

Influence of Relationship Marketing on Customer Loyalty (Case Study of Midwives Patient Referral in Bekasi Regency)

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ABSTRACT

Midwives are important in maintaining maternal & child health in Indonesia. Midwives often have to refer patients to hospitals, due to lack of facilities or also limited work scope. On patients seeking treatment with personal funds, referral system usually follows policies of the midwife concerned. On heavily populated urban area like Bekasi regency, hospitals must compete for limited midwives' referral. The data collection from respondents was carried out using an offline and online questionnaire. The sample respondents were Bekasi Regency midwives who had referred their patients to hospitals. Based on research, 151 respondents were selected through purposive sampling method. This research used SmartPLS. Relationships between variables were investigated with structural equation modeling and the results analyzed with STP & 7P Marketing Mix analysis. The findings indicated that outcome quality as part of relationship marketing had a significant effect on customer trust. Customer trust also had a significant effect on the customer value and loyalty, while interaction and physical environment quality had no significant effect on midwives' loyalty. So, it's improved that hospitals maintained & continuously their outcome quality on referral patients. Through STP (segmenting, targeting, and positioning) and 7P marketing mix approach, the author recommends that hospitals must make patient needs a top priority and be able to serve swiftly and maximally, especially in three most cases of midwife referral patients,

namely mild/ severe pre-eclampsia, premature rupture of membranes, and breech delivery. Hospitals must also integrate their service with good marketing and systematic information delivery process.

Keywords: customer loyalty, customer trust, customer value, relationship marketing, service quality, midwives, STP, 7P marketing mix

INTRODUCTION

Midwives are one of the front-line professions in maintaining the health of the Indonesian society, especially maternal and child health. Based on data from Riskesdas in 2013, there were 37% of mothers in Indonesia gave birth in clinics/RBs/practices of health workers, 7.3% at puskesmas, and 3.7% at polindes. Births in these places are usually through a midwife, as many as 21.4% were born in a hospital and another 29.6% were born at home, where the role of the midwife is also large, both the role of the midwife in the operating room and the call of the midwife to the patient's home.

In carrying out their duties, midwives often have to refer patients to other health facilities such as hospitals or obstetrics specialist clinics due to lack of facilities or equipment owned and also actions that are beyond the midwife's responsibility. This action for example in the form of cesarean birth, heavy bleeding, breech birth, etc. Often these actions require quick and urgent

decisions so that the opinion of the midwife as a referrer is very influential for the patient.

For BPJS patients who follow the BPJS scheme, they must follow the scheme determined by the government with a tiered referral system. However, for independent patients seeking treatment with personal funds, the referral system at the midwife generally follows the policies of the midwife concerned. In this case, midwives are customers because midwives also want the best service for the patients they are responsible for. Users of health services have a close relationship with the results of health services both medically such as adherence to treatment, understanding of medical information and continuity of care (Rikomah, 2015).

In addition to improving the quality of service, customer value must also be considered because to make customers loyal to the company's products. Relationship marketing aims to build consumer relationships. The main function of relationship marketing is to cover all the steps companies take to get to know and serve their customers well.

Customer loyalty exhibits a variety of behaviors that characterize the motivation to maintain a relationship with the company including greater allocation of money to service providers, involving positive word of mouth promotion and repeat purchases (Zeithmal et al. 1996). When there is a commonality in company and customer values, customer bonding in the relationship increases, which encourages reciprocity and contributes to relationship commitment.

In urban conditions in the Bekasi Regency area which is the research location for Tambun, North Cikarang and South Cikarang there are many midwives so they are divided into 5 branches of IBI (Indonesian Midwives Association), namely 3 branches of Tambun namely North, East, and South Tambun branches, and 2 branches of Cikarang, namely North and South Cikarang. Independent Practice Midwives can have clinics that are close to

each other, with referral hospitals that are also close together, and hospital marketing policies that are certainly different. In this study, the authors try to see how relationship marketing can affect the loyalty of midwives in referring patients to hospitals.

