

## HOW DOES THE MARKETING MIX AFFECT INTEREST IN SECTION CESAREA BIRTH DELIVERING AT X HOSPITAL

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### ABSTRACT

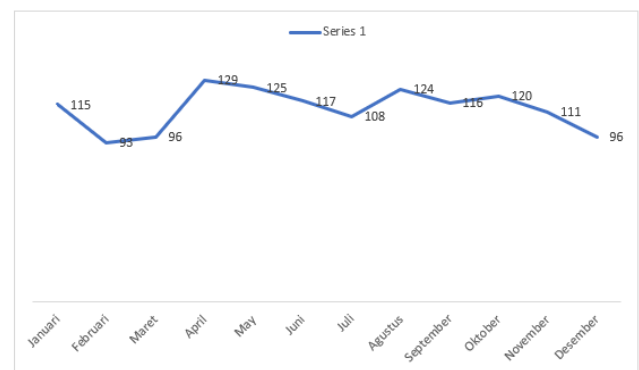
*This study aims to analyze the marketing environment of interest in giving birth by cesarean sect at X Hospital in Bekasi This study uses a quantitative approach to the influence of Marketing Mix; Product; Price; Place; and Promotion of Interest in Childbirth. In this study using explanatory research with a quantitative approach, and the subjects of the study were all patients at X Hospital in Bekasi as many as 340 patients who gave birth sectio cesarea. This study uses PLS-SEM, the results of the study obtained conclusions on the Effect of Marketing Mix of Childbirth Interest on Sectio Cesarea. Seeing the importance of a positive marketing mix, this study can provide information about things that X Hospital can use in order to improve services to patients and ensure price acceptance still occurs, With positive pricing conditions thus, there is an influence of the Marketing Mix on Childbirth Interest.*

**Keywords: Marketing Mix; Product; Price; Promotion; Location; Childbirth Interests**

### INTRODUCTION

In 1997 X Hospital in Bekasi was established with a capacity of thirty eight beds. Then in 2001 X Hospital in Bekasi expanded the building and added capacity to 138 beds. And since 2010 X Hospital in Bekasi has a bed capacity of 148 beds. X Hospital in Bekasi not only accepts pediatric, obstetric and obstetric patients but also general patients for mothers such as internal medicine, surgery and other general diseases. One of the products offered by X Hospital in Bekasi is SC birth surgery.

The researcher then made a brief observation of the Obgyn doctor on duty at Hermina Bekasi Hospital regarding the number of SC surgeries that occurred in 2022 and obtained the following data:



Pregnancy related morbidity and mortality that occurs in every country needs to be collaborated in order to increase survival by maximizing health services. The World Health Organization (WHO) also estimates that around 15% of all pregnant women will develop complications, which can be prevented through providing quality pregnancy care. Antenatal Care (ANC) reduces maternal and perinatal morbidity, as well as death, directly through the detection and treatment of pregnancy-related

complications, and indirectly through the identification of pregnant women who are at high risk for complications during delivery thereby ensuring referral to the appropriate level of care (Shiferaw et al., 2021)

According to Uzir et al., (2020) stated that the marketing strategy was the reason for the decrease in the number of visits, exploring the importance of things that influence attitudes towards choosing delivery services at hospitals. This is very important because it can be useful in reaching patients, in the future in improving facilities. According to Kotler et al., (2019) explained that the marketing mix or Marketing Mix is one of the business marketing strategies for selling products and services that target consumers and is an important strategy in running a business from a small or large perspective. According to Kotler et al., (2019), the Marketing Mix is a set of tactical marketing tools that are controlled by product, price, place, and promotion put together by the company to produce the desired response in the target market. The 4P Marketing Mix consists of Product, Price, Place, and Promotion.

Product is anything that is produced to meet everyone's needs, both services and goods. Product is one of the important elements in buying and selling activities. Producers must be able to think carefully and carefully whether the products and services they produce can meet people's needs or not, and become an important factor in the business world to gain a profit. Every consumer wants a product that is good and meets existing expectations (Kotler & Keller, 2016). Price is a unit of exchange rate and the amount that must be paid by consumers to get the product that has been purchased. Prices also influence people to decide to buy. Companies must be able to provide prices by adjusting the materials used because it is impossible to provide prices without knowing what things are used. The selection of a place that will be designated to sell a product or service is important (Kotler & Keller, 2016). Place is the physical location or place where the business runs to reach a target market. The selection of the location that will be used as a place for buying and selling activities must have a strategic location, have many sellers, have good but sufficient land for parking visitors and employees' vehicles, and be easy for consumers to find (Kotler & Keller, 2016). Promotion is any form that aims to increase product excellence in order to attract attention. In this era of globalization, there are many ways to promote products and services. In the past, to advertise a business only through print media, then penetrated into electronic media and social media (Kotler & Keller, 2016).

