

# Comparison of Ananda Mother and Child Hospital (RSIA) and St. Khadijah 1 Mother and Child Hospital in Terms of Marketing Strategy, Patient Culture, and Maternity Care Interest (RSIA) Muhammadiyah Makassar

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**Abstract.** *Interest in making a purchase results from a combination of factors, including exposure to advertising, familiarity with the brand, familiarity with the product itself, and an examination of alternative methods of achieving the same goal. Marketing and societal pressures are examples of such outside forces. Comparing the marketing strategies, societal norms, and patient interest between RSIA St.Khadijah 1 Makassar and RSIA Ananda Mother and Child Hospital in Makassar is the focus of this research. This study is a quantitative observational study employing a cross-sectional study design. Univariate, multivariate, and bivariate analyses were applied to the data. Patients in the ob-gyn clinics at RSIA Ananda and RSIA St. Khadijah 1 in Makassar made up the bulk of the 187 participants in this study. The research found that RSIA Ananda and RSIA St.Khadijah had different marketing strategies, societal norms, and patient priorities. Managing, empowering, and evaluating the 7 parts of the marketing mix and social culture at RSIA Ananda and RSIA St.Khadijah jointly is recommended to the management.*

**Keywords:** *Marketing Mix, Consumer Behavior, Purchase Interest, Social Culture*

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## INTRODUCTION

The hospital plays a crucial role in facilitating the rapid enhancement of community health as one of the health facilities providing health services. Because of this, hospitals and other medical facilities need to upgrade their services to provide not just better curative care but also better preventive care. As a result, hospitals have an obligation to serve the public at large by providing services of the highest quality in conformity with accepted norms. Purchasing intent, says Ghosh, is a reliable indicator of the coming purchase. Customers' interest in a product is a key factor in their decision to make a purchase. Considerations of price, perceived quality, and perceived value all play a role in shaping the likelihood of a shopper making a purchase. The buying process is also affected by both internal and external influences (Gogoi, 2013). Commercialism is a tool for stimulating demand. Because of the elements of the service marketing mix,

hospitals and other medical facilities now have access to tools that help boost their health marketing operations. Treatment preferences for public versus private hospitals have been demonstrated to be influenced by the service marketing mix (Nasiripour et al., 2013). This mix consists of the product, promotion, price, and channels of distribution (Abedi & Abedini, 2017). Businesses and marketers should give serious thought to the purchase habits of their customers and the factors that impact those habits (Kotler, 2005). Cultural, social, individual, and psychological aspects are the four most important influences on consumer purchasing behavior (Lamb & Lewis, 2004). Several elements, including consumer traits and firm stimuli (such as items, prices, locations, and promotions), as well as external stimulation conditions (such as politics, the economy, technology, and culture), impact consumers' propensity to make purchases (Kotler, 2005). Consumers' reactions to these cues will determine their ultimate choice in product, brand, dealer, and quantity purchased. Situational impacts, psychological influences, sociocultural influences, and marketing mix effects are the four elements that impact customer purchasing decisions (Berkowitz, 2010).

The marketing mix refers to the combination of several marketing strategies used by businesses to reach their long-term objectives (Kotler & Lee, 2009). The marketing mix's variables are most useful when they are structured in light of the specific challenges facing a certain business. There is no "detached" decision-making space where consumers operate (Kotler & Lee, 2005). Cultural, societal, individual, and psychological elements all have a role in shaping consumer behavior. Marketers can't do much about most of these, but they still need to be considered. The motivation to make a selection or purchase is influenced by many extraneous factors, including one's social culture. The term "socialculture" refers to a combination of "social" and "cultural" or "subcultural" elements. Reference groups, families, socioeconomic classes, and subcultures all play an important role in shaping consumer interest (Schiffman, 2021). License number YM.02.04.2.2.487 was issued by the Director General of Medical Services, Ministry of Health of the Republic of Indonesia on July 2, 2003, making RSIA Khadijah 1 Muhammadiyah Makassar legally permitted to provide medical care to its patients permanently. The private Ananda Mother and Child Hospital first opened its doors to the community on October 28, 1995, and has been providing midwifery, nursing, and related health care services ever since. The number of women who visited an obgyn poly at RSIA St. Khadijah fell from 692 in 2017 to 672 in 2018. In 2019, there were 702 patients, while in 2020 there were only 661. Total patient visits to the ob/gyn polyclinic at RSIA Ananda increased from 11,360 in 2017 to 14,446 in 2018 and then to 16,311 in 2019. In 2020, there were just 14,147 of them.

