thus, the producers, in this case the service providers; can implement a strategy called marketing mix[18].

Marketing mix is a company tool used to obtain the desired response from the target market. For consumers, the marketing mix consists of 4P (product, price, place and promotion) while for consumers, the marketing mix consists of 4C (customer solution, cost, convenience and communication). The following table will explain how producers and consumers view the strategy.

Table 1. Marketing Mix From the Producer and Consumer View[9]

Marketing Mix	
Producer (4P)	**Consumer (4C)**
- Product - Price - Place - Promosi(*Promotion*)	- Acting as a way out toward consumers problems (customersolution). - Costs spent by customers (cost tocustomer). - Easy access to get the products (Convenience) - Communication

- Product

Producers view a product as an offer addressed to the market. On the other hand, consumers view the product as something that is used to meet their needs or desires.

- Price

According to producers, prices are a value they must receive for the goods or services they have provided. According to consumers the price is the cost they have to spend to meet a need or desire in the form of goods or services.

- Place

For producers, a place is a way to bring a population or service closer to consumers. For consumers, a place is an ease or convenience in obtaining a product.

- Promotion

A producer considers promotion as an attempt to introduce a product or service and invites consumers to use the product or service. In addition, promotions also serve as reminders from producers to consumers to always remember the existing goods or services. Consumers consider promotion as a communication between producers to consumers.

Marketing Mix for Healthcare Service Providers

Health care products are different from company products in the form of goods. Health care is an act whose size is seen from performance[19]. Consumers, in this case the patients; can assess how good a service is when they feel the benefits of the service themselves[20]. They will conclude the quality of services from places, people, equipment, communication materials, symbols, prices, service processes and services that they observe and feel.

Companies, in this case healthcare providers, need to observe and understand what is desired and needed by patients to be able to know their level of satisfaction[20]. One way to maintain patient satisfaction is to continue to improve the quality[21]. This way, patients will be encouraged to use the services again and again. Because of the importance of a marketing strategy in a business, a special study needs to be conducted[22].

Pratama Aisyiyah Nailusyifa Clinic is the right healthcare facility for the study of marketing mix. The reason is that the particularstudy has never been done in this clinic so that the effect of products and services on patient's loyalty is unknown.

The Study of Patients in Aisyiyah Nailusyifa Clinic

The patients of Pratama Aisyiyah Nailusyifa Clinic have a wide variety of backgrounds. According to observations, the patients' age varies from 0 to more than 40 years with the most patients over the age of 40 years. The majority of patients are married adult women. Patients' jobsare dominated by private workers with salaries ranging from one to two million per month.

According to the results of interviews of 10 patients enrolled in the pratama Aisyiyah Nailusyifa clinic, it was concluded that the health service process are satisfying, friendly and fast.Doctors provide a good explanation of the related clinical services. The waiting room is monitored clean and comfortable. The patient's main complaint is about the length of time waiting for the registration of BPJS patients to move and the process of supporting documents.

Participants find out about pratama Aisyiyah Nailusyifa clinic from the existed participants who have become regular participants. The source of information for new patients is through families who have already become part of the clinic. In addition, the clinic actively participates in charity and social services so that the community is increasingly familiar with its existence.

RESEARCH METHODOLOGY

This research is a quantitative study using a cross sectional approach to determine the effects of the marketing mix which includes the product and process as the basis for choosing pratama Aisyiyah Nailusyifa Bandongan clinic[23]. Participant loyalty was assessed from external factors in the form of respondents' characteristics. In addition, this research is also a survey study. Survey research is a study conducted both in large and small populations. The data obtained and studied is from the population until the conditions obtained relation, distribution and known relationships between variables. This research method is

used to determine the relationship between existing variables.

The study was conducted at the Pratama Aisyiyah Nailusyifa Bandongan clinic in January 2017. The population of this study was all BPJS participants from the clinic in question. From the population, samples were taken in the form of patients visiting the same month with a total of one hundred study times according to the consecutive random sampling method.

There are two variables in this study namely independent variables (product and process) and dependent variable (patient loyalty). The independent variables of the product and process are sequentially represented by X1 and X2 while the dependent variable (loyalty) is denoted by Y.