Midwives as referring patients to hospitals certainly have needs that must be met by hospitals so that the hospital gets maximum referrals compared to competing hospitals. This is in line with Sumarwan et al (2009) that if the company is able to know the behavior of its consumers, then the company will be able to produce excellent customer value. Based on the description of the background above, it can be identified the relevant problem formulations, as follows:

1. How to identify the characteristics of hospital patient referring midwives in Tambun, North Cikarang, and South Cikarang
2. How to analyze the influence of relationship marketing variables on Customer Loyalty of midwives referring hospital patients in Tambun, North Cikarang and South Cikarang?
3. How is the formulation of managerial implications for hospitals to increase the loyalty of midwives who refer patients to hospitals in Tambun, North Cikarang and South Cikarang?

LITERATURE REVIEW

Relationship Marketing

According to Kotler and Armstrong (2005) relationship marketing is the process of creating, maintaining and strengthening strong and valued relationships with customers and other believers. According to Chan (2003), relationship marketing is the introduction of each customer more closely by creating two-way communication by managing a mutually beneficial relationship between the customer and the company.

Service Quality

According to Usmara (2008), service quality is an attitude resulting from the comparison

of consumer service quality expectations with the perceived performance of the company by consumers. There are two main factors that affect service quality, namely expected service and perceived service. If the service received or perceived is as expected, then the service quality is perceived as good and satisfactory. If the service received exceeds customer expectations, then the service quality is perceived as the ideal service quality. Conversely, if the service received is lower than customer expectations, then the service quality is perceived as bad. Thus, whether or not the quality of service is good depends on the ability of the service provider to consistently meet the expectations of its customers.

Interaction Quality

Brady and Cronin (2001) state that the attitudes, behavior and skills of service employees define the quality of the delivered and ultimately affect what the client evaluates as a satisfactory meeting. Interaction Quality can be seen through three dimensions, namely Attitude, Behavior, Expertise.

Physical Environment Quality

Physical Environment Quality according to Brady and Cronin (2001) can be seen through two indicators, namely the best in its industry and highly physical environment. The best in its industry shows that the physical environment of one company is the best place among other companies, while the indicators of the physical environment highly indicate that the physical environment of the company is a very good place.

Outcome Quality

Outcome quality is also usually referred to as service delivery, where service delivery is a way of providing services on specific occasions, including role performances or scripts regarding the stages of service delivery and expectations of the role of employees and customers in service

interactions (Tjiptono and Chandra, 2005). Outcome quality can be seen through five indicators, namely excellent experience, feel good, predictable, keep my waiting time to a minimum, waiting time is important. These five indicators show that buyers always get very good service in the business transaction process.

Customer Trust

Customer trust is a very important factor in building loyalty Building customer trust and providing quality services can increase customer trust so that customers will become loyal (Sarwar et al. 2012). Trust is an important factor for consumers not to easily switch to other products. The trust factor in a brand is the willingness of consumers to trust or rely on a brand in a risk situation because of the expectation that the brand in question will give positive results (Tjiptono, 2005).

Customer Value

Kotler (2005) states that customer value is the difference between the prospective customer's evaluation of all the benefits and all costs of a particular offer and other alternatives considered. Customer value concerns the benefits and sacrifices, where customers will compare the gains from the benefits and sacrifices made. If the perceived benefits are greater than the sacrifices, it is likely that the customer will choose the value of the offer, and vice versa if the perceived benefits are less than the sacrifices made, the customer will leave the company's offer.

Customer Loyalty

Customer loyalty is a customer's commitment to a brand, store or supplier, based on a very positive attitude and is reflected in consistent repeat purchases (Tjiptono, 2005). Loyal customers are the goal of all companies. Customer loyalty has an important role in a company by maintaining the company's survival. Loyalty is a buyer's deep commitment to re-subscribe or repurchase a product or service

in the future, even though situational influences and marketing efforts have the potential to cause behavior change (Alma & Hurriyati, 2008).