In 1997 X Hospital in Bekasi was established with a capacity of thirty eight beds. Then in 2001 X Hospital in Bekasi expanded the building and added capacity to 138 beds. And since 2010 X Hospital in Bekasi has a bed capacity of 148 beds. X Hospital in Bekasi not only accepts pediatric, obstetric and obstetric patients but also general patients for mothers such as internal medicine, surgery and other general diseases. One of the products offered by X Hospital in Bekasi is SC birth surgery

High-quality care is essential for pregnant women and their babies during pregnancy and during labour. The Marketing Department of X Hospital in Bekasi has made marketing efforts in the form of segmentation, target and market positioning analysis, developed new products based on patient needs, collaborated with hospitals and companies and made efforts to promote the hospital through the media of brochures, seminars, events, activities public relations and attractive offer packages. However, the efforts that have been made have not been evaluated whether they are related to the interest of the community or patients in choosing to give birth at Hermina Bekasi Hospital.

Based on the description above, the authors are interested in conducting research entitled: How the Marketing Mix Affects Interest in Childbirth at Hermina Bekasi Hospital

## **THEORETICAL STUDY**

According to Weigel & Ruecker, (2017) stated that interest is a persistent tendency to pay attention to and remember some activities. Someone who is interested in an activity will pay attention to that activity consistently with pleasure. The emergence of interest in an object is characterized by a sense of pleasure or interest. So it can be said that people who are interested in something, that person will feel happy or interested in the object of interest.

According to Noel, (2019) also said interest is a preference and a sense of interest in a decision-making process carried out by consumers. There are several stages in the decision-making process that are generally carried out by someone, namely the introduction of consumer needs and information processing. According to (Kotler, 2018) interest is consumer behavior that occurs in response to objects that indicate a customer's desire to make a purchase. This arises because of influences both internally and externally during the process of choosing, wanting and using a product, be it goods or services to be purchased. According to (Schiffman, 2015) interest is the desire of consumers to make decisions in purchasing a product. This is the final stage in the form of a consumer

action after obtaining information provided by the company for a product, the consumer will evaluate the product whether it succeeds in fulfilling consumer desires and builds confidence in consumers in the quality of the product or not. The greater the consumer's confidence in a product quality, the greater the consumer's buying interest and vice versa. So buying interest can also be said to be a psychological strength in individuals that has an impact on taking action (Noel, 2019).

Abbasi et al., (2021) provides a definition that the marketing mix (Marketing Mix) is a strategy in which there are activities and marketing, so that it can produce satisfactory results. According to Assauri (2016), Marketing Mix is a combination of variables or activities which are the essence of the marketing system, variables that can be controlled by the company to influence the reactions of buyers or consumers. According to Kotler & Keller, (2016) there are four variables in marketing mix activities which have the following components:

- 1) Product: is a combination of goods and services the company offers two target markets.
- 2) Price: is the amount the customer has to pay to obtain the product.
- 3) Promotion: refers to the activity of communicating the goodness of the product and persuading target customers.
- 4) Place: is covering the company's products available to target customers.

The product is one of the satisfying needs offered by the company which includes physical products and services or a combination of both. The satisfaction that the customer wants requires an overall product which is a combination of the best service, a physical product that has the right features, instructions for use, suitable packaging, a guarantee that can be trusted and a brand name that is known and satisfied customers in the past. Zhao et al., (2021) define that a product is something that can be used, cared for, consumed or owned with the aim of satisfying consumer needs and wants. According to Kotler, (2018) a product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.

Prices have different perceptions according to everyone's view in determining purchasing decisions. According to Kotler et al., (2019) price is the amount of money paid for services, or the amount of value that consumers exchange in order to get benefits from owning or using goods or services. According to Elly, (2013) defining price is an inherent part of the product that reflects how much the quality of the product is. Price is one of the crucial aspects because it provides value

charged to consumers to be able to use the product or service provided by the company. The price can provide income for the company (Iwu, 2015). Price is also a very important thing for consumers to pay attention to after they see the goods or services provided. The price given must be based on the value of a product (Kotler et al., 2019).

