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Effectiveness of Marketing Communication Strategies for Health Services at Tk.II Hospital Moh Ridwan Meuraksa Kesdam Jaya

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Abstract ; The purpose of this research is to determine communication strategies in marketing, the effectiveness of marketing strategies and health services in hospitals. Hospitals are providers of health services to improve the level of public health so that health workers must provide optimal service. Patient experiences with the service provided influence the choice of hospital. Will be aimed at for their treatment. Marketing communication strategies for health service are an evaluation of hospital management in maintaining or improving the quality of health service. The strategies carried out by the marketing and collaboration divisions greatly influence the strength in building consumer trust in hospitals. Apart from that, they are also supported by improvements in health services, increasing performance in the field of human resources. Infrastructure, as well as the quality of hospital services. Studies show that a good marketing communication strategy will influence health services in hospitals.

Keywords : Effectiveness; Marketing Communication Strategy, Health Services

INTRODUCTION

Public services are one part of achieving the government's targets which aim to create an independent and prosperous society. Improving public services is not only in the form of administrative management, but basic services in the form of health, education, environment and microeconomics are part of public services that cannot be avoided in providing services Kusumadinata and Fitriah, 2017. Hospitals are one of the elements required in improving the system service is of good quality. Nowadays, competition between health service provider industries is getting tighter, from clinics, general hospitals to specialized hospitals. The various

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variations favored by the health service provider industry depend on people's needs because a person's level of intelligence influences the demand for products and services. Apart from that, public awareness of obtaining comprehensive health services is also increasing. Hospitals are providers of health services to improve the level of public health. The experience that patients gain from the services provided will influence the choice of hospital they use to treat health problems (Masroyana et al, 2019).

Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital is an Army Hospital located at Jl. Raya Taman Mini I, Pinang Ranti, Makasar, East Jakarta has BLU status whose name comes from an Army health officer from Regiment VI Brigade Kian Santang / Siliwangi 21. Hospitals that receive operational permits remain as type B hospitals (Source: Hospital Management Tk.II Moh Ridwan Meuraksa Kesdam Jaya). Founded on May 25, 1972 and legalized on October 26, 1974, RS Tk. II Moh Ridwan Meuraksa Kesdam Jaya has a vision to become the hospital of first choice and pride for Soldiers, Civil Servants and their families in the Kodam Jaya area, as well as the general public in DKI Jakarta. This Vision is supported by its Mission in providing excellent and complete health and referral services, providing reliable health support, developing the capabilities of existing resources through education and training according to their field and profession, as well as carrying out quality research and development, in accordance with developments in science. medical knowledge and technology.

The coordinator of the marketing and cooperation division said that in East Jakarta there are quite a lot of government hospitals and private hospitals that offer general services with various specialist polyclinics. However, the advantage at Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital is that we have an MCU (Medical Check Up) service which provides health examinations in preparation for entering as members of the TNI, POLRI or lectures with official ties. We also provide Mental Health Examinations (KESWA), Health Certificate (SKD), Drug Free Certificate (SKBN). In 2017 the Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital moved to its location, initially in the Central Jakarta area, then moved to the East Jakarta area, so a special division was formed to carry out promotional activities and approaching the community and collaborating with BPJS Health in the East Jakarta area. The *marketing* team intensively carries out promotions to inform the hospital to the wider community.

After the Marketing and Cooperation division was established, the number of hospital patient visits increased. This increase shows that the strategy carried out by the marketing and collaboration division greatly influences the strength in building consumer trust in the Hospital. Apart from that, it is also supported by improving health services, improving performance in the fields of human resources, infrastructure and the quality of hospital services.

Organizations or companies must know who their target market is and in what way they must communicate about their company. If you make a mistake in determining the strategy, the target will not be achieved, as stated by Henley (2001:180): *Organizations can fail to achieve their objectives because they miss the mark when it comes to communicating to members, potential donors or other important constituencies such as leaders and government officials messages.*

With a well-planned communication strategy, using the types of marketing communications that have been implemented in several companies, such as advertising, *personal selling, sales promotions, public relations and direct marketing*, will have a good impact on increasing a company's publicity. Building a company *image* so that it is famous in society cannot be realized in a moment, but it requires careful planning and special strategies. Based on the results of observations and interviews, researchers will see the effectiveness of the marketing communication strategy carried out by Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital in the

form of introducing health service products provided by utilizing online platforms and utilizing social media, making it easier for prospective patients to find information about Rumah It hurts us easily. From several existing marketing activities, researchers will look at the effectiveness of marketing communication strategies at Tk.II Moh Ridwan Meuraksa Hospital.

