THE EFFECT OF MARKETING MIX ON PATIENT LOYALTY: STUDY AT DENTAL AND ORAL HOSPITAL IN WETLANDS

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ABSTRACT

Based preeliminary research survey, more than 50% of patients in RSGM Gusti Hasan Aman were integration patients. The purpose is other cluster patients such as patients who come to the polyclinic and also specialist patients will also increase significantly such as visits by integration patients, and they will become loyal patients to the hospital. The aims of this study is to analyze the effect of marketing mix on patient loyalty. This study uses a type of analytic observational research. The research design used was cross sectional. The population in this study were all patients who had been outpatient at RSGM Gusti Hasan Aman. The number of samples in this study were 67 patients consisting of general patients and BPJS patients. The sampling technique used is a non-probability sampling technique, namely purposive sampling. The instrument used in this research is a questionnaire. Most of the respondents are loyal, have a good perception of the service. The results stated price (p value = 0.555), place (p value = 0.906) and promotion (0.818) had no significant effect on general patient loyalty. Meanwhile, product (p value = 0.035), people (p value = 0.012), process (p value = 0.020), and physical evidence (p value = 0.035) have a partially significant effect on patient loyalty. **Conclusion:** Marketing mix has an effect of 55.6% on general patient loyalty and BPJS at the Gusti Hasan Aman Dental and Oral Hospital. The rest is influenced by other factors.

Keywords: Marketing Mix, Patient Loyalty, Wetlands, Public Patients, BPJS

INTRODUCTION

Wetlands are areas of marshes that are inundated with shallow water all year round. Wetlands are areas of brackish, swamp, peat or water, whether natural or artificial, permanent or temporary, with water that is flowing or stagnant, fresh, brackish or salty, including areas with deep sea water at low tide or low tide. does not exceed six meters. About 60% of the world's wetlands are peat or 300 million hectares or 2% of the land area, scattered in many places in the world including Indonesia. Peatlands in Indonesia are found in Sumatra and Kalimantan which are characterized by high intensity of yellow or red-brown color, low pH between 2-5, sour taste, high organic matter content, and low cations. Peat is used by the community for hereditary agricultural business as well as fuel for power plants and plantations. If it is not managed properly, especially in terms of water management, peat will have an

impact on public health (Adhani, 2015)

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To manage oral health problem, dentist and other health service work there. In the current era of globalization, dentists in Indonesia are faced with a very competitive situation. This can be seen in the increasing number of dental health services, including traditional dental health services, dental and oral polyclinics, private dental practices, specialist dental clinics, dentists and dental and oral hospitals. The variety of dental and oral health services causes patients to be free to choose and determine the place of service. Based on this, it is a challenge for hospitals to retain old patients besides looking for opportunities to get new patients, so that the number of

patients who come to dental health services can increase from time to time (Ningsih, 2011).

The more widespread establishment of dental health services, marketing activities as a management tool are becoming a necessity nowadays. The marketing mix can be used as a marketing tool that makes it easier for hospitals to achieve their marketing goals. The components in the service marketing mix include product, place, price, promotion, people, process, and physical evidence. It is an important role in helping customers understand and evaluate services that are intangible.

The marketing mix is expected to increase the consumer's perceived quality, namely the consumer's assessment of a product. If the consumer's perception of the quality of services provided by the hospital is good, then the consumer's image (corporate image) of the hospital will be positive, this condition can have an impact on customer loyalty (Kotler, 2009).

Customer loyalty is a loyalty that is shown by regular buying behavior in the long term through a series of customer decisions. The hospital's ability to attract and retain new customers is a function that is not derived from the product or service itself, but is also related to the way the hospital serves existing customers and the reputation that the hospital creates. Customer loyalty will be the key to success, not only in the short term, but a sustainable competitive advantage (Griffin, 2005). Loyal customers have a lower tendency to switch, so it will reduce efforts to find new customers, and can provide positive feedback to service providers (Mardalis, 2005).

