

Marketing Strategy Based on Physical Evidence at Singaraja Army Hospital

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Abstract

Hospitals as healthcare providers have now shifted towards a profit-oriented approach. The wide variety of services offered by hospitals to patients makes patients more selective in choosing products from providers that meet their needs and expectations. In marketing strategy, there are many efforts, one of which is through physical evidence. This study aims to analyze the marketing strategy based on physical evidence at Tk. IV Singaraja Hospital. This research uses a qualitative method. Research informants were selected using purposive sampling techniques, with the main informants consisting of the hospital director, head of the marketing unit, head of the outpatient unit, and head of the inpatient unit, as well as 10 patients for triangulation. Data collection was carried out through observation, questionnaires, interviews, and document analysis. The research findings revealed that the hospital's exterior facility still uses old buildings, the interior facility has well-maintained interior design, and the other tangible elements, such as pamphlets, brochures, and staff uniforms, are already provided by the hospital.

INTRODUCTION

Hospitals are one of the health service institutions that have an important role in improving the level of public health. A hospital is a health service institution that provides complete individual health services, providing inpatient, outpatient and emergency services. Currently the hospital has shifted towards *profit oriented*, this is due to Indonesia's entry into free market competition which requires us to change the way we

view hospitals. Hospitals must have a good marketing strategy to meet modern developments.

Every marketing strategy must understand and capture today's patient needs. Many types of products and services are offered to patients, making hospital patients more selective in choosing products from manufacturers that meet their needs and expectations. Visitors and patients use or experience hospital facilities, both tangible and intangible. In marketing, there are many efforts including effort *marketing mix* with *physical evidence* or physical evidence.

Physical evidence is evidence held by a service provider that is addressed to consumers as a proposal for added value to consumers. *Physical evidence* is also considered to play a role in patient loyalty. The characteristics of hospital buildings are part of the physical evidence that provides requirements that provide added value for patients. Attention to building facilities and infrastructure and spatial planning, as well as the cleanliness of the hospital environment can have an influence *mood* and impressions from patients. (Kotler & Keller, 2016).

Servicescape included in *physical evidence*, namely all aspects consisting of physical facilities in an organization in the form of real communication (Zeithaml, Bitner, and Gremler, 2013). *Servicescape* has elements that have an influence on consumers. These elements include: *interior attributes* (*design, layout, And décor*), *exterior attributes* (*signage, parking, landscape*), And *other tangible elements* (*bussines card, stationery, uniforms*). Research (Debora & Sulistiadi, 2019) shows that there is a significant influence between the marketing mix on patient loyalty at Awal Bros Hospital Pekanbaru. Where *physical evidence* is an indicator that has the highest value compared to other service marketing mix indicators which have an influence on patient loyalty (Andri & Sari, 2014). Fitria and Sutisna (2022) conducted research at Hermina Pasteur Hospital during the Covid-19 pandemic and obtained research results on conditions *physical evidence* on dimensions *facility exterior, facility interior* And *other tangible elements* being in moderate condition means that *physical evidence* on dimensions *facility exterior, facility interior* And *other tangible elements* that owned by Hermina Pasteur Hospital is quite good.

Kindergarten Hospital. IV Singaraja as a health service provider always strives to provide good service to patients. This is to realize the goal of improving the level of public health. The initial concept for the construction of the Kindergarten Hospital. IV Singaraja which is a hospital belonging to the TNI-AD which only serves TNI soldiers, TNI civil servants and extended TNI families. Along with the development of increasingly widespread health services, the hospital also serves the general public who need health services at the Kindergarten hospital. IV Singaraja.

Viewed from a community perspective, Tk. IV Singaraja only specifically serves service patients (TNI and families). This is related to the name of the hospital itself which contains elements of the TNI agency. The public thinks that only TNI members can seek treatment at Tk Hospital. IV Singaraja. There are often questions about whether Kindergarten Hospital. IV Singaraja can accept patients from the general public (non-service). This is questionable because it has been around for a long time *image* Kindergarten Hospital. IV Singaraja is a special hospital for the TNI and their families.