Regarding the communication strategy by the Hospital in providing health services to the community, communicators certainly need their own expertise in conveying messages to the community with the aim of ensuring that the community understands and comprehends the messages, information and education provided. Therefore, the aim of this research is to determine the effectiveness of marketing communication strategies for health services in hospitals.

LITERATURE REVIEW AND HIPOTHESIS DEVELOPMENT

a. Marketing Communication Strategy

Strategy can be defined as the art of distributing and applying certain means (military or business) in order to achieve the final goals of established policies. Strategy is the art and science of adapting and coordinating the resources *owned* to achieve goals. Marketing must design strategies that best match company resources with environmental opportunities. Marketing must determine the needs and desires of target consumers and provide the desired satisfaction more efficiently and effectively than competitors.

Marketing strategies must be adapted not only to consumers, but also to competitors' strategies. Basically, marketing communication strategies are decisions from management regarding the elements of the company's promotional *mix* because marketing communications generally use a promotional mix. Philip Kotler (in Morissan, 2010: 55-74) says there are 3 steps that must be taken for successful marketing communications:

1. Segmentation

Segmentation is basically a strategy for understanding consumer structure. Segmentation is needed so that companies can serve their consumers better, carry out more persuasive communication and most importantly satisfy the needs and desires of target consumers. To market a product, marketing practitioners must know who will be the consumers.

2. Targeting

Targeting or determining market strategy is a matter of how to choose, select and reach consumers. Target market is choosing one or several consumer segments that will be the focus of marketing and promotional activities.

3. Positioning

Positioning is a communication strategy related to how the audience places a product, brand or company in their brain, in their imagination, so that the audience has certain research. Marketing managers must know how consumers process information, create perceptions and how perceptions influence decision making (in Morissan, 2010: 55-74).

Marketing Communication Strategy includes a promotional mix consisting of:

- 1) Advertising, all forms of non-personal communication about ideas, goods or services funded by certain sponsors. Advertising can take the form of print ads, brochures, billboards or posters.
- 2) Public relations, is a promotional activity aimed at the public to communicate a positive image of the product or company and to promote goodwill. This can be done by becoming a sponsor of certain events or activities.
- 3) Sales promotions, various short-term incentives to encourage the desire to try or buy a product or service.
- 4) Face-to-face sales, is direct face-to-face communication between one or more potential buyers where they provide immediate feedback on the source of the message in the form of a presentation.
- 5) Direct marketing, is a marketing design that uses one or more advertising media to obtain a measurable response.

b. Health services

Health services are services in the health sector that organize and regulate all duties, obligations and responsibilities in providing services to consumers that have reciprocity both vertically and horizontally as stated in Minister of Health Regulation NO. 001 of 2012. Consumer satisfaction is a value that can be measured as a guide in improving the quality of health services for the public. (Ainurrahmah 2017). The opinion expressed by Rambat (2009:21), health services are marketing in the form of services, meaning that it is part of the entire service system, in every company there is communication contact with customers starting from promotions and advertising to billing contacts in the form of returns. return after providing services.

c . Previous Research

Empirically research on hospital services was carried out by Setianingsih, (2018), research findings that perceptions related to marketing and service for customers depend on patient loyalty, namely depending on the quality provided to patients, both products and services, the company is now focusing on hospitals. must strive to improve the quality of service in accordance with what patients want. Sriwardani (2017), research found that the mix of service quality and service marketing can influence patient satisfaction both simultaneously and partially. This means a mix of service quality and service marketing, both of which are related to increasing consumer satisfaction. Suryani & Heriyanto (2015) show that the implementation of the marketing communication strategy at Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital is good, but still needs to be improved and the most important thing to pay attention to is the promotion that has been carried out by the Tk.II Moh Ridwan Meuraksa Kesdam Hospital. Jaya is still in good condition.

METHODS

a. Research design

This research uses qualitative research methods with a descriptive approach. Setyosari, 2012: 40 in Agustinova 2015 page 9 states that qualitative research is research that uses

observation, interviews, content analysis and other data collection methods to present the subject's responses and behavior.

b. Data collection technique

1. Interview

Interviews are one technique that can be used to collect research data. In simple terms, an interview is a face-to-face conversation between the interviewer and the source of information.

2. Observation

Observation is a data collection technique through observing the object of observation by directly living together, feeling, and being in the observation activity. The author observed and participated in several marketing activities carried out by the Hospital and conducted direct interviews with all informants.

