

The Impact of Marketing Mix on the Number of Visits to Pediatric Dentists in Banjarmasin during the Covid 19 Pandemic

Ika Kusuma Wardani¹, Erika Norfitriah², Amalda Ayu Utami Hasibuan³, Nadia Febrila Putri⁴, Renie Kumala Dewi⁵

^{1,2,3,4,5}Faculty of Dentistry, Lambung Mangkurat University, Indonesia

Abstract

The high number of dental problems in children hurts children's health. Pediatric dentists were deemed necessary to improve marketing strategies which were expected to attract visits to pediatric dentists. This study aims to analyze the impact of the marketing mix on the number of visits to pediatric dentists in Banjarmasin City during the covid 19 pandemic. This study used a cross-sectional quantitative method. The sampling technique used purposive sampling. Data were taken using a questionnaire that previously has been tested for validity and reliability. Data were analyzed using a multiple linear regression test. Product, promotion, and people partially have no significant impact on the number of visits to the pediatric dentist in Banjarmasin City during the covid 19 pandemics. Marketing mix has a simultaneous impact on the number of visits.

Keywords

marketing mix; visit; pediatric dentist; pandemic; covid 19



I. Introduction

Law of the Republic of Indonesia Number 36 of 2009 concerning health states that the goal of health development is the achievement of the ability to live a healthy life for every population. To achieve this goal, health efforts are carried out in a comprehensive, integrated, equitable, acceptable, and affordable way by all levels of society, with community participation as one of the factors that contribute to the success of health development to increase knowledge, awareness, and behavior of the community in the health sector (Lestari, 2018).

The concept of primary health care as a Gatekeeper was developed by the Johns Hopkins University Primary Care Center, covering 4 main domains namely first contact care (continuity function), continuity care, coordination care and comprehensiveness care (comprehensiveness care service) (Novita et al, 2020). Mu'rifah in Hasibuan et al (2019) stated about personal health, namely that someone will try to maintain and increase their own level of health in order to achieve peace of life and have the best workforce.

The dental and oral health of children in Indonesia is very concerning, so it needs serious awareness and attention (Keloay, 2019). Children who have experience dental and oral problems if not treated immediately can be fatal and have a bad impact. Children who have dental and mouth problems will have difficulty chewing the food so that nutritional intake is reduced. Insufficient nutritional intake causes weight loss, which interferes with the growth and development of children (Warotitjan, 2013).

RISKESDAS states that the prevalence of dental and oral problems in South Kalimantan Province has increased from 36.10% in 2013 to 59.60% in 2018. According to Safitri (2015) 89% of children under the age of 12 suffer from dental and oral problems. Caries is the most common dental and oral problem. The disease is caused by oral and

dental hygiene so that plaque forms on the tooth surface. This plaque will trigger various dental and oral diseases (Rifki, 2016).

Yunarti in stated that the recommended dental check-up is every 6 months (Yunarti, 2017). Meanwhile, based on a preliminary study conducted by researchers, 88.2% of parents did not check their children regularly to the dentist. Parents check their teeth to the doctor if there are trouble about their child's teeth. Based on preliminary studies, the covid-19 pandemic has also caused parents to delay coming to dental health services. The practice of pediatric dentists was required to be able to make efforts so that they can continue to participate in maintaining the health of children's teeth and mouth. To attract interest in coming to a pediatric dentist, marketing mix need to be made. Marketing mix are expected to attract parents to reach out to dental and oral health services to check their children. Marketing mix are a social process by individuals and groups in society seek to meet their needs and get they want through the creation, supply, and free exchange of goods and services (Zeithaml, 2000). Meanwhile, another opinion regarding marketing is an effort to synergize a number of activities, namely service design, tariff/price setting, communication or promotion, and providing a place for service delivery, in a device called the marketing mix. (Selang, 2013)

A marketing mix is a combination of marketing variables that can be used by a company to pursue the desired level of sales in the target market (Zeithaml, 2000). Marketing mix strategy is considered as one of the core concepts of marketing theory. The marketing mix concept consists product, price, promotion, place, people, process, physical evidence. Each of the seven elements marketing mix is interconnected each other and has an optimal mix according to the characteristics of the segment (Selang, 2013). Marketing mix is a marketing strategy to convey information widely, introduce a product, goods, and services, stimulate consumers to give, and even create personal preferences for the image of a product. Efforts to satisfy consumer needs are carried out by each service with various strategies and methods with the hope that consumers are satisfied and will make repeat purchases. If a consumer has turned into a loyal customer because his satisfaction is fulfilled, then the consumer will not switch to other similar company products or services (Mar'atus, 2015).