According to (Kotler et al., 2019) explains there are 4 indicators that characterize prices, namely:

- 1) Price affordability, consumers can reach at prices that have been given by the company. One brand, there are usually many kinds of products and prices, of course, also vary from the lowest or cheapest to the most expensive. Pricing allows consumers to purchase many products.
- 2) Conformity of price with quality, consumers often compare the price of a product with other products. In this case the price of a product that is expensive or cheap becomes a consideration for consumers when buying the product.
- 3) Price compatibility with benefits, price is often used as an important indicator and an indicator of quality for consumers, where consumers often choose the higher price between the two goods because consumers usually see the difference in quality in the product. If the price is higher, consumers tend to assume that the quality will be better.
- 4) Price according to ability or purchasing power. Consumers often compare the price of a product with other products. In this case, the high and low price of a product is very much considered by consumers when buying the product.

According to Kotler & Sarkar, (2018), location refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers. Based on the theory above, it can be concluded that location is a place where a company operates and produces goods and services and the choice of a company location greatly determines the success of a business. Determining a location for any business is an important task for marketers. Location is one of the situational factors that influence purchasing decisions. In the Marketing Mix, the location of a business can also be called the company's distribution channel because the location also deals directly with buyers or consumers, or in other words, the location is also the place where producers distribute their products to consumers.

Promotion is an activity carried out by companies to communicate their products so that consumers know them and activities to persuade consumers to buy products (Kotler et al., 2019). This is important for companies to achieve sales of company products by informing and

influencing consumers. Promotional activities are also a form of marketing communication that can help market consumers more broadly. In carrying out promotional activities the company must be able to make promotions that are able to attract the attention of consumers such as advertisements, websites and social media which are widely used in today's digital era.

Kotler and Keller (2018) show that there are five indicators in promotion, namely:

- 1) Promotion Frequency, namely the number of sales promotions carried out at a time through sales promotion media.
- 2) Quality of Promotion, which is a measure of how well the sales promotion is carried out.
- 3) Promotion Quantity, namely the value or number of sales promotions given by consumers.
- 4) Time of promotion, namely the length of the promotion carried out by the company.
- 5) Accuracy or suitability of promotional targets, namely the factors needed to achieve the desired target of the company.

### **The Effect of Marketing Mix on Childbirth Interest**

According to Kotler, (2017) so that company targets at company targets continue to increase, companies use a set of methods called the marketing mix. The product is one of the satisfying needs offered by the company which includes physical products and services or a combination of both. The satisfaction that the customer wants requires an overall product which is a combination of the best service, a physical product that has the right features, instructions for use, suitable packaging, a guarantee that can be trusted and a brand name that is known and satisfied customers in the past. Price is the value in goods or services that can be measured in money. Prices are usually issued according to the amount of goods or services used by consumers. Prices have different perceptions according to everyone's view in determining purchasing decisions.

### **The Influence of Products on Childbirth Interests**

The marketing mix is the controllable set of tactical marketing tools that a company blends to produce the response it wants in the target market. The goal of the marketing mix is to attract consumers by promising superior value, setting attractive prices, distributing products easily, promoting effectively, and retaining existing customers while maintaining the principle of customer satisfaction. Consumer buying interest is very important for the company. According to (Kotler et al., 2019) consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product,

based on experience in selecting, using and consuming or even wanting a product. If consumers are interested in giving birth, the marketing mix activities carried out by the hospital will achieve the goal of attracting consumers to choose products or delivery services offered by Hermina Bekasi Hospital.

### **The Effect of Price on Childbirth Interest**

Price is the value in goods or services that can be measured in money. Prices are usually issued according to the amount of goods or services used by consumers. Prices have different perceptions according to everyone's view in determining purchasing decisions. According to Kotler et al., (2019) price is the amount of money paid for services, or the amount of value that consumers exchange in order to get benefits from owning or using goods or services.

