

THE DIFFERENCE OF KNOWLEDGE LEVEL OF MARKETING STAFF AND EMPLOYEES OF RSI UNISMA MALANG BETWEEN BEFORE AND AFTER BASIC MARKETING PRINCIPLE TRAINING

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Abstract: This study is aimed to discover the result of training towards the difference of basic marketing principles knowledge between pre and post training in marketing staff and employees of *RSI Unisma Malang*. The method used was experimental or pre-post designed study, i.e. investigators performed an intervention; a training about basic marketing principles for marketing staff and employees of *RSI Unisma Malang* (32 people), hereafter compared the results between pre and post training. Results compared were scores obtained from pre-test before the participants got the training modules, and scores obtained after training. Data analysis used was the descriptive comparative approach, continued with paired t-test statistical analysis. Results obtained from pre-test, the average score was 7.63, lowest score was 5 and highest was 10, meanwhile from post-test, the average score was 9.22, lowest score was 8 and highest was 10, margin of error ≤ 2 from 20 people (62.5%) in pre-test and improved into 32 people (100%) in post-test. Result for paired sample t-test showed p value = 0.000, or < 0.05 (α). According to the elucidation above, we conclude that there's a significant difference between before and after training, in other words, there's a significant improvement in knowledge of basic marketing principles after training.

Keywords: training- knowledge- optimal marketing.



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As one of the service providers, the hospital is required to provide an optimal and high-quality service in serving consumers. The hospital will be more advanced if its performance can be maintained. Thus, hospital service must change in accordance with market power, so that hospital orientation shifts from social organization to socio-economic organization; thereby, maintaining cus-

tomers satisfaction is the main goal to be achieved (Ratnawati, 2013).

Basically, the system of hospital service refers to humanitarian social service, so until now many people still consider that marketing or promotional activities in a hospital is negative because promotion is persuading and directing someone to visit a particular hospital. In fact, if it is delivered honestly and in an educative way, the promotion will be a positive thing (Ulfah et al., 2013).

Moslem Hospital *Unisma Malang*, hereafter abbreviated as *RSI Unisma Malang*, is one of health service organizations in Malang city. *RSI Unisma Malang* is a type-C private hospital which was es-

established by *Universitas Islam Malang* Foundation on August 28, 1994. Currently, its inpatient facility provides 102 beds; and since 2014, it has become a network or provider of BPJS Health Insurance.

As one of the health-service providers, *RSI Unisma Malang* seeks to improve the quality of health-service in order to gain customer trust and become the main choice for customers. One of the indicators used to measure the performance and efficiency of service at *RSI Unisma Malang* is Bed Occupancy Rate (BOR). Bed Occupancy Rate (BOR) indicates the level of bed occupancy or inpatient service use of the hospital. According to the Ministry of Health (2005), BOR is the percentage of hospital bed occupancy in a particular time unit. The ideal BOR parameter score is between 60-85%.

Based on the result of preliminary research conducted in August 2016, it was found that the Bed Occupancy Rate (BOR) of *RSI Unisma Malang* in the last three years is still below the standard, BOR in 2013 of 53.7%; BOR in 2014 of 57%; and BOR in 2015 of 57.3% (Profile/ RM *RSI Unisma* Year 2015). The number of BOR below the standard value of efficiency indicates that the bed occupancy is not efficient; in other words, patient's preference to use the service provided by *RSI Unisma Malang* is still low. The preliminary research also found that the BOR is low because the marketing function of *RSI Unisma* is not optimal. Marketing activities that do not run optimally may be caused by lack of marketing staff's understanding of market segmentation, patient expectation, and patient satisfaction. Segmentation has been done by marketing unit of *RSI Unisma*, namely geographical segmentation, with the radius of 15 km; however, there are some areas that cannot be covered (*Dau Village*), while data obtained indicate that the second most patients come from *Dau Village*.

If hospital knows patient expectations, the hospital will be able to provide satisfactory service to patients. According to Ruben Tumuhena (2008), patient satisfaction has a significant effect on increasing patient loyalty (Tuhumena et al., 2011). Loyal patients will re-purchase or reuse the hospital services. Loyal patients will also recommend the

hospital to their colleagues by sharing their good experiences in using the hospital service. Ignorance of patient expectation is due to hospital's ignorance of market segmentation and hospital target market; this is due to market analysis.

In the result of fishbone diagram analysis by involving marketing staff and general manager through Focus Group Discussion (FGD), it is found that one of the causes of non-optimal marketing function of *RSI Unisma* is human resources that do not know the basic principles of marketing either the marketing staff in particular and employees of *RSI Unisma* in general. Therefore, it is necessary to have an alternative solution to overcome the problems in unit marketing; one of the alternative solutions is by conducting training about basic principles of marketing. According to Saktya O.P.D (2015), there is a significant influence of training on employee performance (Saktya, 2014).

