

# Demographic Characteristics As The Basis For Determining The Marketing Mix Of Executive Polyclinic Dr. Hasri Ainun Habibie Hospital Parepare

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## ABSTRACT

Background: dr. Hasri Ainun Habibie Hospital as a new comer must be able to follow the development of the era that is increasingly shifting towards *profit oriented*. Executive polyclinics can be an option with the right marketing mix in the current era of National Health Insurance. Based on this description, researchers are interested in conducting research on the effect of demographic characteristics as the basis for determining the marketing mix of the dr. Hasri Ainun Habibie Hospital, Parepare City.

Purpose: To know the effect demographic characteristics as the basis for determining the marketing mix of the dr. Hasri Ainun Habibie Hospital, Parepare City

Methods: This research is an analytical observational study with a cross sectional approach. The sample is a resident of Parepare City who filled out a questionnaire via a *google form*. The validity of the items was tested using the product moment correlation formula and was considered reliable if the Cronbach alpha value was  $> 0.7$ . The Manova test was conducted to see differences in demographic characteristics in influencing the dimensions of the marketing mix.

Result: Gender differences significantly affect the dimensions of Product ( $p=0.001$ ), Cost ( $p=0.036$ ), and Promotion ( $p=0.003$ ), while age differences significantly affect the dimensions of Product ( $p=0.001$ ) and People ( $p=0.024$ ).

Conclusion: Determination of the marketing mix of dr. Hospital executive polyclinic. dr. Hasri Ainun Habibie Hospital is influenced by the needs and desires of the residents of Parepare City who are female and are at the age of 26-45 years.

**Keywords:** Executive Polyclinic, Marketing Mix, Demographic Characteristics.

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## INTRODUCTION

Since the launch of the Indonesian National Health Insurance (JKN) program on January 1, 2014, the administration of government hospitals has been heavily influenced by regulations issued by the Health Social Security Administration (BPJS Kesehatan) as the JKN organizing body in Indonesia. This condition makes the hospital focus only on providing care services that are needed/covered by BPJS Kesehatan.

Dr. Hasri Ainun Habibie Hospital is a government hospital located in Parepare City. The construction of this hospital is motivated by the fact that health referral services are mostly centered in Makassar city. As a newcomer, dr. Hasri Ainun

Habibie Hospital must be able to follow the development of the times, wherever time, hospitals in Indonesia have shifted towards *profit oriented*.

Forms of health services that are not covered by BPJS, including aesthetic dental care, can be accommodated by presenting an executive polyclinic at the hospital. The Minister of Health of the Republic of Indonesia has issued a regulation of the Minister of Health (Permenkes) No. 11 of 2016 concerning the Implementation of Executive Outpatient Services in Hospitals. The executive service can be accessed by general participants and non-contribution recipients (MOH, 2016).

The executive polyclinic can be the choice of Dr. Hasri Ainun Habibie Hospital in developing its brand as a pioneer of Medical Tourism and as a satellite hospital that serves people from various neighboring regions/districts with various accompanying demographic attributes. To present an executive polyclinic, hospitals must be able to develop marketing strategies through an effective and efficient marketing mix. The marketing mix is something that needs to be a concern so that the existence of the hospital remains both business and non-business (Rahmawati, 2018).

The marketing mix is marketing activities carried out in an integrated manner, which is carried out simultaneously among the elements in the marketing mix itself. According to Lovelock and Wright (1999) in service marketing, the 4P's instrument evolved into the 7P (Lovelock, CH, 1999). The seven elements of the service marketing mix in hospitals can be described as follows:

1. *Product*

Is a service or hospital services offered to patients or consumers. Hospitals must have excellent service as an advantage over hospitals and as a differentiator from other hospitals.

2. *Price*

Is a number of costs that must be incurred by the customer to obtain hospital services. Innovation must continue to be explored to find other sources of income by optimizing existing assets.