Statistics show that with the advent of the COVID-19 pandemic in 2020, less general patients visited poly obstetrics at RSIA Ananda and RSIA St. Khadijah. The number of patients visiting the outpatient clinic at RSIA Khadijah 1 has been erratic during the past three years (2017-2019), whereas the number visiting RSIA Ananda has increased consistently. When comparing two privately owned and of the same class (type) C hospitals, the number of visits from general patients at the obgyn polyclinic (where these patients have total freedom of choice) shows that Ananda RSIA is chosen due to its larger patient visitation rates. This is notably different from St. Khadijah RSIA. Through issue analysis, the researcher has identified "the disparities in marketing mix, social culture, and patient desire in selecting to give birth at Mother and child hospital (RSIA) Ananda and RSIA St. Khadijah 1 Makassar in 2021".

## METHODS

The research took place at RSIA St.Khadijah 1 in Makassar and RSIA Ananda. In terms of methodology, this study is quantitative in nature and is structured as a cross-sectional observational study. Study participants included people of both sexes who sought care at the poly obgyn clinics at RSIA Ananda (16,311) and RSIA St.Khadijah 1 (611), both located in Makassar. One hundred and seventy-eight students from RSIA Ananda and eighty-seven students from RSIA St.Khadijah 1 Makassar made up the study's samples. Research on marketing approaches, cultural norms, and patient preference was conducted via an online poll. Employing Analytical Methods with Data The data was analyzed using a variety of univariate, bivariate, and multivariate methods. After characterizing each of the study's variables and the respondents' unique characteristics in a univariate analysis, we were able to acquire a sense of the full breadth of the problem. The bulk of the univariate analysis was spent on descriptive analyses of respondent and research variables. Using a bivariate analysis, we compared the marketing approaches, patient profiles, and hospital cultures of RSIA Ananda and RSIA St.Khadijah 1 Makassar. When looking to statistically determine if there is a difference, the Mann Whitney Test is the test of choice (Independent T-Test). Researchers use multivariate analysis to compare Strength Test B scores across parameters.

## RESULTS AND DISCUSSION

### Univariate Analysis

Table 1. Distribution of Respondents

Characteristics	RSIA Ananda		RSIA St Khadijah		Total	
	n	%	n	%	n	%
<b>Age</b>						
17-25 Years	22	64,7	12	35,3	34	100
26-35 Years	71	49,0	74	51,0	145	100
36-45 Years	7	87,5	1	12,5	8	100
Total	100	53,5	87	46,5	187	100
<b>Education</b>						
Elementary School	0	0	1	100	1	100
junior high school	0	0	12	100	12	100
senior High School	11	20,0	44	80,0	55	100
D3	19	65,5	10	34,5	29	100
S1	54	76,1	17	23,9	71	100
S2	16	84,2	3	15,8	19	100
Total	100	53,5	87	46,5	187	100
<b>Job</b>						
Student/Student	4	100	0	0	4	100
Private employees	43	75,4	14	24,6	57	100
self-employed	8	36,4	14	63,6	22	100
Government employees	21	65,6	11	34,4	32	100
Housewife	24	33,3	48	66,7	72	100
Total	100	53,5	87	46,5	187	100
<b>Income</b>						
Rp1,400,000-Rp2,500,000	6	26,1	17	73,9	23	100
Rp2,500,000-Rp5,000,000	28	35,0	52	65,0	80	100
Rp5,000,000-Rp10,000,000	47	75,8	15	24,2	62	100
> Rp10,000,000	19	86,4	3	13,6	22	100
Total	100	53,5	87	46,5	187	100
<b>Patient Status</b>						
Old Patient	68	47,9	74	52,1	142	100
New Patient	32	71,1	13	28,9	45	100
Total	100	53,5	87	46,5	187	100
<b>Patient Origin</b>						
Makassar	76	55,5	61	44,5	137	100
Outside Makassar	24	48,0	26	52,0	50	100
Total	100	53,5	87	46,5	187	100
<b>Home Distance</b>						
<5 Km	62	51,2	59	48,8	121	100
>5 Km	38	57,6	28	42,4	66	100
Total	100	53,5	87	46,5	187	100
<b>Number of Pregnancy</b>						
First	74	89,2	9	10,8	83	100
>2	26	25,0	78	75,0	104	100
Total	100	53,5	87	46,5	187	100