Teaching Dental and Oral Hospital (RSGMP) is a special hospital that provides dental and oral health

services and is an educational facility for the dentist profession (Departemen Kesehatan RI, 2023). From preeliminary research survey conducted by researchers regarding the number of patient visits to dental health services at a Dental and Oral Hospital, it was found that more than 50% of patients were integration patients. Integration patients have the highest number compared to the others. In 2020, there will be 81% of the total number of patients and in 2022 there will be 57% of integrated patients. These integration patients are educational patients whose visits to the hospital are facilitated by educational students. These patients dominate from year to year as long as there are learning activities (professional education). The purpose is other cluster patients such as patients who come to the polyclinic and also specialist patients will also increase significantly such as visits by integration patients, and they will become loyal patients to the hospital. Therefore in this study we offer a solution to analyze the effect of the marketing mix on patient loyalty.

THEORY
Marketing Mix
According to Agic (2016), marketing mix is related to hospital marketing efforts to achieve its goals in targeted segmentation. The marketing mix has changed from 4P to 7P Harrington (2017) which is stated as follows:

1. Product
The existence of the product becomes a determinant in marketing programs such as price, place and promotion (Halim, 2021). Products are defined as anything that is introduced by the hospital to patients in order to get attention, be sought after, and want as fulfillment of the needs and desires of patients. Products are seen as the basis for decision making in choosing services. The word product refers to all concepts or objects that are given to patients, even though the patient does not actually buy services but uses services (Napitupulu S, 2021).

2. Price
Kotler and Keller stated that price is an element of the marketing mix that determines profitability and also as a signal in the proportion of the value of a service. Determination of service rates must pay attention to the efficiency and effectiveness of the benefits of services received by patients. In addition, it is also necessary to pay attention to payment methods, systems and payment channels that must make it easier for patients. Rates are also information that must be conveyed to patients, so that patients can compare between services and the amount of expenses that must be borne (Napitupulu, 2021).

3. Place
Distribution channels used by hospitals to distribute products to patients with various activities. Regarding the place, it is necessary to pay attention to things such as the time spent to reach the location, a location that is easy to find and reach, to a large parking area. The distribution channel or place is an effort so that the product offered is at the right place and time according to the needs and desires of the patient. Place is also defined as everything that is get in touch quickly, kindly and easily (Indratno, 2015).

4. Promotion

Promotion is part of the activities carried out by the hospital with the main objective of informing, persuading, influencing and reminding patients about the services provided. The role of promotion in the marketing mix is very large. This activity actively encourages patients to use the services offered. Promotion can also be an ongoing information as a one-way flow of information or persuasion created to direct the hospital to do marketing (Napitupulu,2021).

5. People

Officers who provide health services are a very important element of the marketing mix of hospital health services. Patients want the services provided by officers to have good performance, quality, professionalism and have a high commitment to serving. The services provided by the hospital are closely related to the officers, because all services are related to direct interaction and communication between officers and patients (Napitupulu S, 2021).

6. Process

Process is the involvement of all activities needed in accessing health services. The process that is understood by the patient and the convenience that the patient wants will result in satisfaction for the patient. The process needs to be considered so that each part works according to the applicable SOP. The patient's assessment of the process in medical services will greatly influence the patient's desire to take advantage of the service. Timeliness and ease in the process will give satisfaction to the patient (Napitupulu, 2021).

7. Physical evidence

Physical facilities really need to be considered, because the quality of service is often seen by patients in the physical evidence received. In addition to facilities, the environment of service facilities also helps shape patient feelings to attract interest in utilizing existing health services. The better the service facilities provided, the more comfortable the patient feels (Napitupulu, 2021).

Patient Loyalty

Patient loyalty is a patient attitude that describes a loyalty to services to take advantage of health services repeatedly in meeting the needs of medical services. Customer loyalty according Baloglu (2002) has five dimensions, namely trust, psychological commitment, switching costs, publicity behavior (word-of-mouth), and cooperation.