3. *Place*

Implementation of the service distribution program through the right location, place, and time, in accordance with the needs and desires of consumers. The place and address of the hospital must be easily accessible through information tools such as cellphones or websites, and optimize social media.

4. *Promotion*

It is a combination of advertising variables, face-to-face sales, sales promotions, and publicity carried out by hospitals in an effort to inform service products to customers, so that customers are motivated/encouraged to make purchases.

5. *People*

People are people who are directly involved in carrying out all hospital service activities, and are factors that play a role important for all organizations. The behavior of the people who are directly involved is very important in influencing the quality of services offered and the image of the hospital. The main challenge for the hospital industry is human resources. The smarter the society, the bigger the demands.

6. *Process*

An attempt by the hospital in carrying out and carrying out its activities to meet the needs and desires of its consumers. Hospitals must provide a very effective service process, there is no more complicated bureaucracy.

7. *Physical Evidence*

It is something that significantly influences consumer decisions to buy and use the products and services offered.

Based on the description of the background, the researchers are interested in conducting research on the effect of demographic characteristics as the basis for determining the marketing mix of the dr. Hasri Ainun Habibie Hospital, Parepare City.

## **METHOD**

This research is an analytic observational study with a cross sectional approach. The sample is a resident of Parepare City who filled out a questionnaire via google form in the research period from March 2022 to May 2022. The validity of the items was tested using the product moment correlation formula, a significance value of  $p < 0.05$  was considered valid and considered reliable if the Cronbach alpha value  $> 0.7$ . The MANOVA test was conducted to see differences in demographic characteristics in influencing the dimensions of the marketing mix. The demographic characteristics referred to in this study are gender and age. Meanwhile, the dimensions of the marketing mix consist of Product, Place,

Cost, Promotion, People, Physical Facilities, and Process. The number of respondents is determined by the Slovin formula and the minimum number of respondents is 399 people.

## RESULTS AND DISCUSSION

### A. Research result

This study obtained 230 female respondents or 57.4% of the total respondents and 171 male respondents or 42.6%. The largest respondents who became the research sample were residents of the City of Parepare who were in the age range of 26 - 45 years, as many as 207 people or 51.6% of the total respondents, then respondents with an age range of 12-25 years were 134 people (33.4%) and the last is respondents in the age range of 46 - 65 years, namely as many as 60 people (15%).

**Table 1.** Characteristics of research respondents

Characteristics		Amount	Percentage (%)
Gender	Man	171	42.6
	Woman	230	57.4
Age	12-25 Years	134	33.4
	26-45 Years	207	51.6
	46-65 Years	60	15.0

Source: Primary data, 2022

### Effect of gender on marketing mix

The results of the multivariate test showing the effect of gender on the marketing mix showed the following results:

**Table 2.** Multivariate Tests the effect of gender on the marketing mix

Effect		Value	F	Hypothesis df	df error	Sig.
Gender	Pillai's Trace	.069	4.185b	7,000	393,000	.000
	Wilks' Lambda	.931	4.185b	7,000	393,000	.000
	Hotelling's Trace	.075	4.185b	7,000	393,000	.000
	Roy's Largest Root	.075	4.185b	7,000	393,000	.000

Source: Primary data, 2022 (SPSS Version 25)

From the table above, it can be seen that the multivariate test together showed a significant value of  $p < 0.05$  (0.001). Thus, the results obtained that overall gender categories have different abilities in influencing the marketing mix value of the executive polyclinic of Dr. Hasri Ainun Habibi Hospital, Parepare City.

**Table 3.** Tests of Between-Subjects Effects by gender

Source	Dependent Variable	Type Sum of Squares	III df	Mean Square	F	Sig.
Gender	Product	127,539	1	127,539	21.846	.000
	The place	2.451	1	2.451	.231	.631
	Cost	18.101	1	18.101	4.406	.036
	Promotion	36,834	1	36,834	8,696	.003
	People	.530	1	.530	.151	.698
	Physical facilities	12.859	1	12.859	1,780	.183
	Process	3.964	1	3.964	1,799	.181

Source: Primary data, 2022 (SPSS Version 25)

The dependent variables showing the value of  $p < 0.05$  are Product ( $p = 0.001$ ), Cost ( $p = 0.036$ ), and Promotion ( $p = 0.003$ ) which means that gender only affects the 3 dimensions of the marketing mix.

