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Marketing Mix and Trust as A Visiting Intention Factors

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Patient's visit plays an important role in the sustainability of hospital services. Patient's decision to visit could be measured through patient visiting intention which is influenced by marketing mix and trust. This research aimed to gather empirical proof in order to describe the relationship between marketing mix and visiting intention through trust as an intervening variable. The 200 respondents from patients in outpatient clinic of Hospital X are proposed in this study. Thus, this research is quantitative with causality method was conducted with 4-interval-scale questionnaire. All the data was analyzed with Structural Equation Modelling. Here, most of the respondents in this study are female which is in the age 21 to 30 years old also graduated from senior high school and vocational school. In addition, the female respondent in the age 21 to 30 did not use insurance to cover their bill while an old patient was visiting general practitioner clinic. Here, the descriptive analysis shows that marketing mix and visiting intention are in moderate category while trust is in high category. The results of this study indicate that there is effect of marketing mix on visiting intention through trust. The effect of marketing mixes on trust and trust on visiting intention are positive and significant while the direct effect of marketing mix on visiting intention is negative and significant. Thus, in this study found that trust is intervening variable and marketing mix has a negative effect on visiting interest.

Keywords: Marketing Mix, Trust, Visiting Intention

1. INTRODUCTION

Purchasing intention is proven to be a significant factor for predicting consumer behavior [1-6]. The purchasing intention measures the likelihood of consumers buying a product and the higher the buying interest, the higher the consumer's willingness to buy the product [7]. Purchasing intention is an initial indication of a sale, and selling itself is the final product [8]. In other words, purchasing intention influences the customer's decision to make a purchase [9-15]. Therefore, many marketers agree that purchasing intention is an effective method for predicting future purchases. Furthermore, a customer is focused in a business. The basic purpose of business to create value for consumers and build relationships that can bring in profits. People will make detailed marketing strategies to plan marketing mix in order to achieve company goals [16]. It also can increase customer confidence in products and company [17-23]. In these decades, the concept of trust has attracted the attention of many studies [24, 25]. Here, a customer trust is the key that determines the quality of the relationship between buyers and sellers.

Customer trust has always been an important topic

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discussed both in theory and in practice [26]. Customer trust is said to influence the relationship between consumers and brands and it can influence customer behavior [27-33]. The main goal of most of the companies is to increase sales fast and obtain long-term relationships with customers, so the role of trust is necessary to influence purchases and is a critical part at the moment when buyers make a choice between our products and competitors' products [34]. Here, trust plays an important role in all social relationships [35]. The general trust in doctors relates to the behavior and attitudes of patients towards doctors, concerning satisfaction with the services provided and willingness to follow doctor's recommendations [36]. If one party believes in the other party, then in the end there will be trust towards the other party [37]. This trust will create a strong business foundation, without which no transaction will occur. Trust helps customers deal with perceptions of risk and uncertainty in using products with feel comfortable and safe about the products they are going to buy [38, 39]. In Indonesia, there is an increase in the number of hospitals every year. The growth of hospitals in Indonesia in 2012-2018 showed an increase of

approximately 2.5%. In Sanggau District was conducted four new hospitals have grown since the Hospital X was established. This condition will have a great on the market share of Hospital X which is market will become increasingly competitive and the target will be harder to achieve if the strategy is not immediately while adjusted. Here, a patient visits at Hospital X has not reached the target. Based on data observation in January 2019 to May 2019 showed no significant increase in the number of new patient visits. The growth of patient trust in the hospital is also not significant if seen from the data of visits of old patients. The initial survey also showed that 60% of the 15 people answered neutral to questions of trust in Hospital X, and the rest, which is only 40%, responded to trust. The initial survey results also illustrate that there were still some elements of marketing mix that are not yet optimal. Here, the 15 people who took the initial survey at Hospital X regarding the marketing mix, it showed that 87% did not feel the variety of specialization was sufficient, 67% felt the type of payment lacked variation and difficulty in finding public transportation, 53% revealed a lack of promotion, and 47% felt Hospital X was difficult to reach.

2. METHODOLOGY

A. Purchasing intention

Intention is the individual's attention to the existence of an object, a person or a particular situation related to him and carried out consciously and followed by feelings of pleasure. Feelings of pleasure appear to certain objects, situations, or ideas. Here, intention there are elements of motive and attention to certain the object. Customer buying behavior is often initiated and influenced by stimuli from outside customers. These stimuli are then processed in accordance with the characteristics of the customer before the he/she makes a purchasing decision. This is a complex process [40]. Thus, the interest as a person's probability of buying/choosing a product, with a probability scale as its dimension, and can be measured by the several indicators.