The aims of this study is to analyze the effect of marketing mix on patient loyalty. Based on this description, we can write the research question how does the marketing mix influence patient loyalty at the dental and oral hospital in wetlands?

METHOD

This research used the type of analytic observational research. The research design used was cross sectional. This study was used to determine the effect of the independent variables, namely the marketing mix on patient loyalty at RSGM Gusti Hasan Aman.

The population in this study were all outpatient at RSGM Gusti Hasan Aman. The number of samples in this study were 67 patients consisting of general patients and BPJS patients. The sampling technique used is a non-probability

sampling technique, namely purposive sampling. Purposive sampling technique is a sampling technique based on inclusion and exclusion criteria. The inclusion criteria in this study were patients who had outpatient care at least once at RSGM Gusti Hasan Aman, patients who were willing to become respondents and sign informed consent, patients at RSGM Gusti Hasan Aman aged 17-65 years, patients who could read and write, patients are general patients and BPJS. The exclusion criteria in this study were patients who experienced unexpected events that made it impossible to carry out research such as illness or unconsciousness or death, patients who did not fill out the questionnaire completely.

Measuring tool or instrument used in this study is a questionnaire. The questionnaire contains 50 questions consisting of 33 questions about marketing mix and 17 questions about patient loyalty. The questions in the questionnaire have been tested for validity and reliability. Data was taken and processed from the beginning of 2023 until August.

The ethical was carried out by the Ethics Commission of the Faculty of Dentistry, University of Lambung Mangkurat with no. 056/KEPKG-FKGULM/EC/III/2023.

Data analysis used in this study was univariate analysis and multivariate analysis. Univariate analysis to describe each variable characteristic in detail, such as an overview of the marketing mix of RSGM Gusti Hasan Aman and descriptions of visiting patients at RSGM Gusti Hasan Aman in the form of distribution and percentage (Irmawartini, 2017). Meanwhile, multivariate analysis was used to determine the effect of the independent variables, namely the marketing mix on the dependent variable, namely patient loyalty at RSGM Gusti Hasan Aman. The analysis test in this study used the Multiple Linear Regression test.

RESULT

This research was conducted at RSGM Gusti Hasan Aman Banjarmasin in 2023. This study involved a total of 67 participants who met the inclusion and exclusion criteria. The results of this study can be explained as follows.

Table 1. Characteristics of respondents based on gender

No	Gender	Amount	Percentage
1.	Male	25	37%
2.	Female	42	63%
	Total	67	100%

Based on table 1 can be concluded that most of the respondents in this study were female. Respondents with female sex dominated with a total of 42 people (63%).

Table 2. Characteristics of respondents by age

No	Age (year)	Amount	Percentage
1.	17-25	42	63%
2.	26-35	11	16%
3.	36-45	8	12%

4.	46-55	6	9%
	Total	67	100%

Based on table 2 can be seen that the age of most respondents is between 17-25 years. This age dominated in this study with a total of 42 people (63%)

Table 3. Characteristics of respondents based on education

No	Education	Amount	Percentage
1.	Elementary School	2	3%
2.	Junior High School	3	4%
3.	Senior High School	24	35%
4.	Diploma	1	2%
5.	Bachelor	36	54%
6.	Master/Doctoral	1	2%
	Total	67	100%

Table 3 shows that most of the respondents have the last education level is bachelor. Bachelor education in this study were 36 people (54%).

Table 4. Characteristics of respondents based on job

No	Job	Amount	Percentage
1.	Civil servant	10	15
2.	Private sector	9	13
3.	Student	28	42
4.	Businessman	4	6
5.	Other	16	24
	Total	67	100%

The characteristics of respondents based on work in table 4 are mostly students. College students dominated as the most patients in this study, namely 28 people (42%).