### Effect of Age on the marketing mix

The results of the multivariate test showing the effect of age on the marketing mix gave the following results:

**Table 4..** Multivariate Tests the effect of age on the marketing mix

Effect		Value	F	Hypothesis df	df error	Sig.
Age	Pillai's Trace	.161	4.924	14,000	786,000	.000
	Wilks' Lambda	.843	4.992b	14,000	784,000	.000
	Hotelling's Trace	.181	5.061	14,000	782,000	.000
	Roy's Largest Root	.147	8.248c	7,000	393,000	.000

Source: Primary data, 2022 (SPSS Version 25)

From the table above, it can be seen that the 4 multivariate tests together showed a significant value of  $p < 0.05$  (0.001). Thus, the results obtained that overall age categories have different abilities in influencing the marketing mix value of the executive polyclinic of Dr. Hasri Ainun Habibie Hospital, Parepare City.

The dimensions of the marketing mix that are affected by age differences can be seen in the following table:

**Table 5.**Tests of Between-Subjects Effects by age

Source	Dependent Variable	Type III Sum Squares	df	Mean Square	F	Sig.
Age	Product	163.738	2	81.869	14,209	.000
	The place	22.833	2	11,417	1.078	.341
	Cost	4.304	2	2,152	.518	.596
	Promotion	13,371	2	6.685	1.553	.213
	People	25,873	2	12,937	3,749	.024
	Physical facilities	16,703	2	8,351	1.155	.316
	Process	3.275	2	1,638	.741	.478

Source: Primary data, 2022 (SPSS Version 25)

Based on Table 5 above, it is known that the dependent variables Product ( $p = 0.001$ ) and People ( $p = 0.024$ ) show a  $p$  value  $< 0.05$ , which means that the age category only affects the marketing mix dimensions of Products and People.

**Table 6.**Further difference test of the effect of age category on the marketing mix

Dependent Variable		(I) Age	(J) Age	Mean Difference (IJ)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Product	Bonferroni	1	2	-1.4000*	.26614	.000	-2.0399	-.7602
			3	-1.1401*	.37286	.007	-2.0365	-.2437
		2	1	1.4000*	.26614	.000	.7602	2.0399
			3	.2599	.35194	1,000	-.5862	1.1061
		3	1	1.1401*	.37286	.007	.2437	2.0365
			2	-.2599	.35194	1,000	-1.1061	.5862
People	Bonferroni	1	2	.3770	.20597	.204	-.1182	.8722
			3	.7585*	.28857	.027	.0647	1.4522
		2	1	-.3770	.20597	.204	-.8722	.1182
			3	.3814	.27237	.487	-.2734	1.0363
		3	1	-.7585*	.28857	.027	-1.4522	-.0647
			2	-.3814	.27237	.487	-1.0363	.2734

Source: Primary data, 2022 (SPSS Version 25)

Information Age 1 = 12-25 Years; 2 = 26-45 Years; 3 = 46-65 Years

Table 6 shows that there is a significant difference with  $p$  value  $< 0.05$  ( $p = 0.001$ ) between the 12-25 year age group and the 26-45 year age group in responding to the product dimensions of the marketing mix of Dr. Hasri Ainun Habibie

Hospital. A significant difference ( $p = 0.007$ ) was also found between the age group 12-25 years and the age group 46-65 years. As for the People dimension, a significant difference ( $p = 0.027$ ) was found between the 12-25 year age group and the 46-65 year age group.

