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Marketing Mix Strategy of PCR Swab Product at XX Hospital, South Tangerang 2020

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Abstract: Pandemic Global Covid-19 have been happening all over the world , not only health sector but almost all sectors are affected. As a business company XX Hospital has to make an effort so the company will be able to continue its business. The aim of this research is finding out marketing mix has been done by XX Hospital in South of Tangerang region to increase the amount of outpatient and inpatient visit using Qualitative Method. The other effect of Covid-19 is PCR swab test service , this opportunity has to be used and re-designed smartly to provide the best service for the customers. These formulas consist of Product, Price, Place and Promotion. It will determine the achievement of Marketing strategy and all dedicated to obtain expected responses from the target market through the number of PCR Drive-Thru visit increasing gradually.

Keywords: Covid 19, PCR Swab and Marketing Mix

INTRODUCTION

The Covid-19 pandemic is known as the corona virus pandemic. It is still ongoing around the world. This virus has infected millions of people around the world. In fact, the numbers still tend to increase from time to time. The burden on hospitals is getting higher in handling Covid-19 patients. The Covid-19 pandemic has affected hospital operations. For Covid-19 referral hospitals, the increasing number of hospitalized patients has disrupted cash flow. This because the down payment for hospital work (10-50 percent) is no longer sufficient for operational costs. Not to mention the issue of dispute claims and it is not clear when the Covid-19 pandemic will end.

The Covid-19 pandemic has also impacted non-referral Covid-19 hospitals. One of them is XX Hospital in South Tangerang. The corona virus outbreak caused a decreasing in outpatient and inpatient non-Covid-19 hospital visits. This condition results decreasing of occupancy rate. The data shows that the number of visits is decreasing between 30-50 percent. The visitor chart shows a downward trend during the period March to October 2020.

Decreasing income has an impact on the cash flow of the hospital. The disrupted cash flow increases the hospital operating expenses. If this condition continues, the hospital will be in danger of collapse and services will stop. This situation happen not only to hospitals in Indonesia, but all hospitals in the world face the same problem.

While entering the new normal phase, XX Hospital in South Tangerang emphasizes the importance of rearranging hospital services and adjusting conditions. Formulation of appropriate strategies to restore hospital conditions needs to be done. One of them is with a branding strategy ranging from identifying profitable services in hospitals, pharmacy services, PCR Swab services, encouraging creative promotion tools with social media, collaborating with companies and other innovations.

There are challenges in entering a new era of normality, the pandemic has changed the behavior of hospital staff in medical services and patient behavior. The patient's concern for visiting the hospital changes from face-to-face service process to online-digital, leadership style, strategic planning, programs and operational efficiency as well as the use of Information Technology in the socialization and marketing of hospital products. XX Hospital continues to modify the SOP (Standard Operating Procedure), infrastructure, redesign the room, creating a culture for all employees to become marketers and others. This is done to create safe, clean and healthy medical services and to restore public confidence in services at XX Hospital.

One of the services that can be relied on at this time is the PCR-Swab service, almost all hospitals provide this service. Because the PCR swab test results are needed from several companies as one of the conditions for work, especially jobs that require meeting many people. Some airlines also require a negative PCR swab result, especially for those who fly overseas, this is an opportunity for XX Hospital to develop these services.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According Kotler & Keller (2012:5) marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably. According Kotler & Armstrong (2012:29), marketing is the process by which company create value for customers and build strong customer relationship in order to capture value from customers in return. According Kotler & Armstrong (2012:75), Marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market.

According William J. Stanston (2006:30), Marketing Mix is the term that is used to described the combination of the four inputs that constitute the core of an organization's marketing system. These four elements are the product offering, the price structure, the promotion activities and the distribution system. According to Buchari Alma (2011: 205): Marketing mix is a strategy to mix marketing activities, so that the maximum combination is sought so as to produce the most satisfying results. From some of the definitions above, there are several similarities, namely that the marketing mix is a combination of factors that can be controlled by the company and can form a marketer system in achieving the company's goals in the target market.

The concept of the marketing mix according to Kotler & Keller (2012: 25) consists of 4 P's, namely: product, price, place and promotion. The meaning of each marketing mix is as follows:

1. Product

Something that can be offered to the market to get attention, so that the products being sold want to be bought, used or consumed that can fulfill the desires of consumers. As a business actor, XX Hospital must be able to make products that are accepted by the community, for this reason XX Hospital develops better service products by paying attention to quality.

2. Price

The amount of value that consumers exchange for benefits and own or use a product or service whose value is determined by the buyer or seller through bargaining, or is fixed by the seller for one price, which is the same for all buyers. Price is a sensitive matter for



consumers, in determining the PCR Swab service rate XX Hospital adjusts prices based on government regulations by calculating cost of goods sold and profit.

