ABASTRAK

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Program Studi : Kesehatan Masyarakat

Judul : Hubungan Bauran Pemasaran Marketing Mix 7P dengan Loyalitas Pasien di Unit Rawat Jalan Rs St. Carolus Summarecon Serpong Tahub 2021

Pendahuluan: Loyalitas pasien merupakan kesediaan pasien/pelanggan untuk secara terus menerus menggunakan jasa pada penyedia jasa. Faktor-faktor yang mempengaruhi loyalitas ialah bauran pemasaran *(Marketing mix* 7P*)*. Penelitian ini bertujuan untuk mengetahui hubungan bauran pemasaran (*marketing mix*) 7P (*product, price*, *promotion, place, process, people,* dan *physical evidence*) dengan loyalitas pasien unit rawat jalan di RS St. Carolus Summarecon Serpong Tahun 2021. **Metode**: Desain penelitian *cross sectional* dengan besar sampel 371 responden. Teknik pengambilan sampel dengan menggunakan teknik *systematic random sampling* dan menggunakan uji *Chi-square*. Data sekunder didapatkan dari rekam medis rumah sakit. **Hasil**: Hasil univariat menunjukan proporsi tertinggi pasien loyal 261 (79,4%), proporsi tertinggi *marketing mix* 7P baik 221 (59,6%), proporsi tertinggi *product* lengkap 255 (68,7%), proporsi tertinggi *price* terjangkau 236 (63,6%), proporsi tertinggi *promotion* mudah didapat 229 (61,7%), proporsi tertinggi *place* mudah dijangkau 266 (71,7%), proporsi tertinggi *process* sesuai standar 265 (71,4%), proporsi tertinggi *people* baik 265 (71,4%), dan proporsi tertinggi *pysical evidance* baik 305 dengan (82,2%). Hasil bivariat menunjukan terdapat hubungan antara *marketing mix* 7P dengan loyalitas pasien nilai PR = 2,48, terdapat hubungan antara *product* dengan loyalitas pasien nilai PR = 5,35, *price* dengan loyalitas pasien nilai PR= 2,94 , *promotion* dengan loyalitas pasien nilai PR = 2,32, *place* dengan loyalitas pasien nilai PR = 4,80, *process* dengan loyalitas pasien nilai PR = 3,61, *people* dengan loyalitas pasien nilai PR = 2,68 , *Pysical Evidance* dengan loyalitas pasien nilai PR = 4,97. **Kesimpulan dan saran**: Terdapat hubungan antara *marketing mix* 7P, *product, price, promotion, place, process, people* dan *pysical evidance* dengan loyalitas pasien di unit rawat jalan rumah sakit St.

carolus summarecon serpong tahun 2021. Diharapkan kepada managemen rumah sakit untuk menambah produk unggulan, dan menambah lahan parkir demi menunjang kenyamanan pasein dalam mendapatkan pelayanan.

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Study Program   : Public Health

Title   : The Relationship between Marketing Mix 7P Marketing
            and Patient Loyalty in the Outpatient Unit of Rs St. Carolus
            Summarecon Serpong Tahub 2021

ABSTRACT

Introduction*: Patient loyalty is the desire of patients/customers to continuously use the services of service providers. Factors that affect loyalty is the marketing mix (Marketing mix 7P). This study aims to determine the relationship between the 7P marketing mix (product, price, promotion, place, process, people, and physical evidence) with patient loyalty in the outpatient unit at St. Carolus Summarecon Serpong Year 2021*. **Methods:** *Cross-sectional study design with a sample size of 371 respondents. Sampling technique using systematic random sampling technique and using the Chi-square test. Secondary data obtained from hospital medical records*. **Results:** *Univariate results showed the highest proportion of loyal patients 261 (79.4%), the highest proportion of good 7P marketing mix 221 (59.6%), the highest proportion of complete products 255 (68.7%), the highest proportion of affordable prices 236 (63 .6%), the highest proportion of easy-to-reach promotions 229 (61.7%), the highest proportion of easy-to-reach places 266 (71.7%), the highest proportion of processes according to standards 265 (71.4%), the highest proportion of good people 265 (71.4%), and the highest proportion of good physical evidence was 305 (82.2%). Bivariate results show that there is a relationship between marketing mix 7P and patient loyalty, PR value = 2.48, there is a relationship between product and patient loyalty, PR value = 5.35, price and patient loyalty PR value = 2.94, promotion and patient loyalty PR value = 2.32, place with patient loyalty PR value = 4.80, process with patient loyalty PR value = 3.61, people with patient loyalty PR value = 2.68, Physical Evidence with patient loyalty PR value = 4.97. **Conclusions and suggestions**: There is a relationship between marketing mix 7P, product, price, promotion, place, process, people and physical evidence with patient loyalty in*

the outpatient unit of St. carolus summarecon serpong in 2021. It is hoped that the hospital management will add superior products, and add parking lots to support patient comfort in getting services.

Keywords*: Marketing Mix 7P (Product, Price, Promotion, Place, Process, People, and Physical Evidence), Patient Loyalty.*

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