To meet customer expectations, health service providers must be able to explore expectations and provide services that can be felt directly or indirectly (Lestari, 2018). There hasn't a previous study conducted to determine the impact of marketing mix on pediatric dentistry practices in Banjarmasin City considering the high level of dental problems in children. Based on this background, a study was conducted with the aim of knowing the impact of the marketing mix on the number of patient visits at the pediatric dentistry practice of Banjarmasin City during the Covid 19 pandemic.

II. Research Methods

This research is quantitative research. The study was conducted at a pediatric dentistry practice in Banjarmasin City from January to June 2021. The population in this study were all parents who had their children checked by a pediatric dentist in Banjarmasin City. Sample get from 34 parents checked their children to a pediatric dentist in Banjarmasin. The sample was taken by the purposive sampling technique. Samples were taken by setting inclusion and exclusion criteria. The inclusion criteria set included parents who checked their children to a pediatric dentist in Banjarmasin City, parents who agreed to participate in the study by informed consent, and parents with cooperative children. The exclusion criteria were parents of children who were incomplete in filling out the

questionnaire. Data collection was done by using a questionnaire. Before the questionnaire was used for research, the questionnaire was tested for validity and reliability. The data that has been collected was analyzed using a multiple linear regression test.

III. Results and Discussion

3.1 Results

The results of the research the impact of marketing mix on the number of visits to pediatric dentists can be seen in the following table:

Table 1. Characteristics of Respondents

Characteristics of Respondents	n	%
Age		
20 – 24 year	11	32,35
25 – 29 year	12	35,29
30 - 34 year	9	26,47
35 – 39 year	2	5,89
Education		
Senior high school (SMA)	9	26,47
Diploma 3 (D3)	5	14,7
Bachelor (S1)	17	50
Magister (S2)	3	8,83
Income		
Very high	11	32,35
High	6	17,64
Low	9	26,48
Very Low	8	23,53
Visit to the Pediatric Dentist (6 months)		
1 time	4	11,76
2 times	15	44,12
3 times	12	35,29
4 times	3	8,83

Source: Primary Data, 2021

Based on the results of the study, the characteristics of the respondents were mostly aged 25-29 years as many as 12 people (35.29%). Most of the respondents have bachelor degree education as many as 17 people (50%). The income category of respondents is mostly very high as many as 11 people (32.35%). Respondents mostly visited 2 times in 6 months as many as 15 people (44, 12%).

The t test is to test the partial impact of the independent variables on the dependent variable. If the t-test produces a significance <0.05 ($\alpha=5\%$), it can be concluded that the independent variable partially has a significant impact on the dependent variable.

Table 2. Statistical t test result

Variable	B	SE	Beta	t test	Sig
Product	.040	.022	.181	1.880	.071
Price	.092	.040	.209	2.273	.032
Promotion	.031	.021	.145	1.533	.137
Place	.040	.013	.237	3.019	.006
People	.023	.022	.102	1.033	.311
Process	.061	.029	.260	2.130	.043
Physical Evidence	.061	.024	.258	2.592	.015

Source: Processed primary data, 2021

Based on table 2, it can be concluded that product, promotion, and people partially have no significant impact on the number of visits.

F test to test the impact of the independent variable simultaneously on the dependent variable. If the F test produces a significance <0.05 ($\alpha=5\%$), it can be concluded that the independent variable partially has a significant impact on the dependent variable.

Table 3. Statistical F test result

Model	Sum of Squares	df	Mean Square	F test	Sig.
Regression	19.141	7	2.734	22.975	0.000
Residual	3.094	26	.119		
Total	22.235	33			

Source: Processed primary data, 2021

Based on table 3, it can be concluded that the marketing mix simultaneously has a significant impact on the number of visits.