Research Framework Conceptual

In Figure 1 you can see the flow of research thinking that will be analyzed to see consumer loyalty behavior.

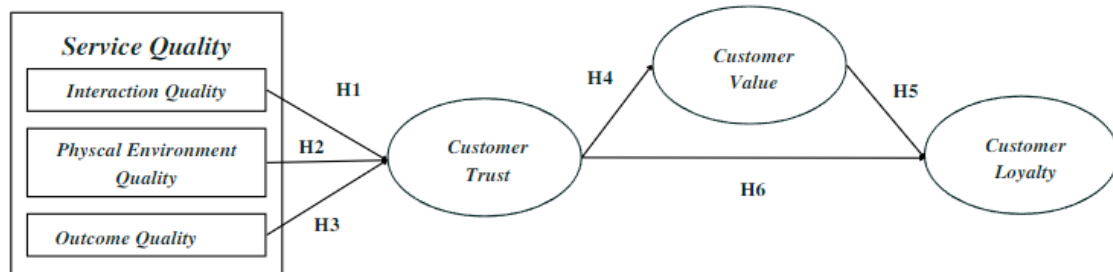


Figure 1. Research Hypothesis

This research variable is expected to provide new knowledge in understanding consumer behavior. It is hoped that service quality, customer trust and customer value can represent the determinant factors in the formation of loyalty.

This study will test the hypotheses of the research model as listed in Table 1. The effect referred to in this study is a positive influence on other variables.

Table 1. Research Hypothesis

Hypothesis		Description	Reference
Hypothesis 1	H0 H1	Interaction Quality no significant effect on customer trust. Interaction Quality significant effect on customer trust.	(Afifi 2018)
Hypothesis 2	H0 H1	Physical Environment Quality no significant effect on customer trust. Physical Environment Quality significant effect on customer trust.	(Afifi 2018)
Hypothesis 3	H0 H1	Outcome Quality no significant effect on customer trust Outcome Quality significant effect on customer trust	(Afifi 2018)
Hypothesis 4	H0 H1	Customer trust no significant effect on customer value Customer trust significant effect on customer value	(Afifi 2018)
Hypothesis 5	H0 H1	Customer value no significant effect on Customer Loyalty Customer value significant effect on Customer Loyalty	(Afifi 2018) (Wiwoho 2018)
Hypothesis 6	H0 H1	Customer trust no significant effect on Customer Loyalty Customer trust significant effect on Customer Loyalty	(Afifi 2018) (Ayunita 2017) (Wiwoho 2018)

MATERIALS & METHODS

The study was conducted in Bekasi Regency, the study used online questionnaires distributed through social media such as e-mail, WhatsApp, line, Facebook by researchers. Respondents are midwives who practice in Bekasi Regency, namely those who are active practitioners and registered as members of IBI. Respondents filled out the questionnaire using a modified google form media through the given domain and contained questions as research instruments. The time of the research will be carried out in February-April 2022.

Sampling was done by purposive sampling method. Respondents in this study were

midwives who were members of the IBI branches of North Tambun, East Tambun, South Tambun, North Cikarang and South Cikarang who practiced privately and had carried out patient referral activities prior to data collection. Referral activities are limited to independent referral activities and not referrals through the BPJS scheme. This is because referrals through BPJS limit the choice of midwives. Referrals through BPJS are only allowed to pass through health facilities that have been determined. Questionnaires will be distributed in a hybrid way to respondents who are representative and meet the requirements proposed by the researcher. Determination of the number of respondents in this study

followed the rule of thumb from Hair et al. (2010) that the number of samples required for each parameter estimate of the dependent and independent variables is five to ten observations. In this study, the number of indicators or question items is 26. Therefore, in this study the minimum sample size is 130 respondents and the maximum sample is 260 respondents. Thus, the number of samples taken was 151 respondents.