According to Table 1, between 49% and 51% of patients at both RSIA Ananda and RSIA St. Khadijah are between the ages of 26 and 35. This includes as many as 71 patients at RSIA Ananda and 74 patients at RSIA St. Khadijah, respectively. Patients at RSIA Ananda were more likely to have completed college (54 out of 77 patients, or 76.1%) than those at RSIA St. Forty-four out of a possible fifty residents of Khadijah (or 80%) have a bachelor's degree or higher. Patients at RSIA Ananda are more likely to be private employees (43 out of 75.4 total), while patients at RSIA St. Khadijah are more likely to be housewives (48 out of 66.7% total). It is also clear from Table 1 that 47 persons, or 75.8%, of patients at RSIA Ananda have a monthly income of Rp. 5,000,000-Rp. 10,000,000, while only 5 people, or 25%, of patients at RSIA St. The monthly income of the most powerful Khadijah is between IDR 2,500,000 and IDR 5,000,000. In terms of age, majority of the patients enrolled at RSIA Ananda and RSIA St. Khadijah were seniors, with 68 (47.1%) and 74 (52.1%) of the patients enrolled at these two centers being seniors, respectively.

Both RSIA Ananda and RSIA St. Khadijah acquired the majority of their patients from Makassar City, with 55.5% and 44.5% of their patients coming from Makassar respectively. Patients at both RSIA Ananda (51.2% of patients) and RSIA St. Khadijah (48.8% of patients) live within 5 kilometers of the hospital. Finally, when looking at the total number of pregnancies, 74 out of 89.2 at RSIA Ananda were first-time mothers, whereas 78 out of 105 at RSIA St. Khadijah were experiencing their umpteenth.

Table 2. Frequency Distribution of Research Variables Respondents

Variable	RSIA Ananda		RSIA St.Khadijah	
	n	%	n	%
<b>Marketing Mix</b>				
High	91	52,9	81	47,1
Low	9	60,0	6	40,0
Total	100	53,5	87	46,5
<b>Social culture</b>				
High	58	43,3	76	56,7
Low	42	79,2	11	20,8
Total	100	53,5	87	46,5
<b>Patient Interest</b>				
High	84	50,9	81	49,1
Low	16	72,7	6	27,3
Total	100	53,5	87	46,5

Source: Primary Data, 2021

From Table 2, we can deduce that both RSIA Ananda (51.9%) and RSIA St. Khadijah (47.1%) fall under the "High" category when it comes to their marketing mix, social culture, and patient interest. Ananda contributes 43.3% to the social culture variable in RSIA, whereas St. Khadijah contributes 56.7%. With regards to the patient interest metric, RSIA Ananda had a percentage of 50.9% whereas RSIA St. Khadijah had a percentage of 49.1%.

## Bivariate Analysis

### Marketing Mix

Table 3. Results of Independent T-Test Analysis of Marketing Mix Variables at RSIA Ananda and RSIA St.Khadijah Makassar

Hospital	N	Mean Rank	Sum of Rank
RSIA Ananda	100	104,17	9063,00
RSIA St. Kahadijah	87	85,15	8515,00
Total	187		

Source: Primary Data, 2021

Table 3 shows that the marketing strategies of RSIA Ananda (mean rank value: 104.17) and RSIA St.Khadijah (mean rank value: 85.15) are distinct from one another. It follows that RSIA Ananda has a more effective marketing strategy than RSIA St. Khadijah.

Table 4. Results of Independent T-Test Analysis of Marketing Mix Variables at RSIA Ananda and RSIA St.Khadijah in 2021

	<i>Marketing Mix</i>
Mann-Whitney U	3465,000
Z	-2,399
Asymp.Sig.(2-Tailed)	0,016
a.grouping Variable : hospital	

Source: Primary Data, 2021

Table 4 shows that there is a significant difference between RSIA Ananda and RSIA St.Khadijah 1 Makassar in terms of the marketing mix, with a two-tailed significance level of 0.016 0.05.

### Social culture

Table 5. Results of Independent T-Test Analysis of Social culture Variables at RSIA Ananda and RSIA St.Khadijah Makassar

<b>Hospital</b>	<b>N</b>	<b>Mean Rank</b>	<b>Sum of Rank</b>
RSIA Ananda	100	113,40	9865,50
RSIA St.Kahadijah	87	77,13	7712,50
Total	187		

Source: Primary Data, 2021

Table 5 shows that there are notable cultural variations between RSIA Ananda (mean rank value: 113.40) and RSIA St.Khadijah (mean rank value: 707.13). To conclude, RSIA Ananda has a more welcoming and inclusive social environment than RSIA St. Khadijah.