The research instrument was a questionnaire distributed to selected patients. There are two types of questionnaires in this study. The first questionnaire aims to find out the characteristics of respondents such as age, education, gender, marital status, employment, income, and those who recommend choosing the clinic in question. The second questionnaire aims to measure the extent of patient satisfaction with the services they receive. In this questionnaire, patients answered questions whose results were rated based on a Likert scale (4 = strongly agree, 3 = agree, 2 = disagree, 1 = strongly disagree). Both questionnaires have been tested for validity and reliability and are declared valid.

This research consists of three stages namely the preparation, implementation, and end stages. The preparation stage is in the form of administrative completion and validity and reliability test of the questionnaire which is located at the pratama Aisyiyah Nailusyifa Bandongan clinic. Next, the researchers distributed questionnaires to patients and then did editing and coding data to be processed with the SPSS program.

The data in this study are analyzed using three stages of analysis namely univariate, bivariate, and multivariate analysis. Multivariate analysis was used to see an overview of the independent variables and the dependent variable. Bivariate analysis was done to determine the relationship between the two variables. The last analysis, multivariate analysis, was used to determine the effect of all independent variables on the dependent variable. Finally, the data were analyzed using multiple comparison analysis techniques.

RESULTS AND DISCUSSIONS

Data testing was done through a series of tests namely validity, reliability, regression equations, coefficient of determination analysis, F test, T test, and multiple comparison analysis consisting of post hoc tests for age, employment, education, and income. The whole tests were conducted sequentially using the SPSS program to get the right analysis results from the data.

From the validity test, the data obtained can be described as follows:

Table 2. Validity Test Results

Variable	Item	R_{count}	r_{table}	Description
Product (X1)	P1	0,532	0,3494	Valid
	P2	0,478	0,3494	Valid
	P3	0,433	0,3494	Valid
	P4	0,465	0,3494	Valid
	P5	0,506	0,3494	Valid
	P6	0,480	0,3494	Valid
	P7	0,416	0,3494	Valid
Process (X2)	PR1	0,412	0,3494	Valid
	PR2	0,438	0,3494	Valid
	PR3	0,413	0,3494	Valid
	PR4	0,547	0,3494	Valid
	PR5	0,408	0,3494	Valid
	PR6	0,641	0,3494	Valid
	PR7	0,631	0,3494	Valid
Loyalty (Y)	L1	0,810	0,3494	Valid
	L2	0,454	0,3494	Valid
	L3	0,810	0,3494	Valid
	L4	0,514	0,3494	Valid
	L5	0,737	0,3494	Valid
	L6	0,676	0,3494	Valid

Validity test shows that each questionnaire is greater than the rtable value (0.3484) so that the data are declared valid and can be used.

From the reliability test, the data obtained can be described as follows:

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Reability Standard	Description
Product	0,707	0,60	Reliabel
Process	0,772	0,60	Reliabel
Loyalty	0,768	0,60	Reliabel

Reliability test shows the Cronbach Alpha measurement number is more than 0.60. This number shows that the questions in the questionnaire submitted to respondents are a reliable and represent consistent measurement tool.

From the regression equation model, the results are as follows:

Table 4. Results of Regression Calculation

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.040	1.037		23.178	.000
	X1	.066	.056	.150	1.193	.002
	X2	.047	.034	.171	1.363	.002

The regression coefficient of a product in this study is 0.066. This shows that if the product number increases by one unit, the effect of the product on increasing loyalty is 0.066 units. Furthermore, the regression coefficient of the process in this study was 0.047. This shows that every increase in one process unit, the effect of the process on loyalty improvement is 0.047 units. From the data above, it can be concluded that each variable both product and process has a positive effect on the loyalty of participants.

From the test results, the coefficient of determination obtained the following data:

Table 5. Determination Coefficient Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.145[a]	.021	.544	.78716

From the test results, the R value presented is 0.145. In order to know the magnitude of the variation of the participants' loyalty, it can be seen that the adjusted R Square data presented is 0.544. This shows that the influence of products and processes on loyalty is 54.4%. The remaining 45.6% loyalty is influenced by other factors which are not calculated in this study.

