

Marketing Mix Factors Affecting the Decision to Use the Service at Bangna Hospital 5

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Abstract— study of Marketing mix factors affecting the decision to use services at Bangna Hospital5 aims to stud 1) Marketing mix factors for using services at Bangna Hospital5 2) Decisions in choosing services at Bangna Hospital 53) Compare the decision to use services of Bangna Hospital 5 Classified by personal data and 4) Marketing mix factors affecting the decision to use services at Bangna Hospital5 A sample group of 385 sets was used as a tool for data collection and statistical analysis was used for percentage, mean, hypothesis test, t-test, F-test (One-Way ANOVA), and Multiple Regression Analysis. Information can be summarized as follows:

It was found that most of the respondents were male, aged between 21-27 years old, single status, professional company employees. graduated with a bachelor's degree The average monthly income is between 10,001-20,000 baht, the use of services at Bangna5 Hospital 2 times/month, and the use of social security privileges. Overall, the marketing mix is moderately important. decision making for service and evaluation after using the service, opinion level, overall opinion, decision to use the service The average is included at a moderate level. The results of the hypothesis test on different personal data, status, occupation, had a decision to use Bangna 5 Hospital service that was not different for personal data on gender, age, educational status, average monthly income. The number of times of using the service and the right to use medical treatment Different people have different decisions in using Bangna 5 Hospital's marketing mix factors. product aspect, price aspect, marketing promotion aspect and service process Influencing the decision to use services at Bangna Hospital. 5 with statistical significance at the .05 level.

study suggestion Develop the efficiency of the hospital to create a good service standard and increase the number of service users in the future. 1) Sales promotion, organizing activities with educational institutes, factories, enterprises in annual health check-ups at a special price; arranging medical treatment programs in accordance with service users; and presented to target customers to increase the number of service users 2) Pricing for medical services, pharmaceuticals that are suitable for quality and service provision Organize a variety of medical treatment programs The cost of each type of medical treatment is clearly informed to the service user. and have a variety of payment channels 3) Procurement of doctors with knowledge and expertise and expertise in providing a variety of medical services. appropriate quality medicines and supplies 4) Procurement of modern and sufficient medical equipment for treatment Organize a service system that is standardized There is a process for providing services that are not complicated, fast, and efficient for the quality of service that impresses users to use the service again.

Keywords— Marketing mix factors, decision making, hospital.

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I. INTRODUCTION

Health service provision is one of the systems used to improve human quality of life. Use technology to make yourself more aware of your health and happiness. (Frisch, 2000) As a result, medical service users have relatively high expectations of treatment in hospital services. under the assurance of the quality of treatment and service with satisfaction of hospital users Both the public and private sectors play a lot of roles in providing health services, therefore causing competition by emphasizing on marketing to reach the target group. To be successful in the competition is through marketing methods. There are many ways to do this, such as doing market research. A survey of attitudes and needs of service recipients. (Babakus, & Mangold, 1992) organizing various service systems to be effective and applying marketing to for maximum benefit and efficiency in service to meet the needs of The current service recipients, people who come to use the services of private hospitals, has increased dramatically. continuously, especially in the private hospital group due to the faster and more convenient service Government hospitals make people in the high-income group turn to more services, but. (Meurs, et al 2020) the The competition in this business continues to increase and increase, but in the past 5 years, it can be seen that there is no brand. New hospitals arise due to high investment and high risk, especially in terms of shortage of medical and nursing personnel, while most of the competition remains focused. meet the needs of most consumers or customer groups as a long-term goal to Build loyalty to the hospital's brand. Specialized medical innovations such as special price health check-up packages to attract customers Using more services, private hospitals have turned to using strategies to find targeted marketing. "Segmentation Marketing (Smith,1956) choosing a lifestyle that is more in line with customers. Specialized medicine, in order to increase opportunities and increase business potential. It also uses a strategy to organize Promotional activities for foreign patients living or working in Thailand With the government policy that wants to push Thailand to be the center of health in the region Southeast Asia, in addition to the competition in various services and market factors that each of the 2 private hospitals It is still a matter of creating a good image and emphasizing expertise in specific areas by advertising through various media more, as can be seen from private hospital commercials that have been seen continually. Including the use of online media in public

relations to penetrate customer groups (Kotler, Shalowitz, & Stevens, 2008)

