

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

The Effect of Promotion in Marketing Mix Context on Buying Intention in Purwakarta and Pekalongan Holistic Hospitals, Indonesia

Dr. Bambang Herianto

Researchers, Department of Postgraduate of Unisba,
Universitas Islam Bandung, Indonesia

Dr. Muhardi

Lecturer, Department of Postgraduate of Unisba,
Universitas Islam Bandung, Indonesia

Dr. Alber Hendarta

Lecturer, Department of Postgraduate of Unisba,
Universitas Islam Bandung, Indonesia

Abstract:

A holistic hospital is a concept in medical practice that upholds all aspects of society's needs, namely psychological, physical, social, and spiritual. Along with the development of existing hospital services, the hospital needs marketing, to make it more competitive, and to attract patients. One of them is with promotional efforts so that patients show Buying Intention. Many factors hindered the adoption of promotion in the context of the marketing mix, including the lack of planning and management support, so that the hospital was unable to develop. This study aims to analyze the magnitude of the effect of promotion in the context of the marketing mix on services at the Purwakarta and Pekalongan Holistic Hospitals. The research method used is descriptive quantitative. The sample of this study used consecutive sampling technique, where the number of samples taken from the number of patient visits seen from the monthly average, namely Purwakarta Hospital as many as 65 people and Pekalongan 70 people. Data collection using primary data using a questionnaire of 30 questions. Data analysis used multiple correlation with hypothesis test f test and t test. The results showed that the promotion variable in the context of the mix had a significant effect on buying intention. Suggestions that the hospital does not have a special promotion related to the marketing mix, so the hospital needs to carry out an intensive promotion by involving all hospital human resources as well as involving stakeholders around Purwakarta and Pekalongan.

Keywords: *Buying intention, holistic, promotion, hospitals*

1. Introduction

Along with the times and technological advances today in 2021, humans are always trying to improve the quality of life. Including the quality of health which is an important part of human life, in this case health services. Increasing the degree of health can be carried out in line with the increase in the quality of services provided, so that the services provided by the hospital are appropriate for users of these services and the wider community as a form of easy and affordable health facilities. One of the places in the health degree service is the hospital. The hospital is one of the health service facilities that can provide health services for the community which is very strategic in accelerating services aimed at the community at large. (Keputusan Menteri Kesehatan No. 228 tahun 2002).

The importance of the hospital's role can be seen in the services provided by the hospital as a place for medical service and administration, medical support services, rehabilitation services, prevention and health improvement. The role of the hospital as a place for education for health workers from all levels ranging from medical personnel, general practitioners to specialist doctors, who are ready to be disseminated throughout the national territory. The role of the hospital as a place for research and development of science and technology in the field of medicine which is an important means of improving the quality of medical services (Aspects of Hospital Human Resource Development. www.kalbe.co.id).

Some experts state that hospitals should prioritize quality services. *American Hospital Association (2018)* states that hospitals that have been built must be equipped, well maintained to ensure the health and safety of their patients and must provide spacious facilities that are not overcrowded and have guaranteed sanitation for the patient's recovery. One of the ways to heal patients can be done by integrating complementary and conventional therapies that have been applied in hospitals as a form of application of the Regulation of the Minister of Health of the Republic of Indonesia No.1109 of 2017 concerning the implementation of complementary and alternative medicine in formal health service facilities or

hospitals (PKKAI, 2012). The first hospital in Indonesia that provides complementary and alternative medicine is the Indonesian Holistic Tourist Hospital Purwakarta, West Java, which has been established since 1993. A Holistic Hospital is a combination of the concept of a comfortable resort with a hospital so that it creates a hospital that is different from other hospitals. We will not smell medicine or any other typical hospital smell. However, on the other hand, the fragrance of aroma therapy and fresh air is what we will feel while in the Purwakarta and Pekalongan Holistic Hospitals environment which was founded in 1993 by the nation's best son, Dr. Husen A. Bajry M.D., Ph.D. after having been through for 12 years in various countries, Dr. Husen returned to Indonesia and began to develop the medical knowledge he had. Holistic Hospital refers to the Holistic medical system using organic food nutrition as its main medicine. Holistic medicine itself is a medical system that treats, prevents and treats the body as a whole by restoring the balance of the body system optimally which involves physical, mental, emotional, and psychological work by prioritizing food nutrition as the main medicine.