Based on the results of interviews with hospital marketing unit staff, the marketing unit was established in 2018, it was explained that in 2023 service facilities would be added. In addition, building renovations will be planned so as to increase patient visits to the hospital. The author is interested in conducting further research to find out "Based Marketing Strategy *Physical Evidence* Kindergarten Hospital. IV Singaraja".

This research has a goal:

1. To find out based marketing strategies *Physical Evidence* at Kindergarten hospital. IV Singaraja based on dimensions *Exterior Facility*.
2. To find out based marketing strategies *Physical Evidence* at Kindergarten hospital. IV Singaraja based on dimensions *Interior Facility*.
3. To find out based marketing strategies *Physical Evidence* at Kindergarten hospital. IV Singaraja based on dimensions *Other Tangible Elements (bussines card, stationary, And uniforms)*.

RESEARCH METHODS

The type of research design used is qualitative, qualitative research design according to Sugiyono (2013) is a research method based on the philosophy of positivism, used to research the conditions of natural objects, where the researcher is the key instrument. The research was conducted using in-depth interview method (*in-depth interview*) with this type of case study research, sampling of data sources is carried out *purposive*, collection techniques using triangulation, inductive/qualitative data analysis, and qualitative research results emphasize meaning rather than generalization. This research aims to process data obtained through questionnaire surveys, interviews and document analysis to evaluate marketing-based strategies *physical evidence* at Kindergarten Hospital. IV Singaraja.

The aim of this research is to obtain more in-depth information from informants directly through an in-depth or semi-structured interview process *in-depth* and review of documents (Purwadhi, Rohendi, Erliany S., Rian A, 2021).

Qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example behavior, perceptions, motivations, actions, etc., holistically, and by describing them in the form of words and language, in a specific context that naturally and by utilizing various natural methods (Moeleong, 2006). Research is used to examine the condition of natural objects, where the researcher is the key instrument.

Data collection techniques are methods used to collect and analyze data. By collecting data, researchers can answer certain questions. Data is taken from various accurate sources. After that, the data will be analyzed to find answers to various research problems. Data collection is also used to evaluate results and estimate trends/probabilities. The data obtained was then summarized and analyzed manually, presented in the form of a description of marketing strategies and factors *physical evidence* what can be used as a marketing strategy at TK Hospital. IV Singaraja.

The first step that must be taken in data collection is to determine the details of the topic and what information you want to collect. The next step you need to determine

how long it will take to collect data. The length of time is generally based on the level of difficulty and the amount of data that needs to be collected. The third step is choosing a data collection method. Select data collection methods that will be the core of the overall data collection strategy. After all preparations and methods have been determined, data collection can begin. When collecting data, make sure you continue to carry it out according to the plan, method and check regularly *progress*. The final step in the data collection method is analyzing the data that has been collected. This stage is very crucial because here we will process raw data into valuable information or insights for research.

Interview method This is done by asking questions, either verbally *online* nor *offline*. Researchers will provide several open interview questions that respondents need to answer. Interviews can be conducted by telephone, *zoom meeting*, and face to face.

The triangulation technique used in this research is source triangulation, namely obtaining data from different sources with the same technique. Different sources include interviews with main informants and triangulation informants to produce valid conclusions. Apart from that, it also uses triangulation of data sources and documents.

The instrument in this qualitative research is the researcher himself. Researchers as human instruments function to determine the research focus, select informants as data sources, collect data, assess data quality, analyze data, interpret data, and make conclusions based on their findings (Sugiyono, 2013).

The instrument used in this research was an interview guide. This interview guide consists of several questions. This interview guide is used for data collection methods through in-depth interviews with the help of recording equipment. The instruments for collecting data in this research were writing tools, *cell phone*, *laptop*, interview form, literature study, *microsoft word*, and applications *Mendeley*.

Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes and documentation, by organizing data into categories, describing it into units, synthesizing it, arranging it into patterns, choosing what is

important and what will be studied, and make conclusions so that they are easily understood by oneself and others (Sugiyono, 2010). The data obtained is then processed, then concluded, then the missing data is taken back, then stored, then processed, then concluded, then analyzed manually, presented in the form of a description of the marketing strategy based on *physical evidence* at Kindergarten Hospital. IV Singaraja.