B. Trust

Trust is an important value in health services. Sick people need help from health care providers to cure their illnesses. Patients put trust in health care providers. Patients believe they will be treated according to provider best knowledge and ability to heal. Health services involve a person's vulnerability. Doctors have knowledge about the body, its functions, and diseases which puts doctor in a superior position in the relationship between the patient and the doctor. In health services, trust is defined as a set of patient expectations of doctors and the health care system to help in the healing process. This set of expectations includes an appropriate diagnosis, proper care, no exploitation, an honest interest in patient welfare, and transparency of all information. Expectation for institutions and professionals in it, that they will act in the same goal, which is to contribute effective medical

services. Trust also means optimistic acceptance of the patient's own vulnerability and patient believes that doctor will do the best for the patient. Mechanic measures trust with the following dimensions and indicators: (a) Competence: (1) Interpersonal (Doctors listen well and Doctors pay attention); (2) Institutional (System of service and administration in hospitals is good, and Financing with insurance is well served); (b) Fiduciary responsibility and agency: Doctors will do their best according to their expertise; (c) Control: Doctor could perform complete control over patient care; (d) Confidentiality: Doctors maintain patient confidentiality; (e) Disclosure: Doctors make decisions not based on personal interests.

C. Marketing Mix

The term marketing mix was first on Harvard Business School. Here, the marketing manager was a mixer of ingredients. Marketing mix according to Borden is a combination of several marketing elements. Elements used in marketing mix depend on the classification and sub-classification of marketing procedures and policies used in carrying out a marketing program. The theory of marketing mix is a broad marketing decisions level include products, prices, places, and promotions, known as 4Ps. Marketing mix is a set of marketing tools, including products, prices, places, and promotions, which are combined to produce a response in accordance with the goals of the company in its target market. Marketing mix is a part of the marketing strategy and includes everything that the company needs to attract its customers and increase its value. Marketing mix is used as a tool to build a strong company position in target market. The theory model of marketing mix is collected of seven marketing elements to achieve organizational goals. The measurement of marketing mix with 7Ps namely product, price, place, promotion, process, physical evidence and people.

D. Hypotheses

The influence between marketing mix and purchasing intention. In his research, it was found that the dimensions of promotion and product had the positive and strongest influence, and the dimensions of price and distribution had a weak positive effect. A support the dimensions of promotion and products that have a positive and significant effect on purchasing intention. The marketing mix consisting of product, price, and promotion dimensions has a positive effect on purchasing interest, with the product dimension providing the strongest influence. The price of promotion and product have a positive and significant effect on purchasing intention. Thus, marketing mix with four dimensions namely product, price, promotion, and place had a positive and significant effect on purchase intention.

H₁: There is an effect of marketing mix on visiting intention in Hospital X.

Marketing mix (place, price, product, promotion, people, process, physical evidence) has a positive and significant effect on trust. The indicator of product in the form of brand image also effects trust positively and significantly. In addition, the indicators of product quality also have supporting the promotion dimension of promotion has a positive and significant effect on purchasing intention. A product, place and promotion dimensions are positively and significantly related to customer trust. In addition to the product and promotion dimensions with price and distribution dimensions have a positive and significant effect on trust.

H₂: There is an effect of marketing mix on trust in Hospital X.

Trust effects purchasing intention positively and significantly and purchasing intention itself also mediates the relationship between trust and buying behavior. Trust is a critical variable and it is also proven that with higher customer trust comes higher purchasing intention and higher sales, and vice versa.

H₃: There is an effect of trust on visiting intention in Hospital X.

Trust plays an important role in all social relationships. Customer trust is the key that determines the quality of the relationship between buyers and sellers. Customer trust affects the relationship between consumers and brands and can affect customers behavior. Most companies will strive to increase sales fast and obtain long-term relationships with customers. In this effort, the role of trust is necessary to influence purchases and is a critical part at the moment when buyers make a choice between our products and competitors' products (see Figure 1).

H₄: There is an effect of marketing mix on visiting intention in Hospital X through trust.

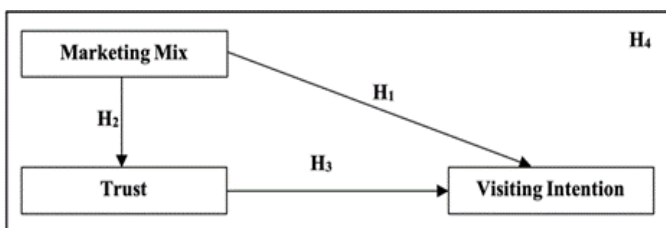


Figure 1. Research Model in this study

The study was conducted at Hospital X, West Kalimantan in September to October 2019. Population in this study was outpatient at the Hospital X. Total population was 618 people referring to the average visit in January 2019 to May 2019.