The data analyzed after getting the data from the questionnaire are correlation, regression and coefficient of determination. The reliability and validity of the questionnaire were tested using SPSS software. The questionnaire was divided into 2, the first questionnaire was a questionnaire on the characteristics of the respondents and the second questionnaire was a questionnaire with a Likert scale with

a scale of 1-4 with 1 being strongly disagree and 4 being strongly agree and then processed with SmartPLS.

The SEM method used in this study uses the Partial Least Square (PLS) approach. The structural model (inner outer) and measurement model (outer model) are the assessment criteria for PLS. Then after that the convergent validity was tested in the evaluation of the measurement model (convergent validity), discriminant validity (discriminant validity), composite reliability (composite reliability), and Average Variance Extracted (AVE). For the evaluation of the structural model, the R-squared (R²) test and path coefficient estimation test were carried out, and finally the hypothesis testing was carried out. All of them are calculated using Smart PLS software. The SEM model used in this study can be seen in the following figure.

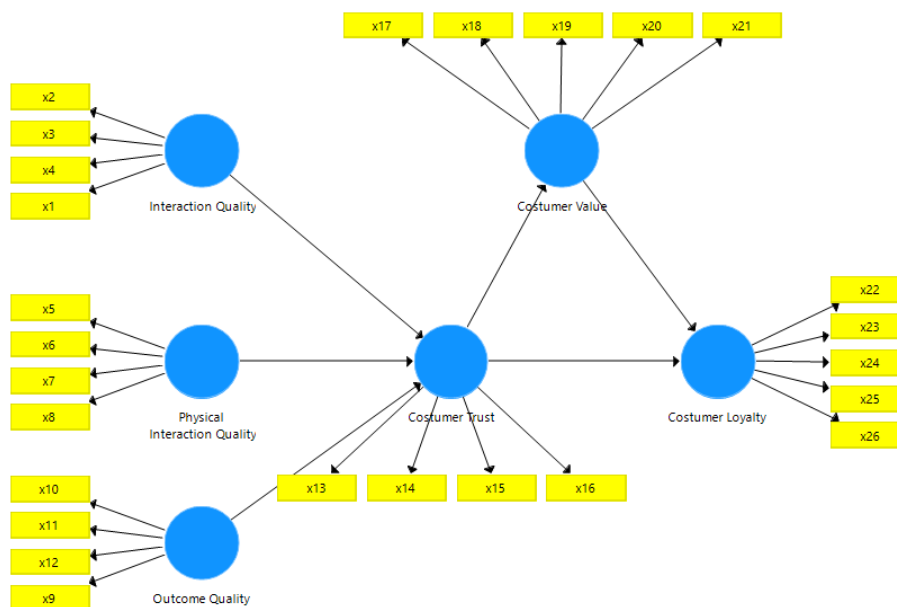


Figure 2. SEM Model

RESULT

Characteristics of Respondents

The characteristics of midwives who refer patients to hospitals in Tambun, North Cikarang, and South Cikarang can be identified as follows:

- Demographically, the majority are married (97.35%), have D3 education (65.56%), are at the age of 31-40 years (42.38%) or 41-60 years (45.03%), and

work as midwives Independent Practice (67.55%).

- At the midwife clinic, respondents referred an average of 6 general patients during the last 6 months. The hospital that most respondents referred to in Tambun was Pinna Tambun Hospital, while respondents in North Cikarang made Annisa Hospital their choice, and in South Cikarang the hospital most

frequently referred was Amanda Hospital. The most frequent reasons for referring patients in the top 3 were mild/severe pre-eclampsia, premature rupture of membranes and breech delivery.

