



## **THE EFFECT OF 4C MARKETING STRATEGY ON INTEREST IN REPEAT VISITS OF DENTAL POLYCLINIC PATIENTS AT HAJJAH ANDI DEPU GENERAL HOSPITAL POLEWALI MANDAR WEST SULAWESI**

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### **Abstract**

**Objectives:** For determine the effect of the 4C marketing strategy (Co-creation, Currency, Communal Activation, Conversation) on the intention to revisit dental polyclinic patients at Hajjah Andi Depu General Hospital, as well as to develop a marketing strategy plan so as to increase dental polyclinic patient visits at Hajjah Andi Depu General Hospital.

**Materials and Methods:** The study involved 235 dental polyclinic patients as respondents with analytic observational method using purposive sampling technique by distributing questionnaires to dental polyclinic patients according to the inclusion criteria. Multiple Regression Analysis was performed to determine the effect of marketing strategy on intention to revisit with the t-test and F-test.

**Result :** p Value 4C < 0.05. Coefficient value 4C marketing strategy variables (Co-creation 0.257 ), (Currency 0.249 ), ( Communal activation 0.406 ) and (Conversations 0.461 ). The R-Square coefficient of determination is 0.310.

**Conclusion :** The Effect of the 4C marketing strategy on the interest in repeat visits of patients at the dental polyclinic. The results of the regression coefficient B on the marketing strategy show the higher it is dimensions of marketing strategy, the higher the patient's repeat visit interest. The most dominant influencing marketing strategy is Conversation.

**Keywords:** dental polyclinic, 4C marketing strategy, interest in repeat visits

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## **1. Introduction**

Hospitals in providing health services are highly demanded to be able to develop services with added value for the community. Dental and oral health services are one type of service provided by the hospital. The use of the dental polyclinic at Hajjah Andi Depu General Hospital experienced a decrease in the number of patient visits. Seeing these situations and conditions, Hospital Management must improve the quality of its services by evaluating the dental polyclinic services that have been running so far. High competition in the hospital sector makes everyone try to stay afloat so they can continue to operate. Therefore, outpatient management must be able to provide quality services in order to retain existing customers.<sup>1</sup> With maximum service, it is hoped that patients will remain loyal and not choose other hospitals or clinics.

The hospital was declared successful, not only in the completeness of the facilities, but also in the attitude and service of human resources, which is an element that greatly influences the services produced and perceived by patients.<sup>3</sup> If these elements are ignored, it will affect future treatment and also have an impact on patient loyalty to the hospital.

Patient satisfaction with attitudes and behavior, knowledge and skills of medical personnel in serving as well as the completeness of facilities and good environmental conditions are factors that play an important role in determining the quality of a hospital's services, besides being related to physical healing of diseases or improving health status.

According to Sabarguna (2012) patient satisfaction is a subjective value of the quality of services provided. Patient satisfaction as a consumer is a very important thing in analyzing the influence of the service marketing strategy of a hospital.

A marketing method that combines offline and online interactions between sellers and customers/buyers is called Marketing 4C (Co-creation, Currency, Communal Activation, Conversation). This method is a new approach with the main goal of winning customer/buyer advocacy.

Co-creation is a product development strategy in which consumers can participate, customize and personalize products and services, thereby creating a superior value proposition.<sup>9</sup> Currency is dynamic pricing where the price is flexible according to

market demand and capacity usage so that companies can optimize profits by charging different fees to each customer based on purchase history, distance to location, and other customer profile aspects.<sup>10</sup> Communal Activation is a concept that allows consumers to request access to products and services instantly which can only be done if their friends/colleagues are near them.<sup>11</sup> Conversation is the development of the promotion concept, namely with the current development of information technology.

This research was conducted to determine the effect of the 4C marketing strategy on the intention to revisit dental polyclinic patients at Hajjah Andi Depu General Hospital by analyzing the 4C marketing strategy (Co-creation, Currency, Communal Activation, Conversation). It is hoped that this research can be used as material for consideration, evaluation and input in an effort to improve the quality of dental polyclinic services at Hajjah Andi Depu Polewali Mandar Hospital.