Purwakarta Holistic Hospital and Pekalongan as regional work units (SKPD) are among the hospitals in Purwakarta which are hospitals that provide community services for hospitals that are already high but are not supported by complete facilities and facilities so that they will interfere with the performance of the hospital itself. (Dien statement, Head of Purwakarta Health Department in 2018). This was included in order to face increasingly fierce hospital competition so that community visits to Purwakarta and Pekalongan Holistic Hospitals experienced a decrease in the number of patient visits in Outpatient Polyclinics other than UGD and VK to reach 8% in 2017-2018, and also a decrease in the number of prescription redemptions in its pharmacy is more than 20% from 2018-2019. (BA Hospital annual report, 2017-2016).

In the course of implementing a Holistic Hospital, the performance of a Holistic Hospital has decreased in the last 3 (three) years. This decline has resulted in a gradual shift from sales to marketing, customer-oriented services are also the demands of today's hospitals. The new paradigm is towards a 'patient center' or focus on Buying Intention or consumers, where consumers or patients expect high quality service at a reasonable price. Under these circumstances, an ancient method might be doesn't give us long-term results. The application of modern marketing principles will pave the way for rationalizing and standardizing services. Thus, marketing has become the new 'mantra' for this service provider in the hospital. (Sreenivas T, 2013)

Facing various changes that occur, hospitals must be dynamic and able to adapt to the needs of the community and hospitals must be managed effectively and efficiently while still producing quality services. and able to provide full satisfaction to all customers or their patients. The results of the survey on the satisfaction level of holistic hospitals in Purwakarta and Pekalongan, which were seen from the 2017-2019 data, were seen from the last 3 years that the level of dissatisfaction for the 2017 period was 25.8%, then in 2018 it showed 27.2% and the year 2019 shows a total of 32.2%. It can be concluded that from these data it was seen in the last 3 years that there was an increase in the satisfaction level of dissatisfied patients by 5%.

Patient dissatisfaction with the services provided by Holistic hospitals has decreased patient visits in the past 3 years. The following graph shows the rate of reduction in patient visits to the hospital. The data on the decrease in visits seen from the profile data at the Holistic hospital in Purwakarta hospital in 2018 was 56%, in 2019 it was 44% and in 2020 it was 32%, while the data on visits to the Pekalongan holistic hospital was 69% in 2018, 2019. by 72% and in 2020 by 65%. The data on the decline in hospitals was seen before Covid-19 appeared and in 2020 the emergence of Covid-19 had decreased, meaning that the decrease in the number of visits to the two hospitals was not only obstacles and obstacles, but a lack of promotion developed by the two hospitals.

Based on the data from the two hospitals, it is known that the visit data in the last 3 years showed a decrease of 21% each year, meaning that both hospitals needed promotional efforts so that there was a new strategy to attract Buying Intention of consumers or patients. Promotion in the context of the marketing mix very effectively performs better than does not. Some of the factors that hinder the adoption and implementation of Promotion in the context of an effective marketing mix including lack of planning, lack of top management support, and not using all promotional elements (Ilham, 2013)

In terminology, promotion is a tool that needs to be used to attract patients, especially the promotion of health services, in this case the Holistic Hospitals of Purwakarta and Pekalongan. Interest in using services is a manifestation of promotion, which according to Sutanto (2018) states in theory that promotion is an activity that is actually a manifestation of the informative function so that with the promotion it is expected that there will be reactions from users or users of health services, both actual and potential ones that arise. in various forms ranging from growing awareness or knowing the existence of a product or service being offered, to actions to utilize it or reuse the health service.

Customers or patients who visit will be more selective in making purchasing decisions. Consumers will evaluate the health service brands or services they have purchased or used. Consumers also make repeated purchases of certain products or services that they are familiar with and do not even hesitate to pay dearly to buy products or services, because these products or services are a reflection of the quality of other products or services so that consumers feel their prestige is lifted. Creative producers will definitely improve existing product facilities through advertising, direct selling, sales promotions, and publicity on consumer interest patterns so that consumers have consistency with the products or services offered and are willing to recommend them to other potential customers. (Alma, 2017: 104)

The importance of health promotion in hospitals because the effectiveness of a treatment, apart from being influenced by the existing pattern of health services, the attitudes and skills of the PKRS units, is also very much influenced by the environment, attitudes, patterns of patient life, and the patient's family and depends on a positive level of cooperation. between health personnel and the patient and his family. Various things related to the preparation of promotions have certainly also been experienced by Purwakarta and Pekalongan Holistic Hospitals since they started

operating, approximately 26 years ago, the hospital occupancy rate was still far below the national standard. The hospital feels the need to create a strategy that meets market needs and differentiates it from its competitors.