3. Place

Place is associated as a distribution channel aimed at reaching target consumers. This distribution system includes location, transportation, warehousing and so on. In preparing the PCR Swab service, XX Hospital prepared a special place and redesigned the environment so that the service is more conducive. PCR Swab via Drive Thru.

4. Promotion

Promotion means activities that convey the benefits of the product and persuade customers to buy it promotion is the spearhead of introducing a product or service to the public, with a good marketing strategy it is hoped that sales will increase. XX Hospital promotes through various ways, apart from utilizing social media, cooperation with several companies and so on.

PCR or polymerase chain reaction is a laboratory test to detect the presence of genetic material from cells, bacteria, or viruses. Currently PCR is also used to diagnose COVID-19, by detecting genetic material for the Corona virus. The genetic material present in each cell, including in bacteria or viruses, can be DNA (deoxyribonucleic acid) or RNA (ribonucleic acid). These two types of genetic material are distinguished by the number of chains in them. DNA is genetic material with double chains, while RNA is genetic material with single chains. The DNA and RNA of each species of living things carry unique genetic information. The presence of DNA and RNA will be detected by PCR through amplification or multiplication techniques. Now, with PCR, the presence of genetic material from several types of diseases due to bacterial or viral infections will be detected and ultimately can help diagnosis for these diseases.

Some of the diseases that can be diagnosed through the PCR test are: Human immunodeficiency virus (HIV) infection, Hepatitis C, Cytomegalovirus infection, Human papillomavirus (HPV) infection, Gonorrhoea, Chlamydia, Lyme disease, Pertussis (whooping cough). In addition to diagnosing a number of the diseases above, the PCR test is also used to detect the Corona virus that causes COVID-19. COVID-19 is an infectious disease caused by the SARS-CoV-2 virus which is more commonly known as the Corona virus. The Corona virus that causes COVID-19 is a type of RNA virus.

RESULT AND DISCUSSION

The method used to increase sales of PCR Swabs by redesigning the 4 P elements in the marketing mix, Product, Price, Place and Promotion. In early July 2020, XX Hospital added an inspection machine, prepared the PCR Swab Drive Thru service, redesigned the Price, allocated a special place for the Drive Thru PCR swab line, increased promotion through social media and collaborated with several companies to carry out swab checks on site, and make PCR packages Swab.

From the results of the marketing mix carried out, the following is the data on the number of patient visits performed by PCR Swab at XX Hospital, namely:

Tabel 1. Number of PCR Swab Visit at XX Hospital in 2020 based on payment

Number	Month	Personal	Company	Insurance	Halodoc	Referral	Total
1	Apr-20	24	7	1	0	0	32
2	May-20	147	47	19	0	0	213
3	Jun-20	387	356	123	0	0	866
4	Jul-20	820	321	260	14	141	1.556
5	Aug-20	2.319	784	309	377	160	3.949
6	Sep-20	4.157	1664	574	963	398	7.756
7	Oct-20	3.429	1640	369	107	208	5.753

Source: Research data, 2020



Based on the data above, there was an increasing number of visits in May, June, July August and September. In April and May, PCR samples were sent to Lab institutions outside of the hospital, in June the hospital provide 1 examination machine, then in July added 3 machines so that they could accommodate more samples. There was a decreasing in the number of visit in October 2020, possibly the cause, the more institutions / hospitals are providing swab examination equipment, and also the more caring about the community, and the facilities from the government have been fulfilled.

Tabel 1.2 Percentage by Payment

Number	Month	Personal	Total	Percentage
1	April-20	24	32	75
2	May-20	147	213	69
3	June-20	387	866	45
4	July-20	820	1556	53
5	August 20	2319	3949	59
6	Sept-20	4157	7756	54
7	Oct-20	3429	5753	60
Average				59

Source: Research data, 2020

In terms of promotion, patients with personal financing still dominate with an average of 59%, this shows that promotion through social media can increase the number of visit.

Tabel 1.3 Percentage by Payment

Number	Month	Company	Total	Percentage
1	Apr-20	7	32	22
2	May-20	47	213	22
3	Jun-20	356	866	41
4	Jul-20	321	1.556	21
5	Aug-20	784	3.949	20
6	Sep-20	1664	7.756	21
7	Oct-20	1640	5.753	29
Average				25

Source: Research data, 2020

CONCLUSION

By doing a marketing mix, especially Promotion, monitoring and evaluation of the implementation of PCR Swab test, slowly the number of visit increasing and is able to compete in the midst of competition for PCR Swab test services, which almost all hospitals in South Tangerang provided the same service. Also supported by a good and reliable management team in analyzing the market, hopefully in the future the numbers will be as expected.

It is necessary to re-evaluate the internal system that currently running, consider the number of visits that have not been maximized and there are still customer complaints regarding the inspection results that are not on time yet, the list of long queues and other technological device problems that cause inconvenience to customers. From promotion side, in order to create promotions that have not been done by other competitors.

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