## **2. Materials and Methods**

This research is done with analytic observational method using a cross sectional approach. Performed on outpatients at the Dental Polyclinic of Hajjah Andi Depu General Hospital, Polewali Mandar, West Sulawesi. In January – March 2023. The research sample used a non-probability sampling technique with purposive sampling method. The sample inclusion criteria include: Please fill out the questionnaire, Age  $\geq 17$  years and old patient / patient who has visited  $\geq 2$  times at the dental clinic. The instrument in this study used was the 4C marketing strategy questionnaire consisting of Co-creation (5 questions), Currency (3 question), Communal Activation (8 questions), Conversations (3 questions). The questionnaire uses a Likert scale, in which the patient chooses a score of 1-4 (disagree, disagree, agree, and strongly agree). Meanwhile, for the interest variable questionnaire for repeat visits, a questionnaire containing 1 item was used using the Guttman scale. Statements with answers Yes (2) and No (1). About the possibility that patients who have experienced the services at the dental polyclinic will recommend it to others. The results of the research data will be carried out by t-test and F-test to determine the effect of marketing strategy on intention to return. This research has received approval from the Ministry of Research, Technology and Higher Education Hasanuddin University Health Research Ethics Committee with Number: 0155/PI.09/KEPK FKG-RSGM UNHAS/2022.

### 3. Research Result

The characteristics of the respondents in this study based on age, gender, and occupation can be seen in Table 1 as follows.

Table 1. Results of Research Respondent Characteristics (N = 235)

Characteristics	Frequency		
	Mean±SD	n	%
<b>Age</b>	31.96 ± 11.49		
17-25		80	34.0
26-45		121	51.5
46-65		34	14.5
<b>Gender</b>			
Man		78	33.2
Woman		157	66.8
<b>Work</b>			
Not yet working		8	3.4
Teacher/Lecturer		10	4.3
Honorary		18	7.7
Housewife		38	16.2
Private employees		40	17.0
Student / Student		56	23.8
Retired		3	1.3
PNS/ASN/Polri		54	23.0
Businessman		8	3.4

Source: Primary data, 2023

The results of the characteristics of the respondents mean the age of the respondents was 31.96 years. The largest respondents who became the research sample were residents of Polewali Mandar Regency who were in the age range of 26 - 45 years, namely 121 people or 51.5% of the total respondents. Characteristics of respondents with female gender as many as 157 people or 66.8% of

the total respondents and male respondents as many as 78 people or 33.2%. Respondents were dominated by the Student/Student status category of 56 people (23.8%), then respondents who were civil servants/ASN/POLRI professions, namely 54 people or 23.0%, respondents with the profession of Private Employees were 40 people (17.0%).

Table 2. Results of the questionnaire answers based on the Co-creation marketing strategy

No	Statement	STS		TS		S		SS		Total (%)
		n	(%)	n	(%)	n	(%)	n	(%)	
X1.1	Dentist services provided by Hajjah Andi Depu General Hospital are quite complete according to my needs.	1	0.4	4	1.7	118	50.2	112	47.7	235 100
X1.2	The service quality of the dental polyclinic at Hajjah Andi Depu General Hospital is satisfactory	0	0.0	6	2.6	131	55.7	98	41.7	235 100
X1.3	Dental polyclinic services from the afternoon to the evening are very helpful for patients who cannot be examined in the morning.	2	0.9	54	23.0	118	50.2	61	26.0	235 100
X1.4	Dental polyclinic services can be used every day because the dentist is always there.	0	0.0	10	4.3	149	63.4	76	32.3	235 100
X1.5	Dentists have the ability to provide dental treatment according to their respective competencies	0	0.0	7	3.0	103	43.8	125	53.2	235 100

Source: Primary data, 2023

The majority of respondents answered agree (50.2%), there were answers that strongly agreed (26.0%), respondents said they did not agree (23.0%), and answered strongly disagree (0.9%) for the third statement is "Dental polyclinic services from the afternoon to the evening are very helpful for patients who cannot be examined in the morning". The fourth statement is "Dental polyclinic services can be utilized every day because the dentist is always there". The majority of respondents answered agree (63.4%), there were answers that strongly agreed (32.3%), respondents said they did not agree (4.3%), and no respondents

answered strongly disagree. Most of the respondents agreed that the dental polyclinic has a dentist on duty every day (Table 2). The results of the second dimension are currency. The third statement is "The method of payment at the dental polyclinic at the RSUD is easy and practical". The majority of respondents answered agree (71.9%), there were answers that strongly agreed (23.8%), respondents said they did not agree (4.3%), and no respondents answered strongly disagree. This means that the patient assesses that he agrees that the payment method system at the dental polyclinic is easy (Table 3).