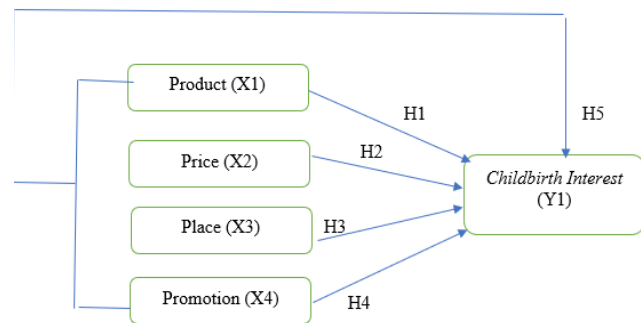
### **The Effect of Place on Childbirth Interests**

Place is the physical location or place where the business runs to reach a target market. The selection of the location that will be used as a place for buying and selling activities must have a strategic location, have many sellers, have good but sufficient land for parking visitors and employees' vehicles, and be easy for consumers to find (Kotler & Keller, 2016). According to Kotler, (2017) states that location is a company's various activities to make products produced or sold affordable and available to target markets, in this case related to how to deliver products or services to consumers and where strategic locations are. Agusriana, (2014) states that location is where companies carry out activities to produce goods and services that are concerned with the economic aspect. According to Xi, (2022) states that location is a place where companies carry out activities to produce goods and services that are concerned with the economic aspect.

### **The Effect of Promotion on Childbirth Interest**

Promotion is any form that aims to increase product excellence in order to attract attention. In this era of globalization, there are many ways to promote products and services. In the past, to advertise a business only through print media, then penetrated into electronic media and social media (Kotler & Keller, 2016). Promotion is an attempt to provide information or simply offer a product or service with the aim of attracting consumers to buy. Promotion is an attempt to notify or offer products or services with the aim of attracting potential customers to buy or consume them. With the promotion of producers or distributors expect an increase in sales figures. According

to Subramanian (2018) suggests that promotion is a tool or activity used by companies to communicate customer value.



## METHOD

In this study using explanatory research with a quantitative approach, because in this study the method used is explanatory method. Explanation research is a type of research in which researchers explain the causal relationship between variables through hypothesis testing, namely testing hypotheses based on theories that have been formulated previously and then the data that has been obtained is calculated using a quantitative approach (Creswell, 2017).

Causal research examines the causal relationship between two or more variables. Causal research explains the effect of changes in value variations in a variable on changes in value variations of other variables, in this case about the Effect of Marketing Mix on Maternity Interest at X Hospital in Bekasi. According to Stockemer, (2018) population refers to the entire number of subjects to be studied by a researcher. The population in this study were all patients who underwent delivery at Hermina Bekasi Hospital in the 2022 period as many as 1350 patients. The subjects in this study were 340 patients who underwent childbirth at X Hospital in 2022.

The sampling technique used in this study used a purposive sampling technique. Purposive sampling is a sampling technique in which the researcher selects a sample based on research knowledge about the sample to be selected (Stockemer, 2018). The reason for using this purposive sampling technique is because it is suitable for use in quantitative research, or studies that do not generalize. The sample used must meet the specified inclusion and exclusion criteria. The sampling method in this study met the inclusion criteria. Research Inclusion and Exclusion Criteria.

## Inclusion Criteria

The inclusion criteria used in this study include:

The patient is fully awake and able to communicate.

- 1) Cesarean patient who has given birth at Hermina Bekasi Hospital.
- 2) No mental disorders.
- 3) Willing to fill out questionnaires and or be interviewed.
- 4) Can read and write.

Exclusion criteria used in this study include:

- 1) X Hospital employee in Bekasi
- 2) The patient was not willing to fill out the questionnaire.

## STATISTICAL HYPOTHESIS

Statistical hypothesis is a hypothesis that is expressed by symbols or symbols of statistical parameters that describe statements about population characteristics which are temporary answers to research questions. The symbols used in this study are:

- 1) The null hypothesis ( $H_0$ ) is a hypothesis which states that there is no relationship between the independent variable (X) and the dependent variable (Y).
- 2) The working hypothesis ( $H_1$ ) is a hypothesis which states that there is a relationship between the independent variable (X) and the dependent variable (Y).

Based on the description above and in the previous chapters, the following statistical hypotheses were prepared:

- 1) There is a positive influence between the Marketing Mix on Interest in Childbirth.

$H_0 : \beta_1 < 0$

$H_1 : \beta_1 > 0$

- 2) There is a positive effect of the product on the interest in giving birth.

$H_0 : \beta_1 < 0$

$H_1 : \beta_1 > 0$

- 3) There is a positive effect of price on the interest in giving birth.