Table 5. Characteristics of respondents based on income

No	Income	Amount	Percentage
1.	<Rp.1.000.000	31	46
2.	>Rp.1.000.000-2.000.000	6	9
3.	>Rp.2.000.000-5.000.000	24	36
4.	>Rp.5.000.000	6	9
	Total	67	100%

Based on table 5 can be seen that the income of most of the respondents in this study was less than one million rupiah. Respondents with an income of less than one million rupiah in this study were 31 people (46%).

Table 6. Characteristics of respondents based on the method of payment

No	Method of payment	Amount	Percentage
1.	General patient	51	76%
2.	BPJS	16	24%
	Total	67	100%

Table 6 shows that most of the respondents in this study were general patients who paid their own medical. There were 51 general patients (76%) in this study.

Table 7. Frequency Distribution of Respondents' Perceptions of Marketing Mix

No	Respondents' Perceptions	Amount	Percentage
1.	Product		
	Good	58	87%
	Not Good	9	13%
2.	Price		
	Good	53	79%
	Not Good	14	21%
3.	Place		
	Good	53	79%
	Not Good	14	21%
4.	Promotion		
	Good	55	82%
	Not Good	12	18%
5.	People		
	Good	58	87%
	Not Good	9	13%
6.	Process		
	Good	52	78%
	Not Good	15	22%
7.	Physical Evidence		
	Good	56	84%
	Not Good	11	16%
	Total	67	100%

Based on table 7 can be seen that the majority of respondents have a good perception of the marketing mix dimensions, namely product, price, place, promotion, people, process, and physical evidence.

Table 8. Frequency distribution of respondents' loyalty

No	Respondents' loyalty	Amount	Percentage
1.	Loyal	63	94%
2.	Not loyal	4	6%
	Total	67	100%

Based on table 8 it can be seen that most of the respondents are

loyal to the service. Patients loyal to the service amounted to 63 people (94%).

Table 9. Results of cross-tabulation analysis and t-test statistics using multiple linear regression tests

Perceptions of Marketing Mix	Patient Loyalty		Total	Significance
	Loyal	Not Loyal		
Product				
Good	57 (85%)	1 (2%)	58 (87%)	.035*
Not Good	6 (9%)	3 (4%)	9 (13%)	
Price				
Good	52 (78%)	1 (2%)	53 (79%)	.555*
Not Good	11(16%)	3 (4%)	14 (21%)	
Place				
Good	52 (78%)	1 (2%)	53 (79%)	.906*
Not Good	11(16%)	3 (4%)	14 (21%)	
Promotion				
Good	53 (79%)	2 (3%)	55 (82%)	.818*
Not Good	10 (15%)	2 (3%)	12 (18%)	
People				
Good	57 (85%)	1 (2%)	58 (87%)	.012*
Not Good	6 (9%)	3 (4%)	9 (13%)	
Process				
Good	49 (73%)	3 (4%)	52 (78%)	.020*
Not Good	14(21%)	1 (2%)	15 (22%)	
Physical Evidence				
Good	54 (81%)	2 (3%)	56 (84%)	.035*
Not Good	9 (13%)	2 (3%)	11 (16%)	

* T test statistics with multiple regression tests

Based on table 9 can be seen that most of the respondents are loyal, have a good perception of service. The results of the linear regression test stated that based on the t test statistics, price, place and promotion had no significant effect on general patient loyalty and BPJS. Meanwhile, product, people, process, and physical evidence have a partially significant effect on the marketing mix.

Table 10. The results of the analysis using the F test statistic with multiple linear regression tests

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	1249.781	7	178.540	3.766	.002[b]
	Residual	2796.786	59	47.403		
	Total	4046.567	66			

ANOVA[a]

a. Dependent Variable: Loyalitas(Y)

b. Predictors: (Constant), Physical_Evidence(X7), Produk(X1), Promotion(X4), Process(X6), Price(X2), People(X5), Place(X3)

Based on table 10 it can be seen that the marketing mix has a significant effect simultaneously on patient loyalty sig.0.002 (<0.05).