Researchers used a purposive sampling method and the maximum number of total samples according to Hair, that is 200 respondents. Data collection was carried out with a questionnaire with 4 scales interval. Then the data will be analyzed with Structural Equation Modeling.

3. RESULTS AND DISCUSSION

A. Characteristic of Respondents

In this study, the illustrates of characteristics of respondents s showed in Table I. By using sex parameters, the majority of respondents were male (68%) while age parameter the majority of respondents were in the range of 21-30 years (47%). According to the latest education, the majority of respondents were high school and vocational high school graduates (39%). Table I shows that the majority of respondents make payments not with insurance (88%). Most of the respondents are old patients (65%) and the majority of respondents visited the general practitioner clinic (49%).

Table I. Characteristic of Respondents

No	Respondent Characteristic	Total	Percentage	
1	Sex	Male	64	32%
		Female	136	68%
2	Age	<21	8	4%
		21-30	94	47%
		31-40	46	23%
		41-50	22	11%
		51-60	18	9%
		>60	12	6%
3	Education	Elementary	31	15,5%
		Junior School	21	10,5%
		High School and Vocational School	78	39%
		Diploma III	24	12%
		Diploma IV	2	1%
		Bachelor's and Master's Degree	44	22%
4	Payment	Insurance	24	12%
		Personal	176	88%
5	State	New Patient	70	35%
		Old Patient	130	65%
6	Outpatient Clinic	General Practitioner	99	49,5%
		Ob/Gyn	65	32,5%
		Dental Clinic	8	4%
		Family Planning	28	14%

B. Causality Test

The results of the analysis in Table II show that the dimensions of each latent variable give good results, as evidenced by the probability value (P) that is less than 0.05 and the CR value that shows a negative number indicates that the relationship formed is a relationship that is inversely proportional, as seen in the relationship between marketing mix and visiting intention (see Table II).

Table II. Regression Weight

Variable	C.R.	P	Hypothesis
Marketing Mix → Trust	5.266	***	H ₁ accepted
Trust → Visiting Intention	3.112	.002	H ₂ accepted
Marketing Mix → Visiting Intention	12.042	.014	H ₃ accepted
Marketing Mix → Trust → Visiting Intention	-	.709	H ₄ accepted

This analysis shows that this research model can be used for further analysis as a whole model (full model) by eliminating outlier data. Outlier data are data that appear with extreme values. In this study from 200 respondents, data from 20 respondents were outlier data and were eliminated so that what could be processed in this analysis were data from 180 respondents. The results of the Structural Equation Modeling processing of this study are shown in Figure 2.

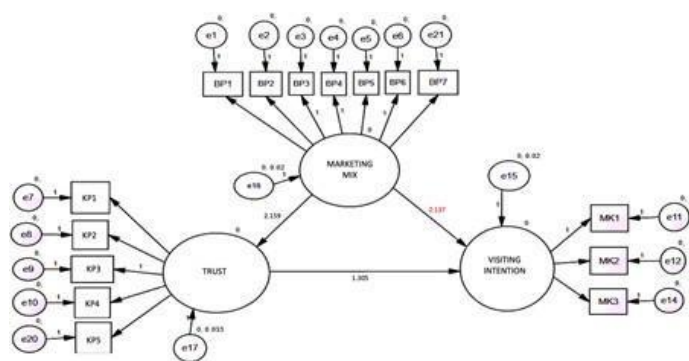


Figure 2. Structural Equation Modeling

C. Analysis of Hypothesis

The effect of marketing mix variable on the visiting intention variable shows the results of a CR value of -2.042 and a probability value of 0.041. This probability value is less than 0.05 so that hypothesis 1 is accepted. The effect of marketing mix variable on the trust variable shows the results of a CR value of -5.266 and a probability value of ***. This probability value is less than 0.05 so that hypothesis 2 is accepted. The effect of trust variable on the visiting intention variable shows the results of a CR value of 3.122 and a probability value of 0.002. This probability value is less than 0.05 so that hypothesis 3 is accepted. The test model refers to the Chi-square test value. Chi-square test value is getting better if the value is smaller. And the expected probability value is greater than 0.05. In this study, the test that has been done shows that this study model is fit because the probability value is greater than 0.05, which is 0.709. This test shows that hypothesis 4 is accepted.