## **B. Discussion**

### **Gender characteristics as the basis for determining the marketing mix**

The results obtained indicate that each gender category has different abilities in influencing the dimensions of Product, Cost, and Promotion, but does not differ in assigning values to the dimensions of Place, People, Physical Facilities, and Process. Although it does not affect all dimensions of the marketing mix, the differences in determining the value of Products, Costs, and Promotions indicate that gender will affect the success of the marketing mix of dr. Hasri Aiunun Habibie Hospital to be able to attract consumers to make purchases.

Similar research results were also found by Kusa, et al (2014) which stated that there were significant differences in purchasing styles between men and women (Kusá, Danechová, Findra, & Sabo, 2014).

The same study was also conducted by Erlan (2020) which concluded that gender has a significant positive effect on purchasing decisions (Geofanny, 2020).

This result is not in line with the research conducted by Farantika et al. (2019) which concluded that there was no significant relationship between gender and the decision process to choose outpatient health services. (Farantika, Witcahyo, & Utami, 2019).

In this study, data was obtained that the female respondents gave a more dominant positive value to product items in the form of the availability of an aesthetic dental clinic. On the Cost dimension the difference is found in the items Information services are available to estimate the cost of treatment. As for the Promotion dimension, there are striking differences in the ease of obtaining information about the executive polyclinic.

### **Age characteristics as the basis for determining the marketing mix**

The results obtained in this study indicate that the age category has significantly different abilities in influencing the value of the Product dimension and the People dimension of the marketing mix. There was no difference between each age category in responding to the dimensions of Place, Cost, Promotion, Physical Facilities, and Process. Nevertheless, these results are sufficient to prove the hypothesis that differences in age characteristics affect the dimensions of the marketing mix. The results of this study are in line with the response of Farnesia, et al (2017) which states that age has a significant influence on purchasing decisions (Farnesia, Roessali, & Santosa, 2017). However, this result is not in accordance with the research conducted by Devi and Hartono (2016) which shows the result that there is no real influence of age on consumer decisions in making purchases. (Devi & Hartono, 2016). The analysis of the relationship between age and the decision to choose outpatient health services was also carried out by Farantika, et al (2019), they obtained the results that there was no significant relationship between age and the decision process for choosing outpatient health services.

According to Setiabudi, et al (2013) the elderly adult age group (25-35 years) has a high level of awareness and has understood the nutritional content of a product that is good for the health of themselves and their family members. (Setiabudi MU, 2013). The description of respondents' assessment on the Product dimension shows that the 26-45 year age category is always dominant in responding strongly to the four product items when compared to other age categories. This result can be considered by the directors of the dr. Hasri Ainun Habibie in determining the marketing mix of the executive polyclinic so that the marketing mix strategy considers the needs and desires of consumers who are in the age range of 26-45 years.

Age differences also show different abilities in influencing the People dimension of the marketing mix. The data in this study indicate that the difference is found between the 12-25 year age group and the 46-65 year age group, which means that the difference occurs between the adolescent and the elderly group. Elderly and young people (teenagers) have differences in responding to something. The elderly have more life experience and insight than the younger generation. Aging seniors are optimally able to achieve integrity in tasks, development, and finally will achieve wisdom (Rakoczy, Wandt, Thomas, Nowak, & Kunzmann, 2018).

## CONCLUSIONS

The conclusions of this study are as follows:

1. Gender differences affect the responses of residents of Parepare City to the dimensions of Product, Cost, and Promotion of the marketing mix of the dr. Hasri Ainun Habibie
2. Differences in age affect the responses of residents of the City of Parepare to the Product and People dimensions of the marketing mix of the dr. Hasri Ainun Habibie

Suggestions from this research are as follows:

1. Determination of the marketing mix of the dr. Hasri Ainun Habibie considers the highest positive response to the needs of female residents, namely the presence of an aesthetic dental clinic in the products offered and the desire for information on estimated treatment costs, as well as the ease of obtaining information about the executive polyclinic.
2. Determination of the marketing mix of the dr. Hasri Ainun Habibie should focus more on the needs and desires of consumers in the 26-45 year age group, especially on the Product and People dimensions.

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