Table 11. The coefficient of determination with multiple linear regression tests

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556[a]	.309	.227	6.885

a. Predictors: (Constant), Physical_Evidence(X7), Produk(X1), Promotion(X4), Process(X6), Price(X2), People(X5), Place(X3)

Based on table 11, it can be seen that based on the coefficient of determination, the R value is 0.556, meaning that the marketing mix has an effect of 55.6% on general patient loyalty and BPJS at the Gusti Hasan Aman Dental and Oral Hospital. The rest is influenced by other factors.

DISCUSSION

Effect of product on patient loyalty

The results of this study indicate that the majority of patients who have a good perception of the product are patients who are loyal to the hospital. As many as 57 people (58%) patients are loyal to the product because they think that service personnel are always available at the place, complete supporting facilities, and the availability of specialist doctors is always on the spot.

In the healthcare industry, patient loyalty plays an important role in the success and sustainability of hospitals. To cultivate patient loyalty effectively, hospital director must consider the impact of the various elements of the marketing mix. One of the key elements that can influence patient loyalty is the product or service offered by the hospital. Products or services offered by hospitals include medical care, procedures, and services provided to patients. The quality and effectiveness of these services have a direct impact on patient satisfaction, which has a direct correlation with loyalty. Hospitals must ensure that their products or services meet patient needs and expectations. This includes providing quality medical care, utilizing modern equipment and technology,

and providing a professional medical practice. If a hospital consistently delivers outstanding medical results and demonstrates a commitment to patient safety and well-being, the hospital can build a positive image and contribute to patient loyalty (Ramli, 2019). In this study, the product has a significant positive effect on patient loyalty. Most patients rate that the product is good. However, there are some who assess the product as unfavorable, including regarding the availability of drugs in pharmacies which are felt to be lacking.

Pharmacy installation is a part/unit or facility in a hospital where all pharmaceutical work activities are carried out for the purposes of the hospital itself. A hospital pharmacy installation is a department or unit in a hospital under the leadership of a pharmacist and assisted by several pharmacist assistants who meet the requirements of applicable laws and are responsible for all work and direct services to hospital patients, both for patients with inpatient, outpatient and for all units including the hospital polyclinic. The Hospital Pharmacy Installation (IFRS) is the only unit in the hospital that procures pharmaceutical goods, manages and distributes them to patients, is responsible for all pharmaceutical goods circulating in the hospital, and is responsible for procuring and presenting ready-to-use drug information. The costs absorbed for the supply of drugs are the largest component of hospital expenses. This is of course a big task for hospital pharmacy installations to carry out all pharmaceutical activities and work which consists of a plenary service including planning, procurement, storage, quality control and distribution (Nurmiwiyati, 2020).

To be able to succeed in all the activities of the hospital pharmacy installation that have been mentioned, the main thing that needs to be considered is the availability of drugs. Because of all pharmaceutical activities in the hospital, the availability of drugs is very influential for the smooth running of hospital services and is a demand for health services. If the hospital is unable to plan and carry out drug management properly, the hospital will not be able to reach a point of success, because it will reduce the quality of hospital services so that patient satisfaction will also decrease. If the hospital does not fulfill the right needs, then hospital expenses cannot be controlled properly. This will be detrimental to the hospital (Nurmiwiyati, 2020).

Besides that, patient loyalty is very important for a business, because loyal patients are the key to the success of a business or business to continue to survive. Loyalty itself is a patient's commitment to a place of business or a brand based on a positive attitude which is reflected in the form of consistent repeat purchases. To get and retain loyal patients, a hospital must know the factors that influence patient loyalty to the hospital (Nurmiwiyati, 2020).