3. Documentation

Documentation is a way of collecting information obtained directly by the author at the location of the activity by the marketing party.

The validity of the data uses the triangulation method. (Sugiyono, 2015:30). The data analysis used in this research is in accordance with the opinion of Miles & Huberman (1994:54), using data reduction, data collection, data display, conclusion.

RESULT AND DISCUSSION

Hospitals are increasingly required to improve the quality of their services. With Thus, hospitals must be managed professionally by paying attention to the marketing mix. So that hospitals can compete in the future. The results of interviews, observations, documentation and conclusions are as follows:

1. Products (services)

- **Interview:** Specialist Poly, General Poly, Emergency Room, Radiology, Inpatient, Laboratory, TB HIV collaborative service which is a VCT clinic service activity, as well as MCU (*Medical Check Up*).
- **Observations:** Specialist Poly, General Poly, Emergency Room, Radiology, Inpatient, Laboratory, TB HIV collaboration services which are VCT clinic service activities, as well as MCU (*Medical Check Up*).
- **Documentation:** Specialist Poly, General Poly, Emergency Room, Radiology, Inpatient, Laboratory, TB HIV collaboration services which are VCT clinic service activities, as well as MCU (*Medical Check Up*).
- **Conclusion:** Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital has health service products such as: Specialist Poly, General Poly, Emergency Room, Radiology, Inpatient, Laboratory, TB HIV collaboration services which are VCT clinic service activities, as well as MCU (*Medical Check Up*).

2. Price (Tariff)

- **Interview :** In accordance with the provisions of the DKI Jakarta Provincial Government, rates at Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital are affordable.
- **Observation:** Tariffs are set by the DKI Jakarta Provincial Government, affordable tariffs, according to the services obtained at Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital

- **Documentation:** has more affordable rates than private hospitals.
- **Conclusion:** Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital sets prices (tariffs) for services in accordance with the provisions of the DKI Jakarta Provincial Government, so that the rates set are more affordable than private hospitals.

3. Promotion

- **Interviews:** By conducting socialization directly, or on websites, distributing brochures, putting up banners or *Google Places*, *Google Maps* , holding certain events by providing free inspection facilities .
- **Observation:** Carrying out socialization, using social media, holding *events* , distributing brochures, putting up banners, socializing, using *websites* , and *Google Places* or *Google Maps*. Apart from that, Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital also holds events which are usually sponsored by several pharmaceutical companies.
- **Documentation:** Promoting the Hospital's services, at including by conducting direct outreach to the public, social media and *websites*, distributing brochures, putting up banners, *Google Places* or *Google Maps* so that the location can be known easily. Holding events sponsored by several pharmaceutical companies and providing free service facilities to the local community.
- **Conclusion :** Promotion according to the results of the interview, it was explained that the promotion strategy carried out by Tk Hospital. II Moh Ridwan Meuraksa Kesdam Jaya can be said to be very good. Because the promotions carried out really influence patients and the public to determine the decisions to be taken so that they can increase the number of patients.

4. Place

- **Interview:** Located in a strategic area, easily accessible and accessible to the community, in the middle of a residential area, the center of community activities in the hospital area.
- **Observation:** Strategic standards are applied, easy to reach, in the middle of a residential area, easy vehicle access.
- **Documentation:** Very strategic location, namely close to residential areas, close to community activity centers, easily accessible by vehicles.
- **Conclusion:** Location of Tk. Hospital. II Moh Ridwan Meuraksa Kesdam Jaya can be said to be very strategic, easy and accessible by public transportation, and the hospital environment is also clean, comfortable and has implemented a *go green program* at the hospital.

5. Process

- **Interview:** Implementing fast service standards with an online system from registration services, payments, to health services. As a pilot hospital for the Indonesian Army with an online hospital driver's license.
- **Observations:** Improving employee performance such as speed of service in the online patient registration system and carrying out transactions with patients. Service at TK.II Moh Ridwan Meuraksa Kesdam Jaya Hospital is also friendly and always listens to complaints from patients.

- **Documentation:** Responsetime
- **Conclusion :** Response to patient desires and needs is also fast and precise.