RESULTS AND DISCUSSION

1. Based marketing strategy *Physical Evidence* at Kindergarten hospital. IV Singaraja based on dimensions *Exterior Facility*.

Based on the results of the interview, it was obtained *facility exterior* What can be seen from the outside is a hospital with an old building. *Exterior design* The hospital used by this hospital is very distinctive with its plain army green color and the building is still the same as in 1957. *Exterior signage* In use, there are doctor's schedule boards for both the emergency room and polyclinic which are installed at the front of the building. *Parking* available for car and motorbike parking. *Landscape* The area around the hospital is filled with open gardens. *Surrounding environment* The temperature around the hospital is hot above 31 degrees *Celsius* during the day and the sound of vehicles from the side of the road.

Exterior architecture that is attractive, neutral or subdued in color, and reflects the Hospital's values is very important in providing a positive first impression. *Journal of Healthcare Management* noted that aesthetic hospital buildings with modern facades can increase the sense of trust and comfort for prospective patients and visitors (Park et al., 2015). Signage that is clearly visible and easy to recognize is very helpful for first-time visitors. According to *International Journal of Health Policy and Management*, nameplates with professional logos and colors provide a strong identity, helping patients to remember and recognize the hospital easily (Lee et al., 2018).

A large, safe and orderly parking area is very important, especially for hospitals with a high number of patients. *British Medical Journal* found that ease of parking and security in the area had a direct effect on patient satisfaction levels, which are

part of the overall hospital experience (BMJ, 2017). Gardens, shady trees, and other natural elements in outdoor areas can create a calm and relaxing atmosphere. *Journal of Environmental Psychology* states that greenery around hospitals helps reduce stress for patients and visitors, thereby providing a more positive experience (Gifford, 2014). Soft music in the waiting room or inpatient room and the use of calming aromatherapy help reduce patient stress. Study from *Journal of Clinical Nursing* showed that music and aromatherapy can reduce anxiety and increase patient satisfaction in hospitals (Siedlecki, 2014).

. According to Lovelock and Wirtz (2011), in the physical environment (*servicescape*) air temperature defines the air condition in a room. This also affects the consumer's comfort level, where low temperatures will have a negative impact on a person's feelings. Noise is often known as annoying sound or sound that the ear does not want. Internal noise *servicescape* must be paid attention to, because it can create a bad perception for consumers. If consumers hear excessive noise, it is possible that they will spend less time in that place because they think that noise can reduce the level of calm or comfort.

2. Based marketing strategy *Physical Evidence* at Kindergarten hospital. IV Singaraja based on dimensions *Interior Facility*

According to the interview results, *facility interior* it already looks like a hospital even though it is an old building. *Interior design* visible in army green inside the building and in each treatment room. *Interior signage* there are posters and *backdrop* hospitals and BPJS installed in windows and corridors. *Equipment* In hospitals there is a TV as an information medium and can be used as a queue *online*. *Air quality/temperature* AC is installed in several rooms, apart from that, ventilation in each room is also available for air circulation. *Sound/music/scene/lighting* It is well installed with sufficient lighting at night and there is music on loudspeakers in each corner of the building.

waiting room design, *lobby*, and comfortable and ergonomic treatment rooms are very important in reducing patient stress. *Journal of Hospital Administration* states that ergonomic layout, good lighting and adequate ventilation can improve

the patient experience in the hospital, thereby increasing patient loyalty (Park & Lee, 2015). The choice of calming colors and simple but aesthetic decoration in hospital public spaces has an effect on the patient's mood. According to *Journal of Environmental Psychology*, colors such as blue, green, or other soft colors can create a calm atmosphere and reduce patient anxiety (Ulrich, 2017).

The use of technology in indoor areas, such as *self-service kiosk*, information screen, and *electronic health records*, can speed up the process and improve the patient experience. *Journal of Medical Systems* stated that the use of modern technology in hospital systems increases patient satisfaction through service efficiency (Buntin et al., 2020). Placing information boards, guides and maps in strategic places within the hospital really helps patients and visitors to find services easily. *Health Services Research Journal* noted that easily accessible information in the hospital environment reduces patient anxiety and increases overall comfort (Yamamoto et al., 2019). Utilizing calming aromas and background music in the waiting room or inpatient room helps calm patients. *Journal of Clinical Nursing* found that the use of aromatherapy and soft music can reduce patient anxiety during hospital treatment (Siedlecki, 2014).