$H_0 : \beta_1 < 0$

$H_1 : \beta_1 > 0$

- 4) There is a positive influence of place on the interest in giving birth

$H_0 : \beta_1 < 0$

$H_1 : \beta_1 > 0$

- 5) There is a positive influence of promotion on the interest in giving birth.

$H_0 : \beta_1 < 0$

$H_1 : \beta_1 > 0$

## RESULTS AND DISCUSSION

X Hospital started its activities by establishing which is located on Jl. Raya Jatinegara Barat in 1985. Originally, this hospital was named was built in 1997 and is located in the middle of the Margajaya area, Bekasi. This hospital is the main destination for local people who need special services, such as Obyn, IVF Fertility Center, and Child Development, which are excellent services. A total of 250 beds are available, supported by ICU, NICU, PICU, In Vitro Fertilization, Hemodialysis, CAPD, C-Arm, Vascular Surgery, Thalassemia, Chemotherapy, CEC, Bobath, Cath Lab, Neon and Endoscopic Rehabilitation facilities.

Table 1. Sample distribution based on the characteristics of the 2022 X Hospital Respondents

Characteristics	Description	Total
Age	15 - 20	27
	21 - 25	115
	26 - 30	116
	31 - 35	61
	> 35	21
	Total	340
Job	Student	65
	Entrepreneur	110
	Employee	100
	Government Employee	49
	Army/Police	16
	Total	340
Income	Rp 500.000,00 - Rp 1.000.000,00	55
	Rp 1.100.000,00 - Rp 3.000.000,00	144
	Rp 3.100.000,00 - Rp 5.000.000,00	88
	> Rp 5.000.000,00	53
	Total	340

### Three-Box Method

Analysis of the answer index per variable aims to find out a descriptive picture of the answers to the question items asked to respondents. The scoring technique used in this study is with a maximum score of 4 and a minimum of 1

Variable	Mean	Description
Product	75,4	High
Price	82,25	High
Place	80,86	High
Promotion	80,15	High
Childbirth Interests	82,06	High

Table 2 Three Box Method

Based on Table 2 it can be seen that all variables consisting of Product, Price, Place, Promotion, and Interest in giving birth to SC are at high results.

### Research Questionnaire Validity and Reliability Test Results

According to Chin (1998) an indicator is declared to have good validity if the loading factor value is  $\geq 0.7$ , however, loading values above 0.5 are still acceptable. This result can be interpreted that all indicators in this variable have met the standard value of convergent validity, all indicators have a loading factor of more than 0.5, and most of the values are above 0.7, thus, it can be concluded that all constructs are valid.

No	Variable	Loading Factor	Description
1	X1.1	0.960	Valid
2	X1.2	0.739	Valid
3	X1.3	0.961	Valid
4	X2.1	0.715	Valid
5	X2.2	0.772	Valid
6	X2.3	0.737	Valid
7	X2.4	0.811	Valid
8	X3.1	0.784	Valid
9	X3.2	0.851	Valid
10	X3.3	0.849	Valid
11	X4.1	0.811	Valid
12	X4.2	0.829	Valid
13	X4.3	0.840	Valid
14	X4.4	0.770	Valid
15	X4.5	0.846	Valid
16	Y1	0.776	Valid
17	Y2	0.818	Valid
18	Y3	0.777	Valid
19	Y4	0.843	Valid
20	Y5	0.727	Valid

**Table 3 Validity Test**

According to Hair et al. (2014) the coefficient of composite reliability must be greater than 0.7 even though a value of 0.6 is still acceptable. However, the internal consistency test is not absolutely necessary if construct validity has been met, because a valid construct is a reliable one, otherwise a reliable construct is not necessarily valid (Cooper and Schindler, 2014). Based on the table above it can be seen that all constructs have a loading composite reliability value above 0.70. Thus it can be concluded that all constructs meet the construct reliability requirements for further testing.