Table 6. Results of Independent T-Test Analysis of Social Culture Variables at RSIA Ananda and RSIA St.Khadijah in 2021

	<i>Social culture</i>
Mann-Whitney U	2662,500
Z	-2,399
Asymp.Sig.(2-Tailed)	0,016
a.grouping Variable : hospital	

Source: Primary Data, 2021

Table 6 shows that there is a significant difference between RSIA Ananda and RSIA St.Khadijah 1 Makassar in terms of social culture, with a significance level of 0.000 0.05.

### Patient Interest

Table 7. Results of Independent T-Test Analysis of Patient Interest Variables at RSIA Ananda and RSIA St. Khadijah Makassar

<b>Hospital</b>	<b>N</b>	<b>Mean Rank</b>	<b>Sum of Rank</b>
RSIA Ananda	100	110,82	9641,50
RSIA St.Kahadijah	87	79,37	7936,50
Total	187		

Source: Primary Data, 2021

Table 7 shows that there are notable cultural variations between RSIA Ananda (mean rank value = 110.82) and RSIA St. Khadijah (mean rank value= 79.37). Consequently, RSIA Ananda has a stronger social culture than RSIA St. Khadijah.

Table 8. Results of Independent T-Test Analysis of Patient Interest Variables at RSIA Ananda and RSIA St. Khadijah in 2021

	<i>Social culture</i>
Mann-Whitney U	2886,500
Z	-3,995
Asymp.Sig.(2-Tailed)	0,000
a.grouping Variable : hospital	

Source: Primary Data, 2021

Table 8 demonstrates that there is a significant difference in patient interest between RSIA Ananda and RSIA St. Khadijah 1 Makassar, with a Sig. (2-tailed) value of 0.000 0.005.

## Multivariate Analysis

### Marketing Mix

Table 9. Comparison of B Values for the Strength Test of Marketing Mix Dimensions/Indicators

Dimensions/Indicators	<i>B value</i>	
	<b>RSIA Ananda</b>	<b>RSIA St. Khadijah 1</b>
PRODUCT	.055	.004
PLACE	.082	.045
PROMOTION	.102	.170
PEOPLE	.201	.249
PRICE	.001	.025
PROCESS	.123	.071
PHYSICAL EVIDENCE	.365	.209

Source: Primary Data, 2021

Based on the findings of a multivariate analysis (see Table 9), it has been shown that physical evidence is the indication of the marketing mix variable with the highest standard value of the Beta coefficient on the issue of patient interest at RSIA Ananda, with a value of 0.365.

People's beta as a marketing mix indicator at RSIA St.Khadijah 1 Makassar is 0.249, making it the indicator of marketing mix variables most likely to pique the interest of patients.

### Social culture

Table 10. Comparison of Standard Coefficient (Beta) Values

Dimensions/Indicators	<i>Standar Coefficient Beta</i>	
	<b>RSIA Ananda</b>	<b>RSIA ST.KHADIJAH 1</b>
<i>Reference groups</i>	.829	.225
<i>Family</i>	.018	.725
<i>Culture</i>	.480	.565

Source: Primary Data, 2021

Based on the results of the multivariate analysis presented in Table 10, it is clear that the indicators of social culture variables at RSIA Ananda that have the greatest influence on patients' interest in choosing to give birth are the reference groups, with a standard value of Beta coefficient of 0.829. in the RSIA Ananda. Family is shown to be the most influential social culture indicator at St. Khadijah 1 Makassar Hospital, with a Beta coefficient of 0.725. In accordance with the first theory, RSIA Ananda and RSIA St. Khadijah 1 Makassar use separate methods to advertising (H1). The average rank value for RSIA Ananda was 104.17 and the average rank value for RSIA St.Khadijah was 85.15 in a two-sample t-test. Given that the Sig. (2-tailed) values for RSIA Ananda and RSIA St.Khadijah are both 0.016 0.05, we may conclude that RSIA Ananda's marketing mix in Makassar is superior to that of RSIA St.Khadijah 1.