Effect of price on patient loyalty

The results of this study indicate that patients who have a good perception of price are mostly loyal to the hospital. As many as 52 people (78%) general patients and BPJS are loyal to the hospital in terms of price. However, price has no significant effect on loyalty. This means that changes in terms of price or service rates will not affect general patient loyalty and BPJS.

Tariff is defined as the amount of money issued to obtain the services of a service. Tariff is an

important thing that is considered by consumers in buying a product or service. Sulistya (2018) states that if the tariff is set too low it will result in poor patient perception of the product or service. If patients feel comfortable with the rates offered, they will tend to make repeat purchases of the same product. This is in accordance with the concept which states that consumers prefer low-priced products (Sulistya, 2018). This is in accordance with this research that based on descriptive analysis, most say the price is in accordance with the results obtained. However, in this study, price did not have a significant effect on patient loyalty. That is, every price change does not result in a change in patient loyalty. This is in accordance with the statement of one respondent who stated that the price of services is the same as other places.

However, for the price factor there is also input regarding the difference in tariffs for the less fortunate. This is possible because the patient has not received an explanation about the rates available in the hospital can use BPJS, General, and others. This is in accordance with research Khainuddin (2020) which states that patients should know about the costs of services available at the hospital so that patients and their families have preparations in terms of costs. Hospital service rates should be informed through leaflets and bulletin boards because it is important to make it easier for patients to know the types of service fees at the hospital.

Effect of place on patient loyalty
The results of this study indicate that patients who have a good perception of place are mostly loyal to the hospital. As many as 52 people (78%) general patients and

BPJS are loyal to the hospital in terms of place. However, place has no significant effect on loyalty. This means that changes in terms of place will not affect general patient and BPJS patient loyalty.

The definition of hospital place includes the place of service, the time spent, the concept of referral, and others. Facility location often determines the success of a service, because location is closely related to the potential market of a hospital. For example, hospitals generally occupy a fairly large area and are located near densely populated areas, because hospitals aim to serve the general public at large (Tjiptono, 2004). The choice of place and location requires careful consideration of several factors, such as access, visibility, parking space, expansion, environment, competition, government regulations, for example the location that is traversed or easily accessible by public transportation facilities. Visibility, for example a location that can be seen clearly from the roadside. Secure and spacious parking area. Expansion, namely there is a large enough place for business expansion in the future. Environment, namely the surrounding area that supports the services offered. Competition, namely the location of competitors. Government regulations, design and layout of service facilities, conditions (setting) and the environment in which services are delivered are aspects that are no less important and should not be forgotten in service design. The customer's perception of a service can be influenced by the atmosphere (atmosphere) formed by the exterior and interior of the facility. The elements that need to be considered are room planning, equipment or furniture, lighting and color (Prasetijo, 2004). In this study, place

has no significant effect on patient loyalty. This means adding or subtracting the location factor, not reducing or increasing the loyalty of BPJS patients and general patient.

The effect of promotion on patient loyalty

The results of this study indicate that patients who have a good perception of promotion are mostly loyal to the hospital. As many as 53 people (79%) general patients and BPJS are loyal to the hospital in terms of promotion. However, promotion has no significant effect on loyalty. This means that changes in terms of promotion will not affect general patient loyalty and BPJS. This happens because general patients and BPJS who go to the hospital do not come based on leaflets or promotions carried out by RSGM but instead are promoted through patient referring doctors. So that the increase or decrease in the promotional marketing mix does not affect patient loyalty.

Promotion can be in the form of a communication mix in the form of delivering hospital messages to consumers. Promotion is a process of communicating marketing mix variables which are very important to be carried out by hospitals in marketing products. The essence of promotional activities is a form of marketing communication activity that seeks to disseminate information, influence, remind target markets to be willing to accept, buy, and be loyal to the products offered by the hospital (Sulistiadi, 2002).