	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
Price	0.755	0.762	0.845	0.577
Childbirth Interest	0.848	0.850	0.892	0.623
Product	0.866	0.891	0.921	0.797
Promotion	0.878	0.888	0.911	0.672
Place	0.773	0.788	0.868	0.686

**Table 4 Composite Reliability**

### Hypothesis Test Analysis

The hypothesis test is carried out to determine whether or not the independent variable influences the dependent variable on the dependent variable. The hypothesis is declared accepted if the P value <0.005. The hypothesis test is significant if the P value <0.005. The result can be concluded that all adaptability variables have a significant effect. Statistical calculations between variables are shown in the following table:

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Price -> Childbirth Interests	0.310	0.315	0.051	6.130	0.000
Product->Childbirth Interests	0.135	0.134	0.044	3.114	0.002
Promotion -> Childbirth Interests	0.314	0.311	0.053	5.946	0.000
Place -> Childbirth Interests	0.259	0.259	0.051	5.042	0.000

**Table 5 Hypothesis Test for Each Variable**

## RESEARCH FINDINGS

### The Effect of Marketing Mix on Childbirth Interest

The R2 result of 0.577 indicates that the influence of product, price, place and promotion on the intention to give birth is 57.7% and is included in the moderate criteria, while the remaining 42.3% is explained by other variables. Thus, there is an influence of the Marketing Mix on Interest in Childbirth supported by data

According to Cwalina & Drzewiecka, (2019) states that interest is a persistent tendency to pay attention to and remember some activities. Someone who is interested in an activity will pay attention to that activity consistently with pleasure. The emergence of interest in an object is characterized by a sense of pleasure or interest. So it can be said that people who are interested in something, that person will feel happy or interested in the object of interest.

According to Kotler, (2017) so that company targets at company targets continue to increase, companies use a set of methods called the marketing mix. The product is one of the satisfying needs offered by the company which includes physical products and services or a combination of both. The satisfaction that the customer wants requires an overall product which is a combination of the best service, a physical product that has the right features, instructions for use, suitable packaging, a guarantee that can be trusted and a brand name that is known and satisfied customers in the past. Price is the value in goods or services that can be measured in money. Prices are usually issued according to the amount of goods or services used by consumers. Prices have different perceptions according to everyone's view in determining purchasing decisions.

### The Influence of Products on Childbirth Interests

The direct effect of the Product variable on the Interest in Childbirth obtained a path coefficient of 0.135 with a t-count of 3.114 and a probability of 0.002 <0.05 so that the research hypothesis H2: There is an influence of Product on Interest in Childbirth is supported, which

means that Product has a significant effect on Interest in Childbirth

The marketing mix is the controllable set of tactical marketing tools that a company blends to produce the response it wants in the target market. The goal of the marketing mix is to attract consumers by promising superior value, setting attractive prices, distributing products easily, promoting effectively, and retaining existing customers while maintaining the principle of customer satisfaction. Consumer buying interest is very important for the company. According to (Kotler et al., 2019) consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in selecting, using and consuming or even wanting a product. If the consumer is interested in giving birth, the marketing mix activities carried out by the hospital will achieve the goal of attracting consumers to choose the product or delivery service offered by Hermina Bekasi Hospital.

This research is supported by research conducted by (Maas et al., 2022) which states that there is an effect of products on customer interest. This research is supported by research conducted by (Batubara & Wibowo, 2019) states that there is a product influence on customer interest

#### **The Effect of Place on Childbirth Interests**

The direct effect of the variable Place on Interest in Childbirth obtained a path coefficient of 0.259 with a t-count of 5.042 and a probability of  $0.000 < 0.05$  so that the research hypothesis H4: There is an effect of Place on Interest in Childbirth is supported, which means that Place has a significant effect on Interest in Childbirth

Place is the physical location or place where the business runs to reach a target market. The selection of the location that will be used as a place for buying and selling activities must have a strategic location, have many sellers, have good but sufficient land for parking visitors and employees' vehicles, and be easy for consumers to find (Kotler & Keller, 2016). According to Kotler, (2017) states that location is a company's various activities to make products produced or sold affordable and available to target markets, in this case related to how to deliver products or services to consumers and where strategic locations are. Maleki et al., (2021) states that location is where companies carry out activities to produce goods and services that are concerned with the economic aspect. According to Xi, (2022) states that location is a place where companies carry out activities to produce goods and services that are concerned with the economic aspect.

According to Kotler & Sarkar, (2018), location refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers. Based on the theory above, it can be concluded that location is a place where a company operates and produces goods and services and the choice of a company location greatly determines the success of a business. Determining a location for any business is an important task for marketers. Location is one of the situational factors that influence purchasing decisions. In the Marketing Mix, the location of the business can also be called the company's distribution channel because the location is also directly related to buyers or consumers or in other words, the location is also the place where producers distribute their products to consumers.