- In the interaction of midwives and hospitals, the majority of respondent midwives received promotional programs from hospitals (72.19%), 59.63% of the total respondents liked the promotion program because they felt it helped, the most promotion form was visits by hospital staff, and the frequency of promotion programs received every 1-3 months (61.47%).
- The perception of the respondent midwives is that they need ease of information, ease of cost for patients, and also the service of the medical team from the hospital where they refer. Meanwhile, the reason for midwives to choose a hospital apart from

promotional activities is because the hospital they are currently referring to provides easy information, the speed of service of the medical team, and because of the midwife's personal closeness to the hospital obgyn.

Results of SEM-PLS Analysis

In the SEM PLS method that has been carried out, the results of the initial PLS SEM model based on the evaluation of the Outer Model Measurement have been fulfilled. This is based on the results of the convergent validity test, the resulting model shows that all indicators are valid because they have a correlation value above 0.5. Based on the results of the discriminant validity test, the indicators used to measure all variables are valid because they have a value of more than 0.5. It can be concluded that the variables and indicators used in this study have met discriminant validity.

Table 2. Discriminant Validity

	<i>Average Variance Extracted (AVE)</i>	<i>Interaction Quality</i>	<i>Physical Interaction Quality</i>	<i>Outcome Quality</i>	<i>Customer Trust</i>	<i>Customer Value</i>	<i>Customer Loyalty</i>
<i>Interaction Quality</i>	0.658	0.811					
<i>Physical Interaction Quality</i>	0.712	0.716	0.844				
<i>Outcome Quality</i>	0.679	0.77	0.729	0.824			
<i>Customer Trust</i>	0.777	0.654	0.624	0.751	0.882		
<i>Customer Value</i>	0.707	0.693	0.522	0.679	0.755	0.841	
<i>Customer Loyalty</i>	0.5	0.505	0.431	0.61	0.661	0.733	0.707

The Loading Factor value for each construct is said to be valid and acceptable if the Loading Factor 0.5 (Ghozali, 2008). The table shows that the convergent validity of the construct is valid because it has a correlation value above 0.5. The parameters used to assess reliability are Cronbach alpha

and composite reliability. An indicator is said to be reliable if the value of Cronbach's alpha is more than 0.6 and composite reliability is more than 0.7 (Chin, 1995). Through the values listed in the table, it can be concluded that the variables used in this study are reliable.

Table 3. Reliability

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<i>Interaction Quality</i>	0.828	0.885
<i>Physical Interaction Quality</i>	0.865	0.908
<i>Outcome Quality</i>	0.841	0.894
<i>Customer Trust</i>	0.904	0.933
<i>Customer Value</i>	0.896	0.923
<i>Customer Loyalty</i>	0.778	0.827

The value of R2 is used to calculate Goodness of Fit (GOF), because in smart PLS there is no special menu to calculate GOF.

Table 4. Calculation of R2

	R Square	R Square Adjusted
Customer Trust	0.584	0.575
Customer Value	0.57	0.567
Customer Loyalty	0.564	0.558

GOF value is used to indicate whether a model is fit. GOF reflects how much the dependent variable (Y) can be explained by the independent variable (X). Goodness of Fit (GOF) in this study can be measured by the following calculations:

$$Q^2 = 1 - (1 - R^2) (1 - R^2) \dots (1 - R_p^2)$$

$$Q^2 = 1 - (1 - 0.575)(1 - 0.567)(1 - 0.558)$$

$$Q^2 = 0.919$$

Based on these calculations, the resulting Q2 value is 0.919. It can be concluded that this research model is good to be used as a research model because the Q2 value is more than 80 percent. The higher Q2, the better the prediction model of the proposed research model. This explains that this study is able to explain 91.9% of the phenomena that occur in this situation with the available variables, the remaining 8.1% is explained

by variables that are not available in the study.

Hypothesis test

The path coefficient is a coefficient that indicates the level of significance in hypothesis testing. The hypothesis used in this study is a one-tailed hypothesis. The hypothesis is accepted if it has a t-count value of more than 1.96. If the path coefficient value is more than 0.05 with a t-count value of more than 1.96 then the influence between variables is included in the significant category. Conversely, if the path coefficient value is less than 0.05 with a t-count value less than 1.96 then it is included in the insignificant category.

