SUMMARY

SAKA HADITYA MURPRAPTOMO. The Effects of Marketing Mix, Perceived Risk, and Satisfaction on Word of Mouth at dr. Rahman Medical Center Clinic. Supervised by LILIK NOOR YULIATI and BAGUS SARTONO.

The role of word of mouth is very important for brands, organizations, or businesses that have little budget in marketing their products or services. Marketing by word of mouth requires minimal costs by using media advertising, one of which is used to market services in the health field at the clinic as one of the health infrastructure that is easily found in various regions, including in densely populated housing. Dr. Rahman Medical Center clinic as a service provider in the health sector, in its activities using word of mouth to patient. This factor that was successfully made by Dr. Rahman Medical Center's clinic was able to survive and continue to grow because the number of patient visits from 2013-2017 was lower and not in accordance with the specified target.

The variables in this study are word of mouth variable, marketing mix variable which consists of 7 dimensions (product, price, place, promotion, personnel, process, and physical evidence), perceived risk variables consisting of 5 dimensions (financial, performance, psychological, physical, and time), and satisfaction variables. This study aims to analyze the effect of marketing mix on perceived risk, the effect of marketing mix on satisfaction, the effect of perceived risks on satisfaction, the effect of marketing mix on word of mouth, the effect of perceived risk on word of mouth, and the effect of satisfaction on word of mouth.

This type of research is descriptive using the survey method with questionnaire. This study used a sample of 200 respondents using accidental sampling technique. Respondents in this study were clinical patients at Dr. Rahman Medical Center who had treated at least once. Furthermore, the data analysis technique in this study uses the Structural Equation Model (SEM) with SPSS16.0 and LISREL8.70 software.

Based on the results of data analysis, it can be concluded that the marketing mix variable has a positive effect on perceived risk with loading factor = 0.34 and t-count 4.75, marketing mix has a positive effect on satisfaction with loading factor = 0.80 and t-count = 10.67, perceived risk influences negative towards satisfaction with loading factor = -0.21 and t-count = 3.03, marketing mix has a positive effect on word of mouth with loading factor = 0.59 and t-count = 6.72. The marketing mix variable that affects the most is the product dimension with a loading factor of 0.94 and t count 15.58 with the most contributing variable of drug use. On the perceived risk obtained that treatment to Dr. Rahman (expert personnel and doctors) has a very large influence on the psychological respondents, with a loading factor of 0.69 and t-count of 6.50. Whereas in the satisfaction variable, the service of employees most contributes to the loading factor of 0.86 and t count 12.46. The contribution variable in word of mouth is to post status with a loading factor of 0.71 and t-count 10.54. Perceived risk has a negative effect on word of mouth with loading factor = -0.38 and t-count = 5.45,
and satisfaction has a positive effect on word of mouth with loading factor = 0.32 and t-count = 4.63.

Referring to these conclusions, it can be implied that the clinical management of Dr. Rahman Medical Center needs to improve employee services, improve communication to visitors, and convince patients that the clinic has expert doctors including Dr. Rahman. Things related to social media are developing social media usage and utilizing Whatsapp, Facebook and Instagram as the right tools for implementing marketing strategies in the clinic, Dr. Rahman.

Keywords: clinic, marketing mix, risk perception, satisfaction, word of mouth.