The purpose of this research is to know the effect of training on a difference of knowledge of marketing staff and employees of *RSI Unisma Malang* basic marketing principle between before and after training. Evaluation of training outcomes needs to be done to determine whether participants understand the material that has been delivered or not. The effectiveness of training is assessed through pre-test and post-test results. This training is expected to provide recommendations to the marketing unit to implement the basic principles of marketing so that the preparation of work programs can be done properly.

METHOD

This design used in this research is experimental research or pre-post design; researchers conducted training of basic principles of marketing to marketing unit staff and employees of *RSI Unisma Malang*, then the researchers compared the result of pre and post training. The ones being compared are the pre-test score (before the participants get the training materials) and the post-test score (after the participants get the training materials) to see if there is an improvement in knowledge of marketing. Data analysis was done with the descriptive comparative approach, followed by statistical analy-

sis using a t-test, namely comparing pre-test score and post-test score. Both scores are compared to see improvement in employees' knowledge about the basic principles of marketing. The first step in conducting the test was conducting normality test. The data normality test is conducted in order to obtain information about the data, whether it is normally distributed or not. In addition, data normality test will also determine the steps to be taken next: what statistical analysis should be used (Salamun, 2012). Normality test used is *skewness* kurtosis, and *skewness* kurtosis value is presented in the appendix. If the normality test obtains value <1.96 , then the data is said to be normally distributed.

After the data was declared to be normally distributed in normality test, the t-test was conducted. The t-test is one way to test the difference between two means (Nazir, 2014). Paired-Samples t-test analysis is a procedure used to compare the mean of two variables in a group. It also means that this analysis is useful for testing two related samples or two paired samples. One of the most common experimental designs is "pre-post" design. A study of this experimental design often consists of two measurements with the same subject: before and after the introduction of a treatment or a stimulus. The rule in decision making for the t-test is if probability > 0.05 (α), there is no significant effect, whereas if probability < 0.05 (α), there is a significant influence (Salamun, 2012).

The training was held on October 10, 2016; it was attended by Director, Vice Director, Manager, marketing staff, Head of Unit and Head of Room of *RSI Unisma Malang*; the number of participants in this training is 34; the number of participants who can be evaluated is only 32 because the other 2 participants did one of pre-test and post-test only. The training was conducted by giving a presentation of material on basic marketing principles that include the definition of marketing, marketing strategies, marketing types, and who is responsible for implementing the marketing system of a hospital. The training began with pre-test, followed by the presentation of marketing basics, discussion, and ended with post-test. Through the discussion, the participants can raise questions and also input related to marketing system conducted by *RSI Unisma Malang*. This training involved active participation and communication of the participants, so that their output can be generated, which will be useful for the progress of marketing unit at *RSI Unisma Malang*.

RESULTS

The outcome of this training is evaluated by comparing pre-test score and post-test score. From 34 participants, there were only 32 participants whose pre-test score and post-test score can be evaluated. Descriptively, the results of pre-test and post-test can be seen in the following table:

Table 1 The Results of Pre-Test and Post-Test of Marketing Basic Principles

Assessment	Pre-Test		Post-Test	
	Number of participants	Percentage (%)	Number of participants	Percentage (%)
0 false answer = 10	1	3.125%	11	34.375%
1 false answer = 9	6	18.75%	17	53.125%
2 false answer = 8	13	40.625%	4	12.5%
3 false answer = 7	6	18.75%	-	0%
4 false answer = 6	4	12.5%	-	0%
5 false answer = 5	2	6.25%	-	0%
Total = 10	32	100%	32	100%
Average score	244:32 = 7.63		295:32 = 9.22	

Source: Processed Data, 2016

In the pre-test participated by 32 people, the average score obtained is 7.63; the lowest score is 5, and the highest score is 10. In the pre-test participated by 32 people, the average score obtained is 9.22; the lowest score is 8, and the highest score is 10. Error rate d' 2 of 20 participants (62.5%) in the pre-test increased to 32 (100%) in the post-test. From the description of data, it can be seen that the

average score in post-test is higher than the average score in pre-test; the number of people with error rate d' 2 or score e' 8 increased. It indicates that there is an improvement in participants' knowledge of the basics of marketing.

The results of inferential statistical test are presented in the following table:

Table 2 Results of Paired Samples t-test

	Paired Differences				t	Df	Sig. (2-tailed)
	mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference			
Pair 1 Pre-test – Post test	-1.594	1.316	.233	-2.068 -1.119	-6.849	31	.000

Source: Processed Data, 2016

From the results of pair sample t-test, the value of P obtained (the significance of 2-tail) is 0.000. The value of the significance < 0.05 (á); therefore, it can be explained that there is a significant difference between before and after training; in other words, there is a significant improvement in employees' knowledge of marketing after training was conducted.