#### **The Effect of Promotion on Childbirth Interest**

The direct effect of the Promotion variable on Childbirth Interest obtained a path coefficient of 0.314 with a t-count of 5.946 and a probability of  $0.000 < 0.05$  so that the research hypothesis H5: There is an effect of Promotion on Childbirth Interest is supported, which means that Promotion has a significant effect on Childbirth Interest

Promotion is any form that aims to increase product excellence in order to attract attention. In this era of globalization, there are many ways to promote products and services. In the past, to advertise a business only through print media, then penetrated into electronic media and social media (Kotler & Keller, 2016). Promotion is an attempt to provide information or simply offer a product or service with the aim of attracting consumers to buy. Promotion is an attempt to notify or offer products or services with the aim of attracting potential customers to buy or consume them. With the promotion of producers or distributors expect an increase in sales figures. According to Goodman, (2019) suggests that promotion is a tool or activity used by companies to communicate customer value. This research is supported by research conducted by (Tolossa et al., 2020) which states that there is a promotional effect on customer interest. This research is supported by research conducted by (Ganesha. et al., 2020) which states that there is a promotional effect on customer interest

#### **CONCLUSION**

Based on the description and analysis of the results of the research, the following conclusions are obtained:

- 1) The R2 result of 0.577 indicates that the influence of product, price, place and promotion on the intention



to give birth is 57.7% and is included in the moderate criteria, while the remaining 42.3% is explained by other variables. Thus, there is an influence of the Marketing Mix on Interest in Childbirth supported by data.

- 2) The direct effect of the product variable on the interest in childbirth is obtained by a path coefficient of 0.135 with a t-count of 3.114 and a probability of  $0.002 < 0.05$  so that the research hypothesis H2: There is an influence of product on interest in childbirth is supported, which means that the product has a significant effect on the interest in childbirth.
- 3) The direct effect of the price variable on the interest in childbirth is obtained by a path coefficient of 0.310 with a t-count of 6.130 and a probability of  $0.000 < 0.05$  so that the research hypothesis H3: There is an effect of price on interest in childbirth is supported, which means that price has a significant effect on the interest in childbirth.
- 4) The direct effect of the variable Place on Interest in Childbirth is obtained by a path coefficient of 0.259 with a t-count of 5.042 and a probability of  $0.000 < 0.05$  so that the research hypothesis H4: There is an influence of Place on Interest in Childbirth is supported, which means that Place has a significant effect on Interest in Childbirth.
- 5) The direct effect of the promotion variable on the interest in childbirth is obtained by a path coefficient of 0.314 with a t-count of 5.946 and a probability of  $0.000 < 0.05$  so that the research hypothesis H5: There is an influence of promotion on interest in childbirth is supported, which means that promotion has a significant effect on interest in childbirth.

## THEORETICAL IMPLICATIONS

Theoretical implications in this study consist of several theories, among others. Based on the results of research on the product variable it was found that the lowest index result was found in the statement "I received pre and post delivery SC services at X Hospital in Bekasi". This indicates that X Hospital needs to provide maximum service in the context of pre and post SC delivery at Hospital. Maximum service has the goal of building a sense of trust and satisfaction from customers. Trust and satisfaction from customers will make them loyal and will use our services again when they need it. Excellent service is very important in providing nursing services to patients because in addition to contributing to improving service quality, excellent service can also increase patient satisfaction and encourage patients to come back for treatment at the hospital.

## MANAGERIAL IMPLICATIONS

- 1) Seeing the importance of a positive marketing mix, this research can provide information about things that can be used by X Hospital in order to improve services to patients and ensure price acceptance continues. With positive pricing conditions like this, there will be more and more Hermina Hospital patients who will later give birth again
  - 2) X Hospital Marketing can carry out promotional activities by placing advertisements through print and electronic media. Advertising in print media, while advertising through electronic media such as radio and television advertisements
  - 3) X Hospital must be able to create and maintain a profitable relationship between the company and the community. Communication with the wider community through this publicity can influence a good impression of a company and the products that will be offered to the wider community
- Customer loyalty is considered an important key to the success and profit of a hospital, so the decrease in the number of visits from old patients or subscription patients at polyclinics is a serious problem. The purpose of this study is to determine the effect of service quality on customer loyalty with customer satisfaction and trust as a service (Indrawati et al., 2020).

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