The results of data analysis in this study indicate that there is an effect of marketing mix on the visiting intention in Hospital X. This effect is negative and the results of research in Hospital X does not support the results of previous studies. The negative effect illustrates the inverse relationship between variables, meaning that the higher the marketing mix, the lower the visiting intention. The health services are intangible goods or services. In compiling the marketing mix for intangible goods or services, it is

necessary to add 3Ps to the marketing mix, which was originally only 4Ps, namely people, physical evidence, and process. This research was conducted at health care providers so it is important to pay attention to the three added dimensions. In the descriptive analysis that has been carried out in this study, the category of patient perception index for these three dimensions is high while the category of patient perception index on visiting intention is moderate. Perhaps this is what causes a negative value in the relationship of marketing mix variables to visiting intention.

In addition, the negative effect obtained in this study may also indicate the existence of other variables that affect the visiting intention in Hospital X. Some studies suggest that the referring doctor also plays an important role in the patient's decision to choose the hospital. The information provided by the referring doctor can be a very reliable source for the patient so that it plays a big role in the process of choosing the hospital. Thus, the role of the referring physician is evident especially in elderly patients. The hospital reputation is one indicator of quality in general. Hospital reputation, including physician reputation, can be the main reason for patient to visit a hospital. The Theory of Reasoned Action and The Theory of Planned Behavior show that subjective norms, including the effect of the social environment, are one of the important aspects that affect one's interest. The social environment also effects the hospital selection. The effect found from the patient's social environment shows that family and friends are a crucial source in giving patients references about a good hospital/doctor according to their experience and information. The effect of previous patient experience also contributes to hospital selection decisions. This is evident from the results of research that states that personal experience is a very valuable reference especially if the previous experience is a very satisfying experience for patients.

The results of data analysis in this study indicate that there is an effect of marketing mix on trust in General Hospital X. This effect is positive. A positive effect illustrates the relationship that is directly proportional between variables, meaning that the higher the marketing mix, the higher the trust will be. The results of the analysis in this study, namely the marketing mix variable consisting of dimensions of place, price, product, promotion, people, process, and physical evidence have a positive and significant effect on trust. The effect of marketing mix variable on trust variable in this study is positive and significant, especially the 4p dimensions (product, price, place, and promotion), to increase trust, we should focus on products, prices, places and promotions. Increased perception of the four elements can increase customer's trust, in the context of this study, can increase patient's trust in Hospital X. Furthermore, illustrates that the dimensions of product must be considered well because it is very influential on increasing trust in customers. This effect is positive and significant. Research at Hospital X also shows the same thing, that

product dimensions have a positive and significant effect on trust. If the patient's perception of the product is getting better than the level of trust will also be higher. Research at Hospital X in particular on the price dimension. This is seen as one of the seller's efforts to provide the best for the customer, in addition to good quality, the price also then determines trust, as in this study, the marketing mix is good, especially the price dimension, and patient's trust in the very good (high) category.

Trust is an important value in health services. Thus, trust makes patients confident that health workers will act professionally, and according to Hall et al. (2001) trust also makes patients confident that all actions taken are the best for themselves. The results of data analysis in this study indicate that there is an effect of trust on visiting intention in Hospital X. This effect is positive. The positive effect illustrates the relationship that is directly proportional between variables, meaning that the higher the trust, the higher the visiting intention. As in research at Hospital X which found that trust had a positive and significant effect on visiting intention. Here, that trust was a critical variable and it is also proven that with higher customer's trust, purchasing intention is higher, and sales are also higher, and vice versa. In their research, it was found that the less consumer's trust, the less purchasing intention, and conversely the more consumer's trust, the greater purchasing intention. Patients' perception of marketing mix at Hospital X is average or normal, supported by three dimensions with a high index category, namely the dimensions of people, physical evidence, process and 4 indexes in moderate categories, those are product, price, place, promotion. Overall patient perception of the marketing mix variable has been good but not yet maximal. This perception can still be improved mainly by increasing the dimensions of the product, price, place, promotion and maintain the dimensions of people, physical evidence, and process.

Trust in Hospital X is on average high, supported by almost all dimensions in this variable having a high index category except the disclosure dimension. To increase trust in Hospital X, in addition to maintaining competency, fiduciary responsibility and agency, control, and confidentiality principle, Hospital X needs to pay attention to the indicators in dimension of disclosure which is still in the moderate category. Intention in patient to visit Hospital X is moderate or normal. This result is supported by all indicators in the probability dimension that have a moderate category. Intention in visiting Hospital X can be raised if the three indicators in the probability dimension are increased. Trust plays an important role in all social relationships. A customer's trust is the key that determines the quality of the relationship between buyers and sellers. Customer's trust effects the relationship between consumers and brands and creates purchasing intention. The results of data analysis in this study indicate that there is an effect of the marketing mix on visiting intention in Hospital X through trust. Trust is an intervening variable.