3.2 Discussion

a. The Impact of Products on the Number of Pediatric Dentist Visits

Based on the results of the study, most of the respondents, as many as 18 people (52.9%) rated the product as not good. The results of the multiple linear regression hypothesis tests obtained a p-value of 0.071 more than 0.05, so it can be concluded that the product has no significant impact on the number of visits to the pediatric dentist in Banjarmasin. Poor assessment of the product because people have not felt the benefits of the product as a whole. Only a few service products have been used.

The results of this study are in line with research conducted by Putri (2019) which states that the product has no impact on the number of return visits because it does not have an attraction that can provide satisfaction. In contrast to Nurhalimmah (2018) research which states that good quality PKU Muhammadiyah Karanganyar Hospital service products are significantly related to patient repeat visits. Another study by Retnaningtyas (2016) stated that the marketing mix was a reference in choosing health services. Lestari (2018) stated that in the era of globalization, the increase in the quality of products/services should be greater because of free trade. Therefore, domestic health service is expected to prepare itself to develop the organization, especially the resources and systems to deal with the arrival of competitors from similar industries. Health services are one of the services that are required to be able to win the competition. For this reason, health services such as pediatric dentistry practices must be able to provide quality health services for patients. Quality health services are product advantages to win the competition (Lestari, 2018).

Products can not be ignored because the product is an important element in a marketing program. Product strategy can influence other marketing strategies. According to Lupiyoadi (2009), the total product shows an opportunity to provide added value for consumers which in medical services can be applied to patients. Purchasing a product is not just to have the product, but also to meet the needs and desires of consumers (Kotler, 2000).

b. The Impact of Price on the Number of Pediatric Dentist Visits

Based on the results of the study, most of the 23 people (67.6%) of respondents considered the price good. The results of the multiple linear regression hypothesis tests obtained a p-value of 0.032 which is smaller than 0.05, so it can be concluded that price has a significant impact on the number of pediatric dentist visits during the covid 19 pandemic. Good assessment in this study because people feel that payment is easy and the price is affordable provided by the quality of service received.

Price is the amount of money charged for a product or service. Price is the value given to consumers for the benefits of a product or service. Based on the results of the study, it can be seen that most of the people's income is included in the very high category. Then patients who come will choose health services that they see to provide a price match with the services they provide. According to Lestari, the price is not a problem, if it is comparable to the services provided (Lestari, 2018).

In theoretical economics, the notion of price, value, and utility are interrelated concepts. Utility is the attribute attached to an item/service, which allows the product/service to fulfill needs, wants, and satisfy consumers. Value is the value of a product to be exchanged for other products. Value can be seen in a barter situation, but already uses money as a measure called price. Thus, the price is the value of an item/service expressed in money (Buchari, 2008). Therefore, it is expected that health services should be oriented to service quality to be able to compete. If the price is under the quality of service, the patient will choose the health service which in the end is seen at a high level of visits (Lestari, 2018).

c. The Impact of Promotion on the Number of Pediatric Dentist Visits

Based on the results of the study, most of the 20 (58.8%) respondents assessed that promotion was not good. The results of the multiple linear regression hypothesis tests obtained a p-value of 0.317 more than 0.05, it can be concluded that promotion has no significant impact on the number of visits to pediatric dentists during the covid 19 pandemic. This is because the promotions carried out are not widely known by the public. Most people know about the practice of pediatric dentistry, not from social media or brochures provided. So that promotion has no significant impact on visits to pediatric dentists during the covid 19 pandemic.

The results of this study are not in line with research conducted by Wijayanti (2015) which concluded that promotion had an impact on increasing the number of patient visits. This study is also not in line with Purnamasari (2011) stated, whose research results show that there is a relationship between promotion and patient visits.

Promotion is a process of communicating marketing mix variables that are very important to be implemented by companies in marketing products. The essence of promotional activities is a form of marketing communication activity that seeks to disseminate information, influence, remind the target market to be willing to accept, buy, and be loyal to the products offered by a service. One way that a health service can do to attract patients' interest in its products is to carry out promotional activities (Lestari, 2018).

d. The Impact of Place on the Number of Pediatric Dentist Visits

Based on the results of the study, there were 21 (61.7%) respondents who rated the place as good. The results of the multiple linear regression hypothesis tests obtained a p-value of 0.006 smaller than 0.05, so it can be concluded that place has a significant impact on the number of visits to the pediatric dentist. This is because people during the pandemic prefer places that are close and easy to reach.