Bangna 5 Hospital is located on Thepharak Road, 55 Moo 4, Bang Phli Yai Subdistrict, Bang Phli District, Samut Prakan Province 10540, opened for business on February 4, 2010, with a capacity of 100 beds to support the growing community. From the opening of Suvarnabhumi Airport and a large number of housing estates Hospital operations are provided with state-of-the-art medical equipment. Equipped with a team of medical specialists in various fields, Bangna Hospital 5 It's also an accident center. A medical center that has always performed well and has been accredited. which is accepted from open heart surgery center, etc., which can take care of patients at the level of Primary Secondary and Tertiary Care, focusing on quality, safety and customer satisfaction as the first priority. Received ISO 9001: 2008 quality certification and continued to improve service quality. Outstanding expertise in orthopedic and joint surgery There is also a network of Bangna Hospital that can accommodate patients, whether it is Bangna 1 Hospital, located on Thepparat Road, Bangna Tai Subdistrict, Bangna District, Bangkok 10260, Bangna 2 Hospital. Located on Bangna-Trad Road, Km. 23, Bang Sao Thong Sub-district, King District, Bang Sao Thong District, Samut Prakan Province. However, the hospital's services have many competitors. Each hospital has a service offering. Various promotions that are interesting in order to invite you to use the service. Based on the aforementioned background, the researcher is interested in studying factors affecting the decision to use Bangna 5 Hospital services in order to use the results from the study to develop, improve, and offer services in line with the needs of service users to continue to increase the number of service users to Bangna 5 Hospital (Preesong, 2015).

II. OBJECTIVES OF THE STUDY

1. To study the marketing mix factors for using services at Bangna 5 Hospital.
2. To study the decision to use services at Bangna 5 Hospital

Hypothesis

- Different personal data have different decisions for using Bangna 5 Hospital services.
- Marketing mix factors influencing decision-making in using Bangna Hospital services. 5

Theoretical Concepts and Related research

To study the marketing mix factors affecting the decision to use the service. Bangna Hospital 5. This time, the researcher has studied and researched information based on the concept Theories and research results related to the content of the research. The topics for presentation are as follows

Concepts and Theories related to Marketing mix

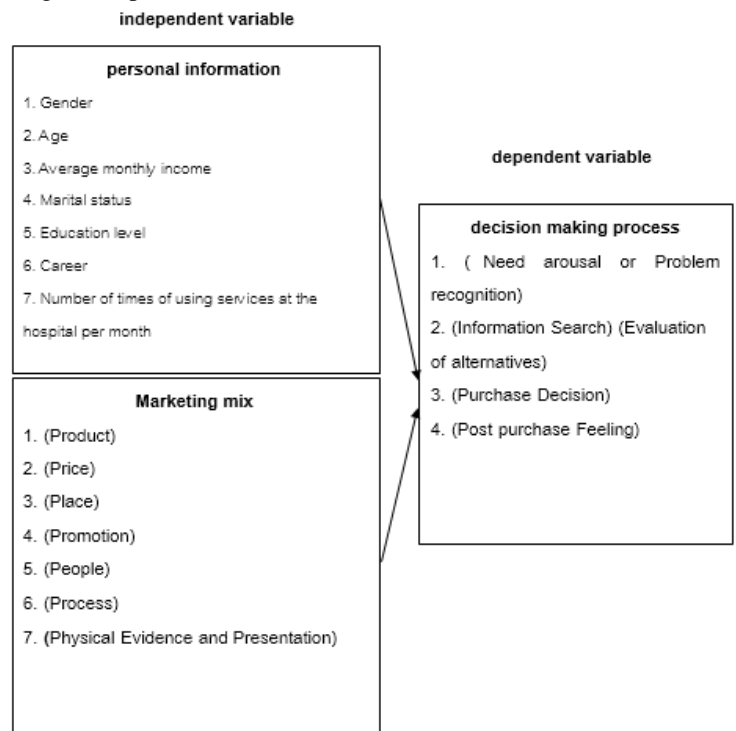
Definition of Marketing Mix Marketing is defined as business operations aimed at achieving the objectives of the

enterprise by satisfying the needs of customers through the delivery of goods and services from producers to states that the marketing mix is defined as the controllable marketing variables. Which many businesses have used together to meet their satisfaction. of target customers

The Marketing Mix is a very important concept in modern marketing which the concept of this marketing mix plays an important role in marketing Because it combines all marketing decisions. to be used in operations to provide business in line with the needs of the target market The marketing mix is called the 7P's, in which all 7 groups of elements work together to effectively communicate marketing messages to the audience (Borden, 1964).

Conceptual Framework for Research

From the above studies The study was based on the 7P's of marketing mix theory and service decision making. Summarized and coordinated into a conceptual framework to study the marketing mix factors affecting the decision to use Bangna Hospital services⁵ as follows:



Conceptual framework in education

Research Methodology

The study of marketing mix factors affecting the decision to use Bangna 5 Hospital service was aimed to study the marketing mix factors. Decisions for using services at Bangna 5 Hospital, comparing services provided by Bangna 5 Hospital classified by personal data And marketing mix factors affecting the decision to use the services of Bangna Hospital 5 to use the results of the study as a guideline to improve the service. To increase the number of people who come to use the service of Bangna 5 Hospital by setting up the study methods as follows

Population and Sample used in the Study

Study population is the person who decides to use the services of Bangna Hospital 5 The sample group used in the study was 385 people. This study used the calculation of a sample (simple size) with an unknown population of W.G Cochran at a confidence level of 95% as follows:

$$n = \frac{Z^2 P(1-P)}{e^2}$$

$$n = \frac{(1.96)^2 (.5)(.5)}{(.025)^2}$$

$$n = \frac{3.8416}{.0025}$$

$$n = 1536.64$$

$$n = 384.16$$

In the calculation, there will be a sample of 385 people.