Table 3. Results of questionnaire answers based on the Currency marketing strategy

No	Statement	STS n (%)	TS n (%)	S n (%)	SS n (%)	Total (%)
X2.1	The rates at the dental polyclinic at Hajjah Andi Depu Hospital are in accordance with the services provided.	0 0.0	12 5.1	150 63.8	73 31.1	235 100
X2.2	The rates at the dental polyclinic at the hospital are according to the patient's ability or are affordable.	0 0.0	12 5.1	155 66.0	68 28.9	235 100
X2.4	The payment method at the RS dental polyclinic is easy and practical.	0 0.0	10 4,3	169 71.9	56 23,8	235 100

Source: Primary Data, 2023

The results of the third dimension are communal activation, The seventh statement stated "The toilet in the dental polyclinic is clean and odorless". The majority of respondents answered agree (72.3%),

there were answers that strongly agreed (17.0%), respondents said they did not agree (10.2%), and respondents who answered strongly disagreed (0.4%).

Table 4. Results of questionnaire answers based on the Communal Activation marketing strategy

No	Statement	STS n (%)	TS n (%)	S n (%)	SS n (%)	Total (%)
X3.1	The location of the hospital is strategic and easy to reach	0 0.0	10 4.3	142 60.4	83 35.3	235 100
X3.2	Dental polyclinic rooms are easy to find and don't confuse patients	0 0.0	7 3.0	141 60.0	87 37.0	235 100
X3.3	The waiting room at the dental polyclinic is comfortable and clean.	0 0.0	6 2.6	147 62.6	82 34.9	235 100
X3.4	The lighting arrangement in the waiting room and dental examination room is quite good.	0 0.0	10 4.3	152 64.7	73 31,1	235 100
X3.5	Supporting facilities at the hospital are quite good and complete such as: ATMs and canteens.	0 0.0	11 4.7	167 71.1	57 24.3	235 100
X3.6	The situation in the dental polyclinic and the surrounding environment is safe	0 0.0	8 3.4	150 63.8	77 32.8	235 100
X3.7	The toilet in the dental polyclinic is clean and odorless.	1 0.4	24 10.2	170 72.3	40 17.0	235 100
X3.8	Secure and spacious parking area.	0 0.0	9 3.8	140 59.6	86 36.6	235 100

Source: Primary Data, 2023

The results of the fourth dimension are conversation. The second statement is "A brochure containing information on the services of the dental polyclinic at the hospital is available in the administration section". The majority of respondents answered agree (74.9%), there were

answers that strongly agreed (17.9%), respondents said they did not agree (7.2%), and no respondents answered strongly disagree. The patient agreed with the statement that the administration provided a brochure containing information on dental polyclinic services (Table 5).

Table 5. Results of Questionnaire Answers Based on the Conversation Marketing Strategy

No	Statement	STS n (%)	TS n (%)	S n (%)	SS n (%)	Total (%)
X4.1	The staff in the information section gave clear answers when I or other patients needed information about dental polyclinic services at Hajjah Andi Depu General Hospital.	0 0.0	6 2.6	152 64.7	77 32.8	235 100
X4.2	A brochure containing information on the services of the RSUD dental polyclinic is available in the administration section.	0 0.0	17 7.2	176 74.9	42 17.9	235 100
X4.3	Patients can easily find information through social media or the internet about the types of dental treatment services at the RSUD dental polyclinic	0 0.0	26 11.1	153 65.1	56 23.8	235 100

Source: Primary Data, 2023

The second variable presents the results of the frequency and percentage of interest in revisiting

the answers to the statements.

Table 6. Results of Respondents' Answers based on Interest in repeat visits (N=235)

No	Statement	No n (%)	Yes n (%)	Total (%)
Y. 1	Do you ever need dental and oral health services?	7 3.0	228 97.0	235 100
Y.2	Would you be interested in returning to take advantage of the services at Hajjah Andi Depu Hospital?	7 3.0	228 97.0	235 100

The results of the frequency of answers to the questionnaire variable interest in patient repeat visits. For each answer to the first and second questions, most of the 228 respondents answered yes as much as 97.0% and the remaining 7 respondents answered no 3.0%. This means that the patient has an interest in revisiting the Hajjah Andi

Depu General Hospital regarding dental polyclinic services and utilizing the services provided by the Hospital. Multiple linear regression tests were carried out to see whether there was an effect of marketing strategy on the intention to revisit dental polyclinic patients. The following is a multiple linear regression model that has been tested.