Multiple linear regression analyses of B-value comparisons show that the physical evidence and people at RSIA St.Khadijah are the most important indicators of the marketing mix at RSIA Ananda. New structures, a spruced up waiting area, and smartly uniformed police personnel are all signs of improvement at RSIA Ananda. The RSIA St. Khadijah is home to the city's most seasoned medical professionals, including physicians, midwives, and head nurses. A company's marketing efforts in any particular market will need the use of a number of different strategies, methods, and approaches, all of which come together to form the marketing mix. The seven components of a service's marketing mix are the service itself, its physical location, its promotion, its personnel, its pricing, its procedure, and its proof. In order to give their clients the greatest service possible, service providers like hospitals might use the marketing mix.

We may now go on to the second hypothesis (H2), which asserts that there are significant differences between the social cultures of RSIA Ananda and RSIA St. Khadijah 1 Makassar. According to the results of a bivariate comparison, RSIA Ananda is positioned ahead of RSIA St.Khadijah (mean rank value: 113.40). (mean rank value: 77.13). With a Sig. (2-tailed) value of 0.016 0.05, we find that the social cultures of RSIA Ananda and RSIA St. Khadijah 1 Makassar are statistically different. Therefore, RSIA Ananda is more influential than RSIA St. Khadijah 1 Makassar. Multiple linear regression analysis of B-value comparisons showed that the peer group at RSIA Ananda and the family at RSIA St. Khadijah were the most influential factors in shaping the school's social culture. Most women who gave birth at RSIA Ananda did so because of positive word-of-mouth from friends and family. Khadijah went to the birthing center on RSIA St.

"a meeting of two or more individuals who engage each other to seek the same objective, which may be individual aim or communal purpose" (Sumarwan, 2009) describes a group or community well. The individuals who make up a reference group may influence the population as a whole. There is some evidence that the recommendations of close friends and family can influence a consumer's final choice. When consumers are presented with credible, relevant, and trustworthy information, they are more likely to follow the advice of their peer group (Setiadi, 2016).

Because of its key role in society, the family is often cited as the most influential demographic when it comes to making purchases. Our upbringing influences our beliefs, worldviews, and even our purchasing habits (Kotler, 2005; Cohen & Moital, 2014; Mihic & Culina, 2006; Wesley & Kim, 2012). The member of the household who is most likely to use the goods has significant sway in the household's purchase decisions (Bearden & Etzel, 1982; Childers & Rao, 1982). Family members typically try to convince one another to buy something before actually doing so (Palan & Wilkes, 1997; Williams & Burns, 2000;

Li & Su, 2007). While they may not have a say in what the family buys, they might nevertheless develop close relationships with their relatives (Prasetijo & Ihalauw, 2000; Mohanty, 2013; Fearne, 1998).

The third hypothesis (H3) examined the possibility that patient engagement was different in RSIA St. Khadjah 1 Makassar and RSIA Ananda. According to the results of a bivariate analysis, RSIA Ananda (mean rank value of 110.82) and RSIA St. Khadijah (mean rank value of 98.24) attract patients with different levels of interest (mean rank value of 79.37). A Sig. (2-tailed) of 0.016 0.05 at RSIA Ananda and RSIA St.Khadijah 1 Makassar indicates that patients' levels of interest in receiving care at both institutions are significantly different.

An individual's propensity to want to buy a product is a type of consumer behavior that results from their prior experience with and enjoyment of that product (Kotler, 2007; Vermeir & Verbeke, 2006). Consider the social and cultural factors that purchasers' decisions are influenced by after marketing empowerment. Products, locations, promotions, prices, management (humans), procedures, and other indicators are all part of the marketing mix. which is to say that people's behaviour are influenced by things like their family and culture.

## CONCLUSION

It was found that RSIA Ananda and RSIA St.Khadijah had different marketing strategies, social norms, and patient objectives. In contrast to RSIA St. Khadijah, whose marketing mix places a premium on its people, RSIA Ananda places a premium on tangible proof. Ananda has opted to give birth at RSIA because she has heard nothing but positive things about the facility from her family, friends, and workplace. Khadijah went to the birthing center on RSIA St. RSIA St.Khadijah 1 Makassar has a much less appeal to patients than RSIA Ananda. Patients in Makassar have a clear preference for RSIA Ananda over RSIA St. Khadijah 1 since more of them opt to go there. It is suggested that RSIA Ananda and RSIA St. Khadijah collaborate to manage, empower, and evaluate the 7 aspects of the marketing mix to construct, generate, and raise the interest of visiting patients in using the services. One way to accomplish this is by improving the hospital's accessibility and public image.

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