The results of this study are in line with the results of Mar'atus (2015) stated that place affected the interest in repeat visits of JKN patients at the Panembahan Senopati Hospital Polyclinic. The choice of location in a business is the main thing that needs to be considered. Strategic location is one of the important factors and determines the success of a business, business location is related to transportation efficiency issues, the nature of raw materials or the nature of the product, and the ease with which it reaches consumers. The location also affects the convenience of buyers (Lestari, 2018).

e. The Impact of People on the Number of Pediatric Dentist Visits

Based on the results of the study, it was found that 18 (52.9%) respondents rated people as unfavorable. The results of the multiple linear regression hypothesis tests obtained a p-value of 0.311 more than 0.05, so it can be concluded that people have no significant impact on the number of pediatric dentist visits during the covid 19 pandemic. This is due to the explanation of the officer handling the administration before the patient is examined the doctor is not friendly. The services provided by administrative officers are not satisfactory to patients even though the services provided by doctors are considered satisfactory.

This is accordance with Lestari (2018) stated that health workers serve carefully and always pay attention to patient complaints when carrying out examinations can make patients comfortable so that it has an impact on the patient's loyalty to always visit if there are complaints of illness. The results of this study are not in line with the research conducted by Wijayanti (2015) concluded that people had an impact on increasing the number of patient visits. The results of this study are also different from the results of Mar'atus (2015) stated that people influence the interest in revisiting JKN patients at the Panembahan Senopati Hospital Polyclinic.

f. The Impact of Process on the Number of Pediatric Dentist Visits

Based on the results of the study, 19 (55.8%) respondents rated the process as good. The results of the multiple linear regression hypothesis test obtained a p-value of 0.043 less than 0.05, so it can be concluded that the process has a significant effect on the number of pediatric dentist visits during the covid 19 pandemic. Doctors are fast and responsive in providing services, are skilled, and serve according to complaints. received a good rating from the respondents.

The results of this study are in line with Lestari (2018) stated that the process is important and needs to be considered for a health service. The process can affect loyalty because it relates to how the service is provided to patients. The process includes service procedures, including the stages that are passed. The speed and accuracy of the process can be used as a tool to stimulate consumer interest, such as fast and precise patient admission procedures, fast and precise examination, treatment and care services, nurses/doctors perform service schedules correctly, officers perform services without convoluted (Lestari,2018).

g. The Impact of Physical Evidence on the Number of Pediatric Dentist Visits

Based on the results of the study, most of the 22 (64.7%) respondents assessed good physical evidence. The results of the multiple linear regression hypothesis tests obtained a p-value of 0.015 less than 0.05, so it can be concluded that physical evidence has a significant effect on the number of visits to pediatric dentists in Banjarmasin.

The results of this study are in line with research conducted by Wijayanti (2015) who concluded that physical evidence had an impact on increasing the number of patient visits. This study was also in line with Lestari's research which stated that physical evidence was related to the level of patient visits at Sahid Sahirman Hospital (Lestari, 2018).

Physical evidence is something that significantly influences consumer decisions to buy and use the products and services offered. The elements included in physical facilities, namely the physical environment in this case physical buildings, equipment, supplies, logos, colors, and other items. A patient can immediately conclude what a health facility looks like when he first sees the physical facilities in the health facility (Lestari, 2018).

IV. Conclusion

Products, promotions, and people partially have no significant impact on the number of visits to the pediatric dentist in Banjarmasin City during the covid 19 pandemic. Marketing mix has a simultaneous impact on the number of visits.

Acknowledgment

We acknowledge the support received from Lambung Mangkurat University Banjarmasin (697/UN8/PG/2021).