The ideal promotion is to develop a Holistic Hospital which is suspected of having experienced negative effects which may result in a decrease in the number of patients and a drop in the brand names of Purwakarta and Pekalongan Holistic Hospitals. However, promotional efforts in the two hospitals have not been carried out in a real way which can reduce patient visits to these hospitals. Based on the profile of Purwakarta Holistic Stanton Hospital, it started as a small clinic which was originally established in the village of Legok Barong. Hospitals are designated according to the Head of the Purwakarta Regency One Stop Investment and Integrated Service Agency Number 445.9 / IORS.04142-BPMPTSP / X / 2016 as Type D General Hospital. Vision is to become the best general hospital with tourism nuances in Indonesia in 2030 with professional and kinship services.

Pekalongan Hospital Profile is based on the Mayor's Decree No. 445/557 of 2019 concerning the Extension of Operational Permits and Classification of Health Facilities at the Karomah Holistic General Hospital, Pekalongan City, March 6, 2019 Class of Type D Hospital on Jl. West GadjahMada No.124 Pekalongan which has a vision to be the hospital of choice for the community with conventional and holistic services that are professional and trustworthy.

Health promotion in order to replace management is certainly not effective enough, therefore an appropriate promotion is needed to face increasingly strong global challenges. The management of Purwakarta and Pekalongan Holistic Hospital has its own way of promotion which is considered appropriate with the conditions of the hospital. Improving and maintaining service quality is only one of several strategies implemented. These efforts usually hold community events ranging from health bazaars, health package promotions in collaboration with community radios and not only rely on superior services but also realize that patients should come to the hospital for treatment with doctors who are desired and who are competent in their fields. However, these promotional efforts have not been carried out by the hospital.

Understanding and information made in was by the hospital regarding the behavior of consumers or these patients allows marketers to influence Buying Intention or in other words Buying Intention (buying interest) Consumers or patients so they want to buy what marketers offer or use hospital health facilities. (Dharmmesta in Ferrinadewi and Pantja, 2014) explains, Buying Intention is related to attitudes and behavior. Buying Intention is an intermediary between the motivational factors that influence behavior. Buying Intention also indicates how hard a person has the will to try. Buying Intention shows how much effort a person plans to do something and Buying Intention is related to behavior.

Buying Intention grows because motives are based on attributes that suit their wants and needs in using a service. Based on this, an analysis of how the Buying Intention process from within the consumer or patient is very important. Buying Intention Behavior (buying interest) Consumers or patients are the results of an evaluation of a brand or service. The progress and success of a hospital starts from the quality provided, in fact, the attitude of patients as consumers is often overlooked or supportive, the low quality of products or services and so on.

The final stage of the process is complex decision-making including using the desired brand or service, evaluating the brand or service as it is used and storing the information for future use. (Assael, 2014) further explains that when a consumer or patient evaluates a brand or service, the consumer or patient tends to use the brand or service that provides the highest level of satisfaction.

Based on the preliminary study, the number of service visits to the hospital is influenced by many factors that have made the number of visits in the outpatient polyclinic of Purwakarta and Pekalongan Holistic Hospitals decrease. Among other things, information is lacking to the public in Purwakarta about the existence of the hospital, the absence of cooperation agreements with existing companies or hospitals that want to use health services, due to limited inpatient room capacity, many competitors appearing around the hospital, and many middle- and upper-class people who lack Buying Intention to seek treatment at Holistic Purwakarta and Pekalongan. Purwakarta Hospital has realized the importance of promotional efforts at the hospital. However, the new unit does not yet have a promotional plan where it will be directed and there has never been any promotion.

Hospital Health Promotion is a holistic hospital effort to improve the ability of patients, clients and community groups so that patients in holistic hospitals in Pekalongan and Purwakarta can be independent in accelerating their recovery and rehabilitation, in this case independently in improving health, preventing health problems, and developing health efforts through learning according to their respective socio-culture.

Based on the description above, this study is to see how the response of patients as service users, health management in hospitals, Holistic hospital management. Promotion can maintain the quality of services in hospitals to improve the implementation of existing marketing programs in hospitals. Therefore, this research on the Effect of Promotion in the context of the marketing mix on Buying Intention in Purwakarta and Pekalongan Holistic Hospitals has never been carried out. Therefore, the research was carried out at Purwakarta and Pekalongan Holistic Hospitals with the aim of obtaining a related picture of health promotion against buying attention, so that later it would improve health services at the hospital.