3. Based marketing strategy *Physical Evidence* at Kindergarten hospital. IV Singaraja based on dimensions *Other Tangible Element*

According to the interview results, *other tangible element* available at the hospital in the form of educational pamphlets or available service products. Apart from that, medical and non-medical personnel have uniforms that are used to make it easier for patients to recognize the staff.

According to *International Journal of Healthcare Management*, good printed materials increase perceptions of quality and professionalism, and help educate patients about available services (Kemp et al., 2017). Hospital staff wearing professional uniforms with *name tag* which clearly helps patients feel more comfortable and safe. *Journal of Nursing Care Quality* stated that patients feel more trusted and respected if medical staff wear neat and consistent uniforms (Brown et al., 2019).

Journal of Healthcare Marketing found that giving these small items can increase patients' positive impressions and loyalty towards the hospital (Adams et al., 2018). Additional amenities such as free Wi-Fi, drinking water, coffee dispensers, or magazines in the waiting area create a more comfortable experience for patients and families. *Healthcare Design Journal* reported that these facilities demonstrate the hospital's attention to patient comfort, which contributes to positive impressions and patient satisfaction (Gifford et al., 2015).

CONCLUSIONS AND SUGGESTIONS

Based on the research results, it can be concluded that:

1. Based marketing strategy *physical evidence* at Kindergarten hospital. IV Singaraja based on dimensions *exterior facility* among others, *exterior design* The hospital used is an old building, *exterior signage* used there are doctor's schedule boards that have been installed from the front of the building, *parking* available for car and motorbike parking, *landscape* around the hospital is filled with open gardens, and *surrounding environment* The temperature around the hospital is hot above 30 degrees *Celsius* during the day and the sound of vehicles from the side of the road.
2. Based marketing strategy *Physical Evidence* at Kindergarten hospital. IV Singaraja based on dimensions *Interior Facility* among others, *interior design* visible in green inside the building and each treatment room, *interior signage* there are posters and *backdrop* hospitals installed in windows and corridors, *equipment* In hospitals there is a TV as an information medium and can be used as a queue *online*, *air quality/temperature* AC is installed in several rooms, apart from that, ventilation in each room is also available for air circulation, and *sound/music/scene/lighting* It is well installed with sufficient lighting at night and there is music on loudspeakers in each corner of the building.
3. Based marketing strategy *Physical Evidence* at Kindergarten hospital. IV Singaraja based on dimensions *Other Tangible Elements* among others, available *pamphlet* education or service products are available, and medical and non-medical personnel have uniforms that are used to make it easier for patients to recognize the staff.

Suggestions:

1. Relaxing and professional interior and exterior design. In the interior, soft and calming colors can be applied in waiting rooms and treatment rooms, which can psychologically reduce patient anxiety. The layout also needs to be designed to be spacious and not feel cramped, with ergonomic and comfortable furniture. The exterior of the hospital facade must give a professional impression, with clearly visible nameplates and logos. The green garden around the building can add a beautiful and calming atmosphere for patients and families.
2. Easy navigation with *signage* clear. Make sure the signage is large, easy to read, and placed in strategic areas. Use color coding for each floor or department, making it easier for patients and visitors to find their way. Take advantage of technology such as *digital kiosks* or in-hospital navigation applications to help patients access location information easily, especially for large hospitals.
3. Consistent cleanliness and maintenance. Cleanliness is one of the most important aspects of *physical evidence* in the hospital. Carry out routine maintenance, especially in frequently used areas such as waiting rooms, bathrooms, etc *lift*. Make sure every corner of the room, medical equipment and other supporting facilities are always clean and hygienic. Providing hand sanitizer in several strategic areas can also increase patient comfort and confidence.
4. The waiting room is comfortable and adequate. Provide supporting facilities in the waiting room, such as free Wi-Fi, drinking water or coffee dispensers, and comfortable seating. Also add light entertainment such as television or magazines which can reduce the boredom of waiting patients or families. A special waiting room for patient families, equipped with facilities such as comfortable seating, tables and electrical outlets, can add comfort and show the hospital's concern for visitors' needs.
5. Providing free facilities and equipment for patients. Give *welcome kit* small items to patients containing basic equipment such as masks, *hand sanitizer*, and tissue. This gives the impression that the hospital cares about patient comfort and safety. Provide clean and good quality slippers, patient clothing, or other equipment for each patient to make them feel more comfortable.