The effect of people on patient loyalty

The results of this study indicate that patients who have a good perception of promotion are mostly loyal to the hospital. As many as 57 people (85%) are general

patients and BPJS are loyal to the hospital in terms of people.

People are essential elements that are important in providing services that can be added value and more competitive (Suryani, 2002). In service marketing, people are expected to have the characteristics of responsiveness, assurance, empathy, namely having the ability to quickly respond to patient complaints, provide clear and easy-to-understand information, act quickly when patients need, also officers have skills, polite and friendly service, guaranteed service security and trust in service. Another thing that is important is to give special attention to each patient, pay attention to complaints of patients and their families, service to patients regardless of social status and others (Usmara, 2003).

Patient perceptions are good about people at RSGM Gusti Hasan Aman because most of the respondents consider the staff to be friendly, polite and able to communicate well. In this study, people have a significant effect on patient loyalty. This means that the better the service provided, the more loyal general patients and BPJS will be. In this study, there was an unfavorable perception of people that some people felt, namely doctors who did not come on time, as well as the initial examination which was considered long. This is in accordance with research David (2014) who stated that long waiting times were one of the most common problems found in outpatient installations. Tjiptono (2019) states that waiting time is one component that is felt directly by customers which not only reflects the actual waiting time but is also more influenced by patient perceptions. The results showed that the delay was influenced by the quality of service which depended on the

doctor's arrival time in providing services affecting the ability of service providers to meet patient satisfaction expectations in outpatient installations. David (2014) states that if the doctor arrives late, it will have a significant effect on patient satisfaction, but conversely, if the doctor arrives on time, it will increase loyalty. Waiting time according to SPM (wait ≤60 minutes) affects patient loyalty in the reuse of hospital health facilities (Solikhah, 2008). Hospitals need to improve the quality of service and the satisfaction of fostering good relations with patients and patients (Tjiptono, 2019). Fulfilling their need for excellent service according to Khairani (2020) is one indicator that makes them loyal.

Effect of process on patient loyalty

The results of this study indicate that patients who have a good perception of the process are mostly loyal to the hospital. As many as 49 people (73%) general patients and BPJS are loyal to the hospital in terms of process.

Processes are all procedures, routine service mechanisms that are held for patients. The importance of improving customer service relates to competitors by viewing service as a means of competition and the need to build friendships and encourage more relationships with customers. Customer Service is often associated with process elements (Aditama, 2006).

In this study, the process is good. However, there are several things that make it lacking in terms of process, including the perception of long waiting times in patient registration. Waiting time is the total time spent by a patient waiting for an outpatient service starting from the first time the patient registers at the registration desk until the patient is examined by a

doctor, and the time that elapses between the appointed appointment time until the patient gets an evaluation (Kapustiak, 2000).

Effect of physical evidence on patient loyalty

The results of this study indicate that patients who have a good perception of physical evidence are mostly loyal to the hospital. As many as 54 people (81%) general patients and BPJS are loyal to the hospital in terms of physical evidence.

Physical evidence is something that significantly influences the patient's decision to use the services offered. Physical evidence is the physical environment of the hospital and the services and service providers for which patients interact, plus the tangible elements that exist and are used to communicate or support service roles (Windarti, 2023).

The results of this study indicate that most patients have a good perception of the dimensions of physical evidence. This is in line with the research conducted Bur (2019), that patients choose physical evidence with the most good perceptions, this assessment can be seen from adequate physical facilities, room cleanliness and the appearance of the hospital from outside and inside.

However, there were some respondents who rated it as not good because the toilets were not functioning, only 1 elevator was used, the waiting room was hot, the cleanliness of the treatment room needed to be maintained.

CONCLUSION

Marketing mix has an effect of 55.6% on general patient loyalty and BPJS at the Gusti Hasan Aman Dental and Oral Hospital. The rest is

influenced by other factors. Suggestions for further increase patient loyalty, RSGM needs to improve product, people, process, and physical evidence that have a significant impact without ignoring other variables.

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