

**PENGARUH BAURAN PEMASARAN (*MARKETING MIX*) TERHADAP
MINAT KUNJUNGAN ULANG PASIEN JAMINAN KESEHATAN
NASIONAL (JKN) DI UNIT RAWAT JALAN
RSUD PANEMBAHAN SENOPATI BANTUL**

***THE INFLUENCE OF MARKETING MIX ON REVISIT INTEREST OF PATIENT WITH
UNIVERSAL COVERAGE INSURANCE IN OUTPATIENT CLINIC OF PANEMBAHAN
SENOPATI HOSPITAL***

Anni Mar'atush Sholihah, Susanto

Program Studi Manajemen Rumah Sakit, Program Pascasarjana

Universitas Muhammadiyah Yogyakarta

Latar belakang: Poliklinik RSUD Panembahan Senopati pada tahun 2014 setelah diterapkannya sistem Jaminan Kesehatan Nasional (JKN) mengalami penurunan kunjungan pasien per bulan sebesar 7,97% dibandingkan tahun 2013. Berkurangnya jumlah kunjungan pasien JKN di poliklinik rawat jalan dapat berdampak pada berkurangnya pendapatan rumah sakit serta terganggunya operasional dan pelayanan rumah sakit kepada pasien yang tidak maksimal. Penelitian ini bertujuan untuk menganalisis faktor-faktor bauran pemasaran yang berpengaruh terhadap minat kunjungan ulang pasien di RS tersebut.

Metode: Jenis penelitian observasional dengan metode survei dan pendekatan *crosssectional*. Instrumen penelitian menggunakan kuesioner kepada 90 orang pasien yang menggunakan JKN yang memanfaatkan poliklinik rawat jalan RSUD Panembahan Senopati Bantul. Data penelitian dianalisis menggunakan regresi linear berganda program SPSS.

Hasil dan pembahasan: Berdasarkan analisis data didapatkan persamaan regresi $Y = (-0,100X_1) + 0,103X_2 + 0,267X_3 + 0,009X_4 + 0,175X_5 + (-0,058X_6) + 0,060X_7 + 0,254X_8$. Nilai R square (R^2) menunjukkan angka 0,267, yang berarti bahwa 26,7% minat kunjungan ulang pasien JKN di rawat jalan (Y) dipengaruhi oleh bauran pemasaran (X) dengan nilai koefisien korelasi (R) = 0,517 yang berarti tingkat korelasinya adalah sedang. Hasil penelitian didapatkan nilai F hitung sebesar 3,694 dengan tingkat signifikansi 0,001 ($p < 0,05$) yang menunjukkan variabel bauran pemasaran secara serempak memiliki pengaruh yang signifikan terhadap minat kunjungan ulang pasien JKN. Hasil penelitian menunjukkan tidak ada pengaruh yang signifikan antara *product* ($p=0,404$), *price* ($p=0,396$), *promotion* ($p=0,943$), *people* ($p=0,104$), *process* ($p=0,617$), dan *physical evidence* ($p=0,614$) terhadap minat kunjungan ulang pasien JKN. Namun, ada pengaruh yang signifikan antara *place* ($p=0,028$) dan *customer service* ($p=0,016$) terhadap minat kunjungan ulang pasien JKN.

Kesimpulan: Faktor bauran pemasaran yang berpengaruh terhadap minat kunjungan ulang pasien rawat jalan di RSUD Panembahan Senopati Bantul adalah *place* dan *customer service*.

Kata kunci: bauran pemasaran, minat kunjungan ulang, pasien JKN

ABSTRACT

THE INFLUENCE OF MARKETING MIX ON REVISIT INTEREST OF PATIENT WITH UNIVERSAL COVERAGE INSURANCE OUTPATIENT CLINIC OF PANEMBAHAN SENOPATI HOSPITAL

Anni Mar'atush Sholihah, Susanto

Hospital Management Study Program, Postgraduate Program in Muhammadiyah University of Yogyakarta

Background: Number of patients in outpatient clinic of Panembahan Senopati Hospital in 2014 after the application of National Health Insurance system had experienced decreasing number of patients monthly for about 7,97 % compared to 2013. The decreasing number of patients with National Health Insurance system in outpatient clinic could affect to depleting hospital's income as well as disturbance in operational and ineffective service of the hospital towards patients. This research aimed to analyze factors of marketing that affect towards interest of patient's revisit in this hospital.

Methods: This research was observational study with survey method and cross sectional approach. Instruments of the research used questionnaire to 90 patients who used national health insurance and examined in outpatient clinic of Panembahan Senopati Hospital. Data of the research was analyzed using double linear regression SPSS programme.

Results and discussion: Based on data analysis, it was obtained regression formula $Y = (-0,100X1) + 0,103X2 + 0,267X3 + 0,009X4 + 0,175X5 + (-0,058X6) + 0,060X7 + 0,254X8$. R square value (R^2) showed 0,267, it meant that 26,7% revisiting interest of patients with national health insurance in outpatient clinic (Y) was influenced by marketing mix (X) with correlation coefficient value (R) = 0,517 that indicate that correlation level is moderate. Results showed F count 3,694 with significancy level of 0,001 ($p < 0,05$) that indicate variables of marketing had significant influence toward revisiting interest of patients with National Health Insurance. The results showed there is no significant influence between *product* ($p=0,404$), *price* ($p=0,396$), *promotion* ($p=0,943$), *people* ($p=0,104$), *process* (0,617), and *physical evidence* ($p=0,614$) toward revisiting interest of patients with National Health Insurance. Meanwhile, there was significant influence between *place* ($p=0,028$) and *customer service* ($p=0,016$) toward revisiting interest of patients with National Health Insurance.

Conclusion: Marketing mix factors that influence patient revisiting interest in outpatient clinic of Panembahan Senopati Hospital are place and customer service.

Keywords: Marketing mix, revisit interest, National Health Insurance.