Based on the processing of the questionnaire through the SmartPLS software, there were significant positive results on the Outcome Quality path that affected Customer Trust, Customer Trust had an effect on Customer Value, Customer Value had an effect on Customer Loyalty, and Customer Trust had an effect on Customer Loyalty. There are also positive results that are not significant on two paths, namely Interaction Quality which has an effect on Customer Trust and Physical Environment Quality has an effect on Customer Trust.

Table 5. Results of path coefficients and t-test of direct influence between latent variables

Track	Path Coefficient	T Count	Conclusion	Information
Interaction Quality -> Customer Trust	0.142	1.222	Not significant	H0 accepted H1 rejected
Physical Environment Quality -> Customer Trust	0.116	1.089	Not significant	H0 accepted H1 rejected
Outcome Quality -> Customer Trust	0.558	5.698	Significant	H0 rejected H1 Accepted
Customer Trust -> Customer Value	0.755	15,651	Significant	H0 rejected H1 Accepted
Customer Value -> Customer Loyalty	0.545	4.79	Significant	H0 rejected H1 Accepted
Customer Trust -> Customer Loyalty	0.25	2.14	Significant	H0 rejected H1 Accepted

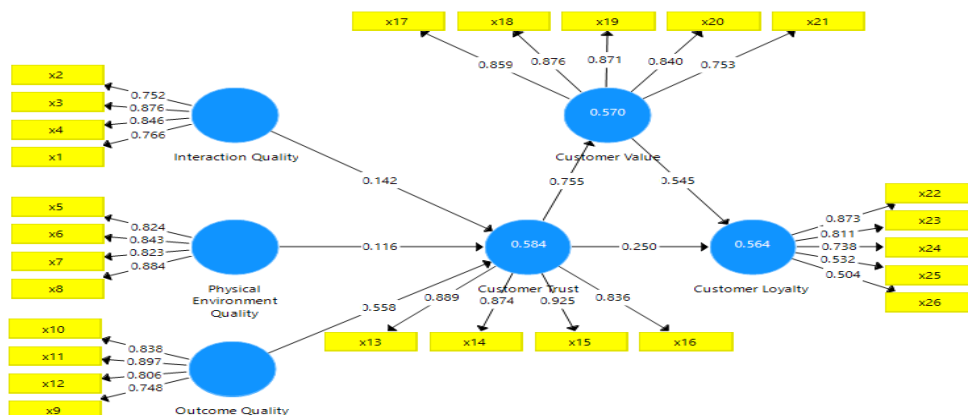


Figure 3. Path Coefficient on Model

DISCUSSION

Managerial Implications

Based on the results obtained from the processing and analysis of the research, several strategies can be formulated that can be useful in increasing the loyalty of the referring midwives to the hospital. The approach used to formulate these strategies is the STP method (segmentation, targeting, and positioning) and the marketing mix (marketing mix).

STP Strategy (Segmentation, Targeting and Positioning)

Segmentation. Research data shows that the majority of respondents' demographics are of interest to midwives in the age range of 30-40 and 40-60 years. Geographically, the position of the hospital can be reached by referring midwives in the vicinity. The hospitals most frequently referred by midwives from each region, Pinna Hospital by the Tambun midwife, Medirossa Hospital by the South Cikarang Midwife, and Annisa Hospital by the North Cikarang Midwife are quite easily accessible because they are on the highway and the location is quite close to the referring midwives.

Psychographically, the majority of midwives were helped by the promotion program provided by the hospital. This can be understood because of the great responsibility that a midwife has for her patients, the promotional program provided by the hospital will be very helpful because it can provide more information to the midwife so that the midwife is better prepared when later faced with a situation that requires referral activities.