Promotion has an important role in attracting patients to visit holistic hospitals in Purwakarta and Pekalongan, in this case conducting treatment, so that promotional efforts can increase patient visits to these hospitals. Therefore, the importance of research carried out holistically by Purwakarta and Pekalongan is an important indicator that is useful for these hospitals, in this case, this research is important and needs to be done as an effort to improve hospital management and to increase patient visits to the hospital, so with this research the hospital tries to provide of the services provided by heal thing

2. Research Methods

The research design used is descriptive using quantitative research methods. Types and Sources of Data Primary data is data using a research questionnaire conducted on patients at Purwakarta Hospital and Pekalongan Hospital. The population seen from the average monthly visits to the holistic hospitals in Purwakarta and Pekalongan, namely the Purwakarta hospital averaged 65 people per month and 70 people in Pekalongan. Collecting data in this study using a questionnaire obtained from patients at Holistic Purwakarta and Holistic Pekalongan hospitals.

The sample of this research is 65 people who visit Purwakarta hospital per month and 70 people in Pekalongan. The sampling technique in this study was to use a non-probability sampling technique with a consecutive sampling method. Data analysis using multiple correlation with hypothesis test f test and t test.

3. Research Results and Discussion

Based on the results of the study showed that the characteristics of patients at Purwakarta holistic hospital 69.2% and Pekalongan 72.9% with each age > 35 years, obtained for gender in Purwakarta holistic hospital 67.7% and Pekalongan 74.3% with each female sex, while for education in Purwakarta hospitals 70.8% and Pekalongan 74.3% with primary and junior high school education categories respectively.

3.1. Descriptive Results

Based on the results of the study was he descriptive results for promotion in the context of the marketing mix at the Purwakarta holistic hospital obtained an average (mean) of 36.72 and the Pekalongan hospital obtained a mean value of 41.70. Meanwhile, for Buying Intention, it was found that Purwakarta hospital was mean of 38.18 and Pekalongan hospital was 43.44. Based on the table above, it is known that the results of the patient's answers on each indicator indicate that the profile indicator at the Purwakarta hospital has a mean of 15.09 and Pekalongan's 18.59. The mean media indicator at Purwakarta hospital is 12.20 and Pekalongan is 13.57, while for the event indicator it is found that for the Purwakarta hospital it is 9.43 and Pekalongan it is 9.54.

3.2. Average for Each Indicator in Purwakarta and Pekalongan Holistic Hospitals

Based on the results of the study above, it is known that the results of the patient's answers on each indicator show that the Need recognition indicator at Purwakarta hospital has a mean of 10.05 and a Pekalongan hospital of 11.47. Alternative search indicators (information search) at Purwakarta hospital obtained a mean of 5.26 and Pekalongan 12.60, alternative evaluation indicators (alternative evaluation) were found in Purwakarta hospital 44. Based of 5.26 and Pekalongan 6.16. The Purchase decision indicator obtained by Purwakarta hospital was 5.26 mean and Pekalongan hospital 5.50, while the Post purchase decision indicator (post purchase behavior) was obtained at Purwakarta hospitals at 7.69 and Pekalongan at 7.71

3.3. Patient Response to Each Indicator

The following shows the results of patient responses from each patient indicator as seen from the profile indicators, namely in the Holistic Hospital Purwakarta 33.08% and Pekalongan at 63.56% with each response strongly agreeing to the profiles of the two hospitals. Promotion indicator is in Purwakarta holistic hospital 29.04% said they agreed while Pekalongan 43.68% said they strongly agreed with the promotion efforts at the two hospitals. The event indicator is in the Holistic Hospital Purwakarta, 46.58% in the category of strongly agree, while 45.6% in Pekalongan do not agree with the events given to the two hospitals.

The Need Recognition indicator, namely in the Holistic Hospital Purwakarta, 33.5% disagree, while Pekalongan, 35%, strongly agree with the Need Recognition given to the two hospitals. Indicators of Alternative Search, namely in the Holistic Hospital Purwakarta 44% agree, while Pekalongan is 35% strongly agree with the Alternative Search given to the two hospitals. Indicators of Alternative Evaluation, namely in the Holistic Hospital Purwakarta 58% disagreed, while 36% of Pekalongan strongly agreed with the Alternative Evaluation given to the two hospitals. Indicators of Purchase Decision, namely in the Holistic Hospital Purwakarta, 55% agree, while Pekalongan is 46% strongly agree with the Purchase Decision given to the two hospitals

3.3. Correlation Test Analysis

Based on the results of the study above, it is known that the result of the person correlation shows the correlation value indicated by the r value at Purwakarta and Pekalongan hospitals is $r = 1.00$ and Purwarakta Hospital at 0.000, while Pekalongan was 0.002. This means that the value of r shows a positive direction, so the promotion in the context of the marketing mix will increase the Buying Intention, which means that promotion in the context of the marketing mix will have a greater chance of 1.00 increasing the buying intention of the hospital.