CONCLUSIONS

From the results of interviews, observations and documentation carried out by the author at Tk.II Hospital Moh Ridwan Meuraksa Kesdam Jaya, conclusions can be drawn, including :

1. RS Tk.II Moh Ridwan Meuraksa Kesdam Jaya implements fast service standards from online and offline registration services, payments, to health services that have been integrated online with the Khanza Hospital SIM. Apart from that, employees at Tk.II Hospital Moh Ridwan Meuraksa Kesdam Jaya provide friendly and responsive service in responding to patient complaints, desires and needs.
2. Human Resources: Medical personnel are competent in providing patient health services, have experience, and convince Hospital management to increase HR competency with education and training, seminars or *workshops* . Friendly, polite and responsive human resources, Tk.II Moh Ridwan Meuraksa Hospital has friendly, polite and responsive medical staff and employees, competent in providing health services, experienced and convincing. In addition, management continues to strive to improve HR competency by providing or holding training, seminars or *workshops*.
3. The effectiveness of the marketing communication strategy implemented by Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital has encouraged an increase in consumers due to an increase in visits from JKN (BPJS) patients and other insurance as well as general patients, *cooperation* from various parties to hold Rikkes has also increased, patient visits as well as collaboration with various parties shows an increasing trend in mid-2022 to mid-2023, after *COVID 19* declines. The effectiveness of marketing communication strategies for health services at Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital was declared good. This can be seen from the increase in the number of patients and the MOU of cooperation with various parties, which has been able to encourage improvements in hospital finances, the use of the Khanza Hospital SIM and become a pilot hospital for the Indonesian Army which implements an online integrated system. Patient visits are increasingly competent and the number of patient visits is increasing .
4. Obstacles or obstacles come from internal factors (infrastructure, budget, human resources) and external factors (suppliers, customers and competitors).
How to overcome obstacles at TK Hospital. II Moh Ridwan Meuraksa Kesdam Jaya carries out innovation, promotion, increasing HR competency, maximizing information technology, and anticipating changes that occur both macro and micro changes. Thus, marketing communication strategies by implementing a marketing mix can improve health services so that they can survive and develop at this time. There is anticipation of changes that will occur, both macro and micro changes, such as the use of IT in the service process, evidence of service innovation activities, human resource training, medical personnel competency certificates.
How to overcome obstacles in implementing a marketing communication strategy for health services at Tk.II Moh Ridwan Meuraksa Hospital by maximizing the advantages of the hospital and taking advantage of existing opportunities.
5. The general results of the research are that the service products at Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital have been running quite effectively. This can be seen from informant information, where the superior services provided make patients increasingly interested in the products offered because they are not yet available in other hospitals.

Marketing communication strategy for Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital in implementing policies based on the quality of service received by patients and also affordable prices. This is in accordance with what was stated by Saragih (2017), stating that price determination has a direct influence on company profits.

6. Price has a major role in determining customer value and building good relationship interactions with customers. In accordance with the results of the interview, the Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital has implemented an ongoing pricing strategy which is said to be quite effective, as can be seen from the opinions expressed by sources and several sources, where it can be seen that the price offered meets the criteria and is competitive. For patients who do not use health insurance such as BPJS, and other insurance, it is not too burdensome to pay hospital fees, so the burden is lighter and more affordable for patients at Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital.
7. Promotion according to the results of the interview, it was explained that the promotion strategy carried out by RS Tk.II Moh Ridwan Meuraksa Kesdam Jaya could be said to be very good. Because the promotions carried out really influence patients and the public to determine the decisions to be taken so that they can increase the number of service sales. The promotional strategy that has been implemented by Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital is not just about communication or conveying information, but also creates an atmosphere where patients can choose the products and services offered by the hospital. Variables in a hospital mean the place where health services are provided, such as the feeling of comfort, safety and friendliness given by the staff to consumers. Starting from the initial process to the end of the process, providing health services is carried out quickly, precisely, and maintains friendliness, so patients will feel comfortable and feel at home in the hospital. Services that have been carried out in accordance with the Hospital's SOP help patients get fast and appropriate health services. Hospital marketing strategies through improving the quality of human resources in health services are in accordance with the theory presented by Arismen et al. (2019), that the duties of employees who can provide health services are an important part of the service marketing mix in hospital services.
8. Physical Facilities The facilities at RS Tk.II Moh Ridwan Meuraksa Kesdam Jaya are quite adequate, mosques, toilets, garden facilities, canteens are also available. In accordance with the results of observations, patients and families seemed comfortable with these facilities. Providing adequate hospital facilities to patients and their families is a marketing communication strategy using a mix of physical evidence which is in accordance with the theory stated by Lestari & Rindu (2018), explaining that physical facilities are something real that must be followed and can influence consumer decisions. in using and also purchasing products and services offered by the Hospital. The effectiveness of marketing communication strategies is good, the use of a management information system (SIM RS), increasingly competent human resources, and an increase in patient visits at Tk.II Moh Ridwan Meuraksa Kesdam Jaya Hospital.

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