Target. Based on the segmentation, it is concluded that the intended target is midwives who are already well established and able to make referrals from their private practice. Hospitals certainly need to give respect and acknowledgment to the achievements of these midwives by viewing the referring midwives as equal peers and having mutual and needy relationships. Hospitals can carry out various activities to attract as many referring midwives as

possible to their hospitals, including visits by hospital staff, holding scientific seminars by providing SKP, and telephone/email/WA/Zoom from hospitals, and others. Thus, the hospital will always be remembered by consumers so that it will be an attraction for old and new consumers.

Positioning. Hospitals need to adapt to the needs of referring midwives for a good Outcome Quality for the patients they refer. Sequentially the sequence of Outcome Quality indicators that have the most influence on the research variables are the patient's needs being the hospital's top priority, the patient's medical condition improving after the service, the patient's experience being better while being treated at the hospital, and the results of the hospital's medical services being as expected. Hospitals need to pay attention to these four indicators and improve their outcome standards to meet midwives' expectations.

Marketing Mix Strategy

The implementation of the 7Ps in the hospital's strategy to increase the number and maintain the loyalty of referring midwives is as follows:

Product. The product provided must provide value to the customer even though what is provided may not be tangible. The strategy given can be in introducing new products or to improve existing products. Hospital managers can consider treatment package products, especially in the three most cases in midwife referral patients, namely due to mild/severe pre-eclampsia, premature rupture of membranes, and breech birth and communicate well to midwives about these products.

Price. Pricing must be competitive and must be profitable. Pricing strategies may consist of discounts, offers, and the like. Based on the initial questionnaire, it was found that midwives wanted easy costs for patients. For this reason, a delivery service bundling program can be held for referral patients, and the hospital can also hold an interesting marketing program about it or increase the

number of interactions with midwives to socialize it so as to create a perception of ease of cost for patients.

Place. It refers to the place where the customer can buy the product and how the product can be provided there. In a hospital the perception is that services can only be provided in the hospital building. The current hospital building is geographically close to midwives, but the services provided can be through online training to midwives or collaboration with minor surgery services such as circumcision or facilitating ultrasound activities in independent practice midwives as part of promotional activities.

Promotion. It includes various ways of communicating to customers about what the hospital has to offer. Based on the questionnaire, it was found that the majority of midwives were contacted once every 1-3 months and even more. In a fairly tight competition in Bekasi Regency, promotion needs to be a factor that is maximized. This can be done by maximizing social media accounts such as Instagram and Facebook with up to date information as well as increasing the frequency of promotional programs that have been carried out previously. And also proactively establish relationships with the branch IBI secretariat to expand the marketing team's connections so that relationships can be improved with potential new midwives.

People. This point refers to customers, employees, management, and everyone else involved in the business. Based on the initial questionnaire, it was found that the majority of midwives on the questionnaire expected their current hospital to be able to provide prompt medical services and ease costs for patients. Hospital managers can consider programs such as surveys on the alertness of the delivery team, especially in the three most cases in midwife referral patients, namely mild/severe pre-eclampsia, premature rupture of membranes, and breech birth. The hospital can facilitate by providing courses/webinar for example to staff related to these cases so that the treatment given is appropriate and effective.

Process. The ease of information and the completeness of hospital facilities are the points that are chosen by many midwives. For ease of information, it is better if the process of delivering structured information is information, namely a clear contact person and decision-making flow and ready 24 hours to serve delivery referrals, thereby minimizing confusion and miscommunication, as well as providing assurance for midwives who are worried that they will not be served when they have to refer at any time including in the early hours of the morning.

Completeness of hospital facilities is needed, for example, such as laboratories and blood banks, in an emergency situation these facilities must be ready, especially if there is no quick access to a blood bank, it will be dangerous for the patient who is referred by the midwife. Adequate hospital facilities are something that can provide peace for the referring midwife.