Trust increases the effect of the marketing mix on visiting intention. The trust variable that acts as an intervening variable in the causality relationship between the marketing mix variable and the visit interest variable is something new that researchers find in relation to the topic of the relationship of marketing mix, trust, and visiting intention. Thus, this research conducted in Hospital X illustrates that the emergence of the trust variable as an intervening variable can improve the relationship of marketing mix to visiting intention. But the effect of marketing mix on visiting intention is negative which means that if the patient's perception of the marketing mix is high then visiting intention will be low. Due to time constraints, the scope of measurement can only be done on patients in the outpatient unit. If research can be done in all units, the data obtained will better represent the real situation to assist the Hospital X in making decisions that are effective and right on target.

4. CONCLUSION

The study of marketing effect mixes on the visiting intention in Hospital X has been successful. Here, we obtain the effect in this relationship is negative, meaning that the higher the marketing mix, the lower the visiting intention of patient to Hospital X. In addition, effect of marketing mix on trust in Hospital X. The effect in this relationship is positive, meaning that the higher the marketing mix, the higher the trust. Thus, trust effect on the visiting intention in Hospital X. The effect in this relationship is positive, meaning that the higher the trust, the higher the visiting intention. By using marketing effect, on visiting intention in Hospital X through trust, we obtain the higher the marketing mix and trust, the higher the visiting intention and trust is an intervening variable. At Hospital X, there are indicators that are still in the moderate category in the dimensions of control, patient perception on the indicator "Doctors pay attention to the whole patient care" and the indicator "Doctors adjust drugs and treatments according to patient conditions" and on the disclosure dimension, the patient's perception of the indicator "Doctors involve patients in making decisions" and the indicator "Doctors explain the advantages and disadvantages of each treatment". These four indicators can be improved with the help of the public relations department or the quality control department to make feedback from patients when they leave the clinic and wait for at the pharmacy, waiting for the next payment process or further examination. Patient input on these four indicators can be used as an aspect of assessment in individual and unit performance indicators. Then the doctor with the best feedback was given appreciation by displaying the photo of the doctor (Doctor of the Month) in the Medical Committee and Meeting Room. Here, patients' perceptions on marketing mix are moderate. Hospital X must pay attention and improve each indicator in each dimension of the marketing mix variable, especially the 4 dimensions that are still being perceived

as moderate category, namely the dimensions of the product, place, promotion, price. On the product dimension, Hospital X can add types of services tailored to the diseases that exist around Hospital X and the description of the disease in General Hospital X itself. Specialization services can also be adapted to this description so that patients' needs can be met by hospitals with more appropriate and quality services. Hospital X also needs to conduct a study of drug needs so that patients do not need to look for drugs outside the hospital. On the place dimension, Hospital X also needs health information about the needs of the people living around Hospital X so that the surrounding community can obtain these services more closely than going to other hospitals that are further away. On the price dimension, Hospital X can immediately arrange cooperation with BPJS again so that the cost of medical treatment for patients can be more affordable. On the promotion dimension, Hospital X can organize activities that can involve patients, patients' families and the surrounding community, for example gymnastics that are open to the public. In this activity education can also be inserted, for example about health and examination at affordable prices/free. Thus, the suggestion for future study is Making feedback sheet distributed by the clerk at the cashier, especially regarding indicators in the control dimension, namely "Doctors pay attention to the whole patient care" and indicators "Doctors adjust drugs and treatments according to patient conditions"; and in the dimension of disclosure, namely "Doctors involve patients in making decisions" and "Doctors explain the advantages and disadvantages of each treatment choice". Feedback results are used as indicators of individual and unit performance assessments. In addition, we proposed adjusting services to the description of existing diseases in General Hospital X and in the environment around General Hospital X with Re-establish cooperation National Indonesian insurance (BPJS). Create activities that can involve patient, patient's family, and surrounding community, for example by doing gymnastics together once a week. Make a brief survey sheet to get input and expectations from patients, which are distributed by the registrar. This survey specifically focuses on the marketing mix variables of product dimensions, price, location, and promotion. Seek input from doctors and other employees of Hospital X itself. We recommended to do survey on reasons for the patients to visit Hospital X, then conduct research regarding the variables of visiting intention from the reasons that have been stated by patients from the earlier survey. In addition, it can also be investigated about the effect of values held by the community and local culture on the visiting intention to draw up a better marketing plan in order to increase the profitability of Hospital X.

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