References

- Undang-Undang Republik Indonesia Nomor 36 Tahun 2009 Kesehatan. Lembaran Negara Republik Indonesia. Jakarta; 2009.
- Lestari, Puji Rindu. Hubungan Pemasaran Rumah Sakit (Marketing Mix 7P) terhadap Tingkat Kunjungan Pasien. *Jurnal Ilmu Kesehatan Masyarakat*; 2018
- Keloay P, Mintjelungan C dan Pangemanan D. Gambaran Menyikat Gigi dan Indeks Plak pada Siswa SD GMIM Siloam Tonsealama. *Jurnal e-Gigi*. 2019; 7(2): 77.
- Warotitjan I, Mintjelungan C dan Gunawan P. Pengalaman Karies Gigi serta Pola Makan dan Minum Anak Sekolah Dasar di Desa Kiawa Kecamatan Kawangkoan Utara. *Jurnal e-Gigi*. 2013; 1(1): 59.
- Safitri R. Hubungan Tingkat Pengetahuan Frekwensi terhadap Kebersihan Gigi dan Mulut pada Siswa Kelas IV SDN 28 Mataram. *Ganec Swara*. 2015; 9(2): 118.
- Rifki A dan Hermina T. Perbedaan Efektivitas Menyikat Gigi Dengan Metode Roll dan Horizontal pada Anak Usia 8 dan 10 Tahun di Medan. *Cakradonya Dent*. 2016; 8(1): 12.
- Yunarti, Denti. Yunita Dyah Puspita Santik. Perilaku Pemeliharaan Kesehatan Gigi dan Status Karies. *Jurnal Higeia*. 2017; 1(1):83-87
- Kotler P dan Keller. *Manajemen Pemasaran*. Jilid 1. Edisi ke 13. Jakarta: Erlangga; 2009.
- Hartono B. *Manajemen Pemasaran untuk Rumah Sakit*. Jakarta: Rineka Cipta; 2010.
- Kotler P. *Manajemen Pemasaran*. Edisi Milenium. Jakarta: PT Indeks Kelompok Gramedia. 2000.
- Zeithaml VA dan Bitner MJ. *Service Marketing integrating Cutomer Focus Across The Firm*. Second Edition Hill. New York: McGraw; 2000.

- Selang. Bauran Pemasaran (Marketing Mix) Pengaruhnya Terhadap Loyalitas Konsumen Fres Mart Bahu Mall Manado. Jurnal EMBA. Manado: Universitas Sam Ratulangi; 2013.
- Mar'atush SA dan Susanto. Pengaruh Bauran Pemasaran (Marketing Mix) Terhadap Minat Kunjungan Ulang Pasien Jaminan Kesehatan Nasional (JKN) Di Unit Rawat Jalan Rsud Panembahan Senopati Bantul. Jurnal Online; 2015.
- Wijayanti SD, Amir MY dan Indar. Hubungan Bauran Pemasaran Dengan Loyalitas Pasien Di Unit Rawat Jalan RSUD Kota Makassar. Jurnal Online; 2015.
- Nurhalimmah F dan Sugiarsi S. Gambaran Tingkat Kepuasan Pasien Rawat Jalan Kunjungan Ulang Di Rumah Sakit PKU Muhammadiyah Karanganyar. Jurnal Kesehatan; 2008.
- Putri Tengku Lindung Bulan, M.Luthfi Azmi. Pengaruh Strategi Bauran Pemasaran terhadap minat berkunjung kembali di Objek Wisata Ruang Terbuka Hijau Taman Hutan Kota Langsa. Jurnal Manajemen dan Keuangan; 2019
- Retnaningtyas, Woro SE dan Mafrurrochim H. Persepsi Pasien terhadap Bauran Pemasaran Rumah Sakit dan Pilihan Rumah Sakit. Jurnal Kedokteran Brawijaya; 2016.
- Lupiyoadi Rambat, dan A. Hamdani, Manajemen Pemasaran Jasa, (Jakarta: Salemba Empat, 2009), hlm. 86-91
- Buchari Alma dan Ratih Hurriyati, Manajemen Corporate Strategi Pemasaran Jasa Pendidikan, Bandung: Alfabeta, 2008, hlm. 306
- Purnamasari AH. Nurhayani, Asiah H dan Yusran A. Hubungan Bauran Pemasaran (Marketing Mix) Dengan Kunjungan Pasien Di Unit Rawat Jalan RSIA Pertiwi Makassar; 2011.
- Novita, W., et al. (2020). The Relationship between Geography Access and Utilization of Basic Emergency Neonatal Obstetric Services (PONED) in Hamparan Perak Health Center, Deli Serdang Regency in 2018. Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No 1, Page: 674-681.
- Hasibuan, S. W., et al. (2019). The Effect of Health and Religious Beliefs on Consumer Consciousness of Using Halal Cosmetics. Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 2, No 3, Page: 239-249.