Results of Research

A study of marketing mix factors affecting the decision to use hospital services.

Bangna 5 The sample group studied is the population of service users A total of 385 questionnaires were used as a data collection tool and 385 sets of questionnaires were returned, representing 100%. The study results were divided into 5 parts as follows:

Summary of the Study

study of Marketing Mix Factors Affecting Decision to Use Services at Bangna 5 Hospital The objectives were to study the marketing mix factors in using services at Bangna 5 Hospital and the decision to use services at Bangna 5 Hospital for comparison. The decision to use the services of Bangna 5 Hospital classified by personal information and marketing mix factors affecting the decision to use the services of Bangna 5 Hospital by using 385 sets of questionnaires as a data collection tool. Statistics were used to analyze the data, namely percentage, mean, t-test, F-test (One-Way ANOVA), and Multiple Regression Analysis. The results of data analysis can be summarized as follows.

Information about marketing mix factors in using services at Bangna 5 Hospital found that in terms of products, prices, distribution channels, marketing promotion, personnel, service process and physical characteristics Overall, the marketing mix is moderately important. The details are as follows.

Product The results of the study showed that the level of opinions on product marketing mix factors The mean was included in the moderate level of importance. and considering the level of importance At a moderate level of importance, 5 items consist of physicians with knowledge and expertise, variety of medical services Quality of medicines and medical supplies quality of treatment reputation of the hospital, respectively

Price aspect: The study found that the level of opinions on the price-related marketing mix The mean was included in the moderate level of importance. and considering the level of importance is at a very important level Pricing for various health check-up programs Appropriate service fee is moderate for 4 items. Doctor's fee is appropriate. reasonable service fee There is a service to pay by credit card / scan QR code. and

appropriate medical expenses, respectively

Distribution channels The results of the study revealed that the level of opinions on the marketing mix factors in terms of distribution channels. The mean was included in the moderate level of importance. and considering the level of importance There are 2 items at a very important level. The location plays an important role in the decision to use the service at the hospital. Adequate service areas such as seating/bakery/drinking water The average is at a medium level for 3 items near the place of residence. There is a clear billboard media and there are social channels for contacting and coordinating such as Line, Facebook, Website, etc., respectively.

Marketing promotion The results of the study showed that the level of opinions on marketing mix factors in marketing promotion The mean was included in the moderate level of importance. and considering the level of importance There are 3 items at a very important level, consisting of having enough parking space for users to use the service. There is a shuttle bus from the car park to the building. Set up a booth to organize activities with the school. and considering the level of importance 2 items are at medium priority. Health check packages discount. Sales promotion activities with various group companies respectively

Employees The results of the study showed that the level of opinions on the marketing mix of employees. The mean is included at a very important level. and considering the level of importance There are 2 items at a very important level, consisting of staff to help as well. Good-natured staff, smiling, speaking politely, willing to serve. consider the level of importance At the medium level of importance, 3 items, the staff work with friendly, polite. The staff has knowledge and expertise in providing services as well. The number of personnel is sufficient, respectively.

Service Process The results of the study showed that the level of opinions on the marketing mix factors in the service process. The mean is included at a very important level. and considering the level of importance It is at a very important level, consisting of 5 items, including having modern and sufficient medical equipment for treatment. There is a service process that is easy, fast, efficient. Impressive speedy service, starting from entering until leaving the hospital and the standards and safety of security personnel, respectively

Creation and presentation of physical characteristics The results of the study found that The level of opinions on the marketing mix factors of creating and presenting physical appearance. The mean was included in the moderate level of importance. and considering the level of importance Ranked at a very important level, 1 item is that the various facilities are clean and safe. Considering the level of importance At a moderate level of importance, 4 items are hospitals, spaces are spaced, and there are enough alcohol gels to wash hands. The atmosphere in the hospital is peaceful and not crowded. Modern medical equipment and considering the level of importance One of the least important items is that the physical environment looks elegant and beautiful,

respectively.

Discussion of Results, Recommendations from the study

The researcher has suggestions from the study as follows:

- Hospital administrators should provide physicians with knowledge and expertise in providing a variety of medical services. appropriate quality medicines and supplies
- Hospital administrators should set prices for medical services and medical supplies that are suitable for quality and service provision. Organize a variety of medical treatment programs The cost of each type of medical treatment is clearly informed to the service user. and have a variety of payment channels - Hospital administrators should organize sales promotion activities with educational institutes, factories, establishments in annual health check-ups at a special price; arranging medical treatment programs in accordance with service users; and presented to target customers to increase the number of service users
- Hospital administrators should provide modern and adequate medical equipment for treatment. Organize a service system that is standardized There is a process for providing services that are not complicated, fast, and efficient for the quality of service that impresses users to use the service again.

Recommendations for Further Studies

Should develop the efficiency of employees to be strong for a strong organization in the future. develop relationship Should promote group company activities or group of people to create more confidence in the hospital organization

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