3.3.1. F Test Analysis

It is known that the F-count at the Purwakarta Holistic hospital has a value of 7.84 which is greater than the F-table which is 2.45 and a significance value of 0.000 ($p < 0.05$) and the Pekalongan hospital has an F-value of 10.24., thus, it can be said that simultaneously which is the simultaneous contribution of influence or relative contribution (small) or in other words the determinant that influences the promotion variable in the context of the mix to Buying Intention.

3.3.2. T Test Analysis

Obtained t-count 4.762 and Pekalongan t-count 7.060 greater than t-table 1.681 and obtained a significance value of 0.000 smaller than the significance level of 0.05. This means that the H1 hypothesis is rejected, which means that the variable has an influence between the promotional variables in the context of the mix on Buying Intention.

4. Discussion

4.1. Promotion Analysis in the Context of the Marketing Mix in the Holistic Hospitals of Purwakarta and Pekalongan

Based on the results of the study, it shows that promotion in the context of the marketing mix in the Purwakarta holistic hospital has an average (mean) of 36.72 or only 37% of the marketing promotions carried out by the Purwakarta holistic hospital. This means that efforts to notify or offer products or services with the aim of attracting potential consumers or patients to buy or use services in hospitals are still lacking. Likewise, the holistic hospital in Pekalongan obtained a mean value of 41.70 or only 41% of the hospital's efforts in marketing promotion were still lacking.

The results of this study are in accordance with the results of research conducted by Rahmawati (2019). Analysis of Hospital Service Products in the Scope of the Marketing Mix which shows that the results of the researchers obtained a mean value of 35.7 or 35% less. This is in line with the results of Arismen's research (2021) Marketing Mix Strategy for Health Services RSD Kol. Abundjani Bangko in the Era of National Health Insurance (JKN), which shows that the marketing mix in his research only gets 45% of hospital promotion efforts is still low, meaning that there are no other efforts that can attract patients to use hospital services. Promotion in the context of the marketing mix at Purwakarta and Pekalongan Holistic Hospitals lacks a strategy that can meet market needs, so that patient visits to both hospitals have decreased. This is in accordance with the preliminary studies which have found that the phenomenon in the two hospitals has decreased the BOR of the Hospital, which is only 49%, so that in order for the hospital to survive, it needs to be managed effectively and efficiently so that it can produce quality services. In addition, holistic hospitals in Purwakarta and Pekalongan are thought to experience negative effects and can result in a decrease in the number of patients and a fall in brand names in the two Holistic Hospitals, however, it is inversely proportional to the results of research which states that the profile indicator is in the Holistic Hospital of Purwakarta 33, 08% and Pekalongan amounted to 63.56% with each response strongly agreeing to the profile of the two hospitals, it means that patients in both hospitals still give confidence in the existing service system.

Basically, Purwakarta and Pekalongan holistic hospitals need to carry out promotions as a form of selling the services provided, this promotion is one form of means as an effort to influence buyers or consumers or patient patients who want to visit in using these holistic services, therefore promotion is a means of introduction to patients, especially regarding products owned at the hospital. In addition, promotion is also a medium of communication between producers and consumers or patients, a consumer or a patient decides to buy if they know complete information that can be obtained through various promotional programs. The results of the research obtained from the event indicator, namely in the Holistic Hospital of Purwakarta, 46.58% of the categories strongly agree, while 45.6% of Pekalongan disagree. This means that the two hospitals have not held an event as a promotional program that can be highlighted in the two hospitals.

Patients who visit have not received promotion from the two hospitals, so the form of communication between the hospital and the patient is lacking. In fact, communication is a strategic one that can function as a means of communicating between services as a goal to be achieved at the Purwakarta and Pekalongan hospitals to be pursued in order to achieve these goals. Besides that, communication and strategy that will have a positive influence on the management of both hospitals. A clear and decisive strategy will to formulate estimates of environmental changes quickly and accurately, so as to increase patient visits, so that the hospital can take corrective actions and anticipate early. Promotion is one of the determinants of the success of a marketing program. The quality of a product, if consumers or patients have never heard of it and are not sure that the product will be of use to them, they will never buy it. The results of this study are in line with research conducted by Buanan which states that there is no relationship between promotion and patient interest in reusing services. However, this study is not in line with the results of Hardianty's research which states that promotion by visiting patients in the inpatient unit of RSIA Pertiwi, the patient does not get a promotion. This means that patients who come of their own will. Another study that is not in line with research conducted by Maulindah states that promotions with patient loyalty only get 45% of patients coming with promotions.