DISCUSSION

The results of the descriptive test show that there is the difference in the average score of the pre-post test; from 7.63 to 9.22. The results of T-test show that there is a significant difference (P= 0.000 or < 0.05) between before and after marketing basic principle training; in the other words, there is employers' improvement in knowledge of the basic principles of marketing after training was implemented to the marketing staff and employees of RSI Unisma Malang.

Training is the process of changing the behavior, knowledge, and motivation of employees to improve the suitability of the characteristics of employees on the condition that has been established. Training directed on employees' personal and career development can draw, motivate, and keep them

(Satria and Kuswara, 2013). Training is useful to equip employees in carrying out their work, socializing policy, implementing work and management system, and establishing a bank of talents for the sake of employee regeneration. Training is one of the activities to develop employee competence. The components of competence consist of knowledge, skills, and attitude (Aprinto and Jacob, 2013). Training and development aim to meet the need for knowledge, skills, and attitude in work environment (Nuralita and Hadjam, 2002). Training of marketing basic principles, which was conducted in RSI Unisma, only measured one component of competence, namely knowledge. Training is very required to improve the performance of marketing staff; it is supported by a study which was conducted by Edy Sukiarko (2007) and Saktya O.P.D (2015), stating that training will improve the knowledge and performance of employees (Sukiarko, 2007). Training and motivation will affect the performance improvement of employees (Turere, 2013). With strong motivation and optimal training, employee performance is expected to improve, so that the purpose or expectation of company can be achieved. Good performance shown by employees and marketing staff will improve the quality of services pro-

vided. Service quality improvement will lead to increase in the number of loyalty patients; an increase in the number of loyalty patients can increase the behavior intention of patients. It is supported by a study which was conducted by Ruben Tumuhena (2011).

Employee performance is an important thing in improving employee productivity. In improving employee performance, of the company should know the factors that can affect employee performance. These factors include training and motivation given to employees (Agusta, 2013).

Marketing is art and science at once in determining the market target and looking for, maintain and attract new customers by creating, communicating, and giving superior value to the customer (Supriyanto and Ernawati, 2010). Marketing is the act of analyzing, planning, offering products/ services, and controlling programs which are formulated carefully in order to exchange values with the target market voluntarily; it is intended to achieve the organizational goal. Marketing fully emphasizes the preparation of supply in the context of needs (demand) and the desire of market target (want) and the use of price effectively (cost effective), communication and distribution to inform, motivate and server market (marketing mix) (Supriyanto and Ernawati, 2010). Marketing strategy implemented by *RSI Unisma* is not optimal; marketing staff has not analyzed the market thoroughly. Marketing staff of *RSI Unisma* have not determined the market target and do not know the market expectation in depth.

According to Cravens (1997), market segmentation is a process of dividing consumers into sub-group which has the same response to a marketing program. According to Lupiyodi (2001), market segmentation is dividing the market into groups of consumer according to the needs, characteristics, or behavior; they may require different products. Whereas, according to Swastha (1997), market segmentation is dividing heterogeneous market of a product into market units which are homogeneous (Munandar, 2005). Market segmentation conducted by *RSI Unisma* is only based on geographical segmentation, covering radius of 15km from the hospi-

tal. *RSI Unisma* has not made market segmentation demographically, so it has not focused on which segment that will be selected.

According to Oliver, loyalty is a serious commitment of customers to buy or support the products or services they prefer in the future although the situation and marketing efforts potentially lead customers to switch to another product or service (Kotler and Armstrong, 2008). Loyalty is associated with consumer's stance and behavior towards the products offered. Dick and Basu (1994) stated that repurchase of a product does not only describe consumer behavior towards a product or service, but the behavior is driven by the attitude toward the product (Tuhumena et al., 2011). Loyal patients will re-purchase or reuse the hospital services. Loyal patients will also recommend the hospital to their colleagues by sharing their good experiences in using the hospital service; further, this is expected to raise BOR of *RSI Unisma Malang*.

The limitation of this study is regarding time; the training was conducted very shortly and measured only one component of competence, namely knowledge. This study has not measured behavior improvement and skill improvement of employees after the training was conducted; therefore, it has not been able to measure the competence improvement of marketing staff and employees of *RSI Unisma* after the training was conducted.

CONCLUSION

The training of basic principles of marketing which was conducted to marketing staff and employees of *RSI Unisma* has managed to improve their knowledge of basic principles of marketing. Statistical test conducted found a significant difference between the average score between before training and after training, an increase in the average score before and after training.

SUGGESTION

Based on the results of this research, *RSI Unisma Malang* is suggested to conduct training more comprehensively, which can measure competence improvement as a whole. Employee com-

petence improvement is expected to improve the performance of staff marketing, particularly so that they can show the best performance.

Training design is prepared systematically; employees are evaluated continuously after training.

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