Furthermore, all the data go through the F test process which aims to determine whether the independent variables together have a significant effect on the dependent variable. The results of the test are presented in the following table:

Table 6. F Test Tables (ANOVA)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.287	2	.644	59.976	.000[a]
	Residual	60.103	97	.620		
	Total	61.390	99			

The results on the table show the independent variables have a significant effect on the dependent variable with a significance value of 0,000. The result of Fcount 59.976 has a value greater than Ftable which is 3.090187 indicating that there is an effect of the independent variable on the dependent variable. From these calculations, it can be seen that the products and processes simultaneously have a significant effect on the loyalty of Healthcare and Social Security Agency (BPJS Kesehatan) patients at the clinic.

After the F test, the researcher looked for the effect of the two independent variables on the dependent variable by the T test. The results of the T test calculation are as follows: pratama Aisyiyah Nailusyifa Bandongan.

Table 7. T Test Table (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,702	1,166		3,174	,002
	X1	,064	,021	,296	3,072	,003
	X2	,424	,081	,503	5,216	,000

According to the t test, the value of tcount for the Product variable is 3.072, while the table has a value of 1.66. This shows that tcount is greater than t table. The significance in this t test is 0.003. This number shows that the number of significance is smaller than 0.05. From these results, it can be seen that the product (X1) has a positive and significant effect on loyalty.

For process variable, the value of t-count is 5.216, while for t-table is 1.66. This shows that t-count is greater than t table. The significance in this t test is 0,000. This number shows that the number of significance is smaller than 0.05. From these results indicate that the process (X2) has a positive and significant effect on loyalty.

The next stage is the Post Hoc test with the Turkey method to find out the highest loyalty sample groups. Post Hoc tests are carried out for the characteristics of age, employment, education, and income. From these calculations, it was found that patients who had the highest loyalty were the age group above 40 years, PNS / TNI / POLRI work groups, D4-S1 educated groups, and income groups above two million rupiah.

In general, the quality of products, processes, and products and processes has a significant effect on the loyalty of BPJS Health participants at the Aisyiyah Nailusyifa primary clinic. The results of this test are in line with the research of Izah (2008)[25] conducted at BMC Hospital Padang and Kurniawan (2006)[24] in William Booth Hospital which stated that the quality of service products that are maintained and consistent succeeded in fulfilling patients' desires and made them reuse the same product.

Of the two independent variables studied, the process has a greater influence than the product. This is reinforced by the study Izah (2008)[25] which states that this might occur because patients assess services at the clinic are not boring, fast, precise and uncomplicated.

Different results were found in studies conducted in the inpatient ward of PKU Muhammadiyah Bantul Hospital by Kusumo&Susanto (2016)[26]. The research shows that there is no significant influence between products on patient loyalty. The existence of this difference can occur due to differences in characteristics between outpatients and inpatients. An outpatient will see service products in a comprehensive manner compared to inpatients who are more results oriented in the form of recovery and immediately return home.

Process variables also had a positive and significant effect on the loyalty of BPJS health participants enrolled at the Nailusyifa pre-primary clinic. This shows the importance of the quality of the health care process to the loyalty of participants. The results of this study support the results of Kurniawan's (2006)[24] study at the William Booth Hospital, Semarang, which states that the faster and more appropriate a service process, the higher the loyalty of participants.

The characteristics of participants also affect their loyalty to a health service. In this study, the characteristics of participants in the form of age, sex, occupation, education and income were directly proportional to loyalty. The more the patient ages, the loyalty will increase. This can be caused by the fact that they have been able to compare the quality of existing health services and make choices to the clinics concerned or age conditions that are prone to health problems so that the frequency of visits to health facilities increases. The profession also becomes a matter that needs attention. Based on data, the most loyal profession is PNS / TNI / POLRI. This is due to the high density of activities so that they do not have much consideration when choosing health facilities.

Education and income of participants takes an important role in decision making, including the decision to use a health service. With educational assumptions directly proportional to income, according to Yuniarta's research (2011)[26], patients with higher education will assess a process and product more objectively.

CONCLUSION

After analysis and discussion, it can be concluded that the products and processes have a significant influence on the loyalty of BPJS Health participants at the Pratama Nailusyifa clinic both separately and together. Men with higher education working as PNS / TNI / POLRI aged over 40 years and earning more than two million rupiah are the most royal participants while women with low education work as housewives aged between 25 and 30 years and earn less than one million rupiah has the lowest loyalty.

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