Table 7. Regression results of marketing strategies on repeat visit intentions

Marketing strategy	Unstandardized coefficient B	Standardized coefficient Beta	t	p sig	
(Constant)	3,184		30,694	0.000*	
Co-Creation	0.025	0.257	3,196	0.002*	
Currency	0.040	0.249	3,059	0.002*	
Communal Activation	0.027	0.406	3,785	0.000*	
Conversations	0.078	0.461	5,232	0.000*	
R square = 0.310	= 31.0%				
F test = 25.828					
P sig = 0.000					Significant



Based on table 7, The results of the t test show that the 4C marketing strategy variables (Co-creation, Currency, Communal activation, Conversation) have a significance value (0.002; 0.002; 0.000; 0.000) less than 0.05. The coefficient value of the 4C marketing strategy variable has a positive value, which means that the higher the 4C marketing strategy, the higher the interest in repeat visits. The dimensions of the marketing strategy that most dominantly influence the interest in repeat visits are conversations with a beta value of 0.461; the second order is Communal activation with a beta value of 0.406; the third place is co-creation with a beta value of 0.257; the last currency with a beta value of 0.249. Based on the table above, it is known that the R-Square coefficient of determination is 0.310. This shows that the independent variables of the 4C marketing strategy (co-creation, currency, communal activation, and conversation) can simultaneously influence the dependent variable interest in repeat visits by 31.0% while the remaining 69.0% is influenced by other variables not examined by this research.

#### 4. Discussion

Hospitals need to design marketing programs so that products/services get a response from the target market and run successfully. Interest in repeat visits or repurchases is part of after-purchase behavior, after buying a product, consumers will experience a level of satisfaction or dissatisfaction.<sup>13</sup> Many studies state that the consumer's decision to make a purchase is closely related to the marketing mix.<sup>14,15</sup> The results of this study indicate that overall there is an influence 4C marketing strategy (co-creation, currency, communal activation, and conversation) to interest in returning dental polyclinic patients at Hajjah Andi Depu Regional General Hospital, Polewali Mandar Regency. Thus in forming and developing good dental polyclinic services later, parties Hajjah Andi Depu Regional Public Hospital, Polewali Mandar Regency are required to consider the marketing strategy criteria so that the program runs successfully, attract patients to make repeat visits to check dental health, and provide satisfaction to the desires and needs of patients. The results of the t-test show that there is an effect on the marketing strategy 4C. The co-creation dimension is partially related to the interest in repeat visits of dental polyclinic patients at Hajjah Andi Depu Regional General Hospital, Polewali Mandar Regency. The results of the regression coefficient B on the marketing strategy show that the higher the dimensions of the marketing strategy, the higher

the patient's repeat visit, and conversely the lower it is, the lower the patient's repeat visit. Conversations which is the development of the promotion concept, namely with the current development of information technology, an example is social media so that promotion is no longer done one-sided but consumers can respond to the message. This research is in line with previous research conducted to examine the effect of marketing mix on customer loyalty.<sup>16,17</sup> The results of other studies indicate that service quality and trust directly have a significant positive effect on repurchase intention and through mediators customer satisfaction, service quality and trust have an effect on repurchase intention.<sup>18,19</sup> It is hoped that for further research, it is better to involve qualitative data in the form of in-depth interviews regarding how to implement the 4C marketing strategy services (Co-creation, Currency, Communal Activation, Conversation) for the health of dental polyclinic patients regarding effectiveness in providing services, rates and methods of payment, strategic locations, convenience of consultation and communication to increase interest in repeat visits, and ease of finding information through social media.

#### 5. Conclusions

Based on the research results, it can be concluded that Marketing strategy 4C (Co-creation, Currency, Communal Activation, Conversation) effect on the interest in repeat visits of dental polyclinic patients at the Hajjah Andi Depu Regional General Hospital, Polewali Mandar Regency. It is hoped that the research results can be taken into consideration by hospital management, in evaluation and input in efforts to improve service quality in the 4C marketing strategy section for dental polyclinic patients at Hajjah Andi Depu General Hospital Polewali Mandar Regency.

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