Physical Evidence. This is related to the experience felt by referral patients and referring midwives when services are provided by hospitals. The most influential indicator in the Outcome Quality variable is that the patient's needs become the hospital's main priority. Although there are many stakeholders who have an interest in a hospital, the interests of patients are the top priority. Hospitals should avoid being trapped from various points of view and interests and make patient needs a top priority. The experience of patients feeling better at the hospital compared to other hospitals is also important, so hospitals must be able to provide maximum service according to patient needs. This can be maintained and continuously managed, through periodic surveys to service recipients and also the application of the concept of continuous improvement from the hospital.

Research Limitations

The research is limited to dense urban conditions such as Bekasi Regency, so it is possible to research in areas that are not too

dense, there may be differences in the needs and characteristics of referring midwives. In addition, currently research is on the point of view of midwives at the branch IBI level, further research may be able to expand research to the branch IBI level so that more referring midwife respondents are obtained or expand by also providing new perspectives, it can be through research on the good relationship between obgyn with a referring midwife or benchmarking research between hospitals receiving midwife referrals.

CONCLUSION

The following are three conclusions that can be reached based on the research objectives in research on the effect of relationship marketing on the loyalty of patient referring midwives to hospitals in Bekasi Regency.

1. The characteristics of midwives who referred patients to hospitals in Tambun, North Cikarang, and South Cikarang could be identified demographically, the majority were married (97.35%), had D3 education (65.56%), were aged 31-40 years (42.38. %) or 41-60 years old (45.03%), and work as an Independent Practice Midwife (67.55%). At the midwife clinic, respondents referred an average of 6 general patients during the last 6 months. The hospital that most respondents referred to in Tambun was Pinna Tambun Hospital, while respondents in North Cikarang chose Annisa Hospital as their choice, and in South Cikarang the hospital most frequently referred was Amanda Hospital. The most frequent reasons for referring patients in the top 3 were mild/severe pre-eclampsia, premature rupture of membranes and breech delivery. In the interaction between midwives and hospitals, the majority of respondent midwives received promotional programs from hospitals (72.19%), 59.63% of the total respondents liked the promotion program because they felt it helped, the most promotions were visits by hospital

staff, and the frequency of promotion programs received every 1-3 months (61.47%). The perception of the respondent midwives is that they need ease of information, ease of cost for patients, and also the service of the medical team from the hospital where they refer. Meanwhile, the reason for midwives to choose a hospital apart from promotional activities is because the hospital they are currently referring to provides easy information, the speed of service of the medical team, and because of the midwife's personal closeness to the hospital obgyn. 63% of the total respondents liked the promotion program because they felt it helped, the most frequent form of promotion was visits by hospital staff, and the frequency of the promotion program was every 1-3 months (61.47%). The perception of the respondent midwives is that they need ease of information, ease of cost for patients, and also the service of the medical team from the hospital where they refer. Meanwhile, the reason for midwives to choose a hospital apart from promotional activities is because the hospital they are currently referring to provides easy information, the speed of service of the medical team, and because of the midwife's personal closeness to the hospital obgyn. 63% of the total respondents liked the promotion program because they felt it helped, the most frequent form of promotion was visits by hospital staff, and the frequency of the promotion program was every 1-3 months (61.47%). The perception of the respondent midwives is that they need ease of information, ease of cost for patients, and also the service of the medical team from the hospital where they refer. Meanwhile, the reason for midwives to choose a hospital apart from promotional activities is because the hospital they are currently referring to provides easy information, the speed

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2. There are 4 hypotheses that reject H0 and accept H1 namely the Outcome Quality variable has a positive and significant effect on Customer Trust (Hypothesis 3) and the Customer Trust variable has a positive and significant effect on Customer Value (Hypothesis 4) and also Customer Loyalty (Hypothesis 5), and Customer Value has a positive and significant effect on Customer Loyalty (Hypothesis 6). Meanwhile, there are 2 hypotheses that accept H0 and reject H1, namely the relationship between the Interaction Quality variable that has a positive but not significant effect on Customer Trust (hypothesis 1) and