Promotion is the process of communicating the marketing mix variables which are very important to be carried out by companies or 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 company. In theory, it explains that according to Eavani, F. et al., (2012), promotion is an important element in the marketing mix because it is guided by the process of providing information, persuading and influencing consumers or patients to make choices for products to be purchased, with so that Promotion is an activity to convey information to consumers or patients about hospital service products and encourage consumers or patients to use hospital service products.

Promotion is done to introduce a product to consumers or patients. Promotion can be done with a mix of communications or messages conveyed by the company to consumers or patients. The promotion process can be in the form of publication or it can also be a bonus given to consumers or patients. Assauri (2014) states that promotion is a company effort to influence and seduce (persuasive communication) prospective buyers, through the use of all marketing reference elements. For that the company must have the right promotional strategy to be able to compete. It can be concluded that the promotion strategy is a planned activity with the intention of persuading, stimulating and reminding consumers or patients about the products or services being sold so that they want to buy the company's products so that

the goal of increasing sales is expected to be achieved.

Promotional activities in hospitals are a form of marketing communication activities that attempt to disseminate information, influence, remind target markets to be willing to accept and buy products being offered. The more promotions about hospital facilities, the more people tend to choose the hospital. Until now, holistic, both in Purwakarta and Pekalongan, do not have a special unit to promote the marketing of service products. Promotion of service products carried out by the hospital is still limited, so the information that is not conveyed to the public in Purwakarta and Pekalongan about the existence of the hospital is still limited and there is no collaboration with existing hospitals, due to limited inpatient room capacity, many competitors that appears around the hospital, and many middle- and upper-class people who lack Buying Intention to seek treatment in Holistic.

4.2. Analysis of Buying Intention of Patients at Holistic Hospitals in Purwakarta and Pekalongan

Based on the results of the study, it showed that the Buying Intention variable at Purwakarta hospital was 38.18 or only 38% and the Pekalongan hospital was 43.44, only 43%, meaning that Pekalongan hospital had better visit rates or the level of use of holistic hospitals compared to the use of services in Pekalongan Hospital. Purwakarta. This is possible because there are more people in Pekalongan than in Purwakarta. However, patients at the Purwakarta and Pekalongan holistic hospitals are affected by the affordability of the distance between the community house and the very far hospital so that people prefer to place other health facilities such as the nearest hospital and purchase medicines at the nearest shop or clinic.

This research is in line with that conducted by Temesvari (2021) Interest of Patient Revisits at the Outpatient Installation of the General Hospital in Tangerang Regency. The results of his research showed that 53% less interest in visiting (Buying Intention) or re-purchasing using hospital services. This is similar to that expressed by Handayani's research (2021) interest in return visits mediated by patient satisfaction at the Rumah Zakat clinic in Yogyakarta. The results showed that the interest in return visits was still decreasing by 44%.

Basically, Buying Intention grows because of a motive based on the attributes according to their wants and needs in using a service. The results showed that the Need Recognition indicator, namely in the Holistic Hospital Purwakarta, 33.5% disagreed, while 35% of Pekalongan strongly agreed with Need. This means that both hospitals have provided services according to patient needs. In addition, usually Buying Intention is a behavior that appears as a response from patients to wish to make repeat visits in the use of services.

Buying intention or interest in patient repeat visits is very important to maintain the existence of both hospitals. Good quality service will provide customer satisfaction, thus influencing decision making on re-visit interest for patients and quality service means providing service to patients based on quality standards to meet the needs and desires of society, so as to gain satisfaction with increasing patient trust.

In theory, according to Kotler, Keller in 2016 stated that purchase interest is part of attitude loyalty which can be followed up with re-purchase behavior. Attitude loyalty is built on the characteristics of commitment and purchase interest. Loyalty is a condition in which customers have a positive attitude towards a brand, are committed to a brand and intend to continue their purchases in the future (repurchase interest). In another concept, loyalty develops into three stages, namely cognition, affective, and conation. Repurchase interest is at the affective loyalty stage, where at this stage the attitude that arises from the initial purchase cognition (the period before consumption) is strongly influenced by preferences and makes objects as preferences, so it can be concluded that customer satisfaction affects repurchase intentions in the future.