6. Consistent uniform and identity for staff. Make sure every staff member has a neat and uniform uniform, with *name tag* which is clearly visible. This will help patients identify hospital staff easily and increase the impression of professionalism. Uniform colors or designs can be tailored to specific departments, such as doctors, nurses and administrative staff, to make staff identification easier for patients and visitors.
7. Technology that supports ease of service. Take advantage *self-service kiosks* for self-registration, location search, or payment, thereby reducing queues and making it easier for patients to access services. Use digital screens in some public areas to display important information such as clinic opening hours, health procedures or health tips to educate patients while they wait.
8. Friendly to patients with special needs. Make sure the hospital has friendly accessibility for disabled patients, such as roads *ramp*, spacious elevator and easily accessible toilets. Provide easily accessible wheelchairs and walking aids, as well as clear signs or instructions for patients with visual or hearing impairments.
9. Aromatherapy and background music in certain areas. Light aromatherapy in the waiting room or inpatient room can provide a calming and comfortable atmosphere for patients. Soft, calming background music in waiting rooms and inpatient rooms can also reduce anxiety, especially in patients waiting for medical procedures.

Implications:

1. Increased perception of service quality. *Physical evidence* Good quality improves patient perceptions of service quality. When physical elements such as interior and exterior facilities, cleanliness and comfort are maintained, patients tend to perceive the hospital as a professional and quality place. This positive perception will increase the level of patient satisfaction and trust in the services provided.
2. Influence on patient loyalty and hospital reputation. Positive experience supported by *physical evidence* such as comfortable facilities, clear signage, and additional services will encourage patient loyalty. Satisfied patients will be more likely to

recommend the hospital to family or friends, which will ultimately improve the hospital's reputation in the community.

3. Competitive differentiation in the market. *Physical evidence* Effective services can be the main differentiator for hospitals from competitors. By paying attention to aspects such as facility design, cleanliness, and comfort, hospitals can create a positive image that differentiates them from other healthcare institutions, especially in terms of patient experience. This can make hospitals more attractive to patients looking for quality services.
4. Increased operational efficiency. Based marketing strategy *physical evidence* which involves facilities such as *self-service kiosks*, *signage* easy to read, and clear navigation systems can improve operational efficiency. Patients will find it helpful to find service locations, thereby reducing staff time and effort in providing directions. This also helps reduce queues and excessive waiting times.
5. Financial implications of facility investment. Investment in improvements or development *physical evidence* requires quite a large cost, but can provide long-term results in the form of increasing the number of patients and loyalty. Hospitals need to conduct a cost-benefit analysis to ensure that investments in physical facilities have a commensurate impact on revenue and reputation.
6. Improve patient safety and security. Physical elements such as cleanliness, room layout, and safety facilities provide a sense of security for patients. Implementation *physical evidence* Good practices, for example adequate ventilation, disability-friendly facilities, and regular cleaning of facilities, not only provide comfort but also reduce the risk of infection and accidents. This shows the hospital's commitment to patient safety, which is important for building trust.
7. Impact on patient mental health and sobriety. Element *physical evidence* such as calming interior colors, background music, and the comfort of the waiting room can help reduce patient stress and anxiety. A pleasant environment can positively influence patients' mental health, so that they are better prepared to undergo treatment or the recovery process better.
8. 5 Improved communication and clarity of information. With clear information boards and good navigation facilities, patients can get better and faster information. This not only makes the patient experience smoother but also

reduces confusion, increases appointment timeliness, and improves overall communication.

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