The hospital's success in providing health services in accordance with health service standards to its patients has fostered patient loyalty. Orientation to service quality, the hospital will be able to get long-term profitability from patient satisfaction. Such conditions make the hospital have to start changing its mindset towards thinking that focuses on patient orientation as one goal of patient satisfaction programs and must have a better understanding and understanding of the importance of patient satisfaction and loyalty. Patient loyalty will form by itself if the hospital is able to improve the quality of services provided, so that a long-term relationship between the patient and the hospital will be formed (Kotler, Keller, 2016)

4.3. Analysis of the Magnitude of the Effect of Promotion in Context on Buying Intention in Purwakarta and Pekalongan Holistic Hospitals

Based on the results of the study showed that the results of the F test obtained a significance value for Purwakarta hospitals of 0.000 and Pekalongan of 0.002 ($p < 0.05$). Thus, it can be said that simultaneous promotion in the context of mix has an effect on Buying Intention. This is evidenced by testing the T-test hypothesis obtained from the Purwakarta holistic hospital t-count 4.762 and Pekalongan t-count 7.060 greater than t-table 1.681 and a significance value of 0.000 is obtained less than the significance level of 0.05. Therefore, it can be concluded that the hypothesis is accepted, which means simultaneously that the promotion variable in the context of the mix has an effect on buying Intention. It can be concluded that in this study it shows from the results of hypothesis testing that the significant value of each Purwakarta and Pekalongan hospitals $p > 0.005$ means that there is a significant effect between promotions in the context of the mix on Buying Intention.

The results of this study are in line with the research conducted by Sutanto (2018). The effect of the marketing mixes on the interest in revisiting the National Health Insurance (JKN) patients in Bantul. The results showed that the t test value was p-value 0.02, which means that there was an influence between the marketing mix on the interest in hospital re-visits.

The interest in patient re-visits to Purwakarta and Pekalongan Hospitals tends to decrease. This is due to various

factors both from inside and outside the hospital. Factors from within the hospital include personnel factors, examination costs, the physical condition of the building, and the quality of service. Meanwhile, external factors include the existence of other health service provider facilities, which are increasingly emerging, causing intense competition. Revisit interest is a behavior that appears in response to an object that indicates a customer's desire to make a repeat purchase. The interest in return visits is influenced by patient perceptions, including perceptions of the marketing mix. In this study, the marketing strategy carried out by Purwakarta and Pekalongan Hospitals was not successful, as evidenced by the low interest in patient return visits due to perceptions of unaffordable costs.

Purwakarta and Pekalongan Hospitals are a form of health service that offers holistic services and treatment, namely medical treatment that enforces all aspects of community needs, namely psychological, physical, social, and spiritual, which are taken into account and seen as a whole. Currently, competition between hospitals is very tight in attracting patients to access health services in these hospitals. Purwakarta and Pekalongan hospitals do not have an Online Marketing Strategy for hospital promotion efforts, thus perhaps online media is part of one of the ways that hospitals can attract consumers or patients to their products is by carrying out promotional activities, currently the promotion is Purwakarta and Pekalongan hospitals were categorized as lacking. Seeing that there is a big influence on Buying Intention. Therefore, in order for Purwakarta and Pekalongan hospitals to maintain their high presence, there is a need for a new strategy by means of online promotion of their services, this is part of the development of information and communication technology that can be used via the internet in an application that can be accessed from a smartphone and can be conveyed quickly and effectively to customers and consumers or patients.

In theory, it explains that according to (Hartono, 2010) states in his theory that to increase Buying Intention, there is a need for promotional efforts. The marketing mix used by the hospital can be used as a marketing tool that makes it easier for the hospital to achieve its marketing goals. One of the marketing mixes is promotion. This is because promotion is part of the components in the service marketing mix that can play an important role in helping consumers or patients, in this case the patient to understand and evaluate hospital services that are real (intangible).

The concept of promotion in the hospital is how patients know about the types of services that exist in the hospital, how they are motivated to use them, then use them sustainably and disseminate the information to their colleagues (Sabarguna, 2014). In theory, promotional content is not only aimed at increasing service users (which will also increase revenue). The promotion system is not only selling but at the same time will increase the knowledge of community members to choose the most appropriate form of health service for themselves.

Purwakarta and Pekalongan holistic hospitals are still lacking in conducting promotional activities to attract new customers but are still lacking in promotion to retain customers. Most patients are less aware of the patient community in the hospital and the activities for patients held by the hospital. Hospitals also do not hold activities that can bind customers. This condition causes the patient's lack of knowledge about hospital promotions so that there is no relationship between patient perceptions of promotion and patient loyalty. According to the theory, more fundamentally, marketers absolutely need to check what the consumer or patient already knows. What consumers or patient's knowledge relevant to this decision. Another thing that needs attention, although promotion to old customers is still lacking but there are still patients who are loyal to the hospital, this can happen because of the hospital's existing profile, so that patients come to Purwakarta and Pekalongan hospitals not because of promotion but because of the hospital. holistic existence has a good profile in society or a good image.

In this view the results of the study are proven by the person correlation test, which shows that the residual value at the Purwakarta hospital is $r = 0.889$ and Pekalongan is $r = 0.362$. This means that the value of r shows a positive direction, so promotion in the context of the marketing mix will increase Buying Intention. This means that if holistic hospitals both in Purwakarta and Pekalongan carry out promotions to the public or the media, it will affect Buying Intention and a hospital that focuses on customers will be successful in attracting customers while being able to engineer the market, not just engineering products. Customers will make purchases when they get value for the customer. The hospital must be able to convey the value of the product or what the customer will receive with a strategy that ensures the continuity of the relationship between the hospital and the patient

5. Conclusion

- It is known that promotion in the context of the marketing mix in Purwakarta and Pekalongan holistic hospitals is still lacking, in this case the promotion efforts on the introduction of existing facilities in the hospital are less known by patients regarding the products or services offered by these hospitals.
- It is known that the Buying Intention analysis of the Purwakarta and Pekalongan holistic hospitals is seen from the decline in patient visit rates.
- Simultaneously, there is a significant influence between promotions in the context of mix and Buying Intention.

5.1. For the Hospital

5.1.1. Purwakarta Holistic Hospital

The results of this study indicate that the hospital has no promotion specifically related to the marketing mix, for example the Purwakarta holistic hospital made billboards or banners that read that cancer can be cured with a holistic strategy, so that it needs to be known to the public at large and increase patient visits.

5.1.2. For Pekalongan Holistic Hospital

It is hoped that the hospital can carry out broad promotions in the area around the hospital, as an effort to

introduce the hospital to the surrounding community, because promotion is very important to introduce the services offered, so that in this effort it can meet the needs and desires of the surrounding community.

5.1.3. For Further Research

This research still lacks in terms of analyzing variables, namely from the 7 levels of the marketing mix, only promotion in the context of the marketing mix taken in this study, therefore further research can develop 7 P.

6. References

- i. Alma, 2017. Marketing Management and Service Marketing. Bandung: Alfabeta.
- ii. Aspects of Hospital Human Resource Development. Wwww.kalbe.co.id
- iii. Assael, 2014. Consumer Behavior and Marketing Action. Fifth Edition. Cincinnati. Ohio: South-Western College Publishing
- iv. Assauri 2014. Manajemen Pemasaran, Jakarta, PT Raja Grafindo Persada.
- v. BA Hospital annual report, 2017-2016 Purwakarta And Pekalongan
- vi. Dharmastadalam Ferrinadewidan Pantja, 2014. Theory of Planned Consumer Behavior, Manage, No.18 / VII. Yogyakarta.
- vii. Eavani, F. et al, 2012. Differences of Traditional Marketing in opposition to. Jakarta: L. PRESS.
- viii. Handayani, 2021. interest in return visits mediated by patient satisfaction at the Rumah Zakat
- ix. Hartono 2010 Marketing Management for Hospitals. Jakarta: Rineka Cipta
- x. Ilham, 2013. Public Service Reform. Jakarta: Earth Literacy
- xi. Keputusan Menteri Kesehatan No. 228 tahun 2002. Guidelines for Developing Minimum Hospital Service Standards
- xii. Kotler, Philip and Kevin Lane Keller, 201. Marketing Management. New Jersey: Pearson Prentice Hall, Inc.
- xiii. PKKAI, 2012. Society of Complementary and Alternative Medicine (PKKAI). <http://www.fortunestar.co.id>
- xiv. Sreenivas T, 2013. Business Challenges in the Changing Economic Landscape-Vol. 2 : Proceedings
- xv. Sutanto, 2018. The Influence of Promotion, Price and Product Innovation. Journal of Management Vol.1 No. 2
- xvi. Temesvari, 2021. Interest in Revisiting Patients in the Outpatient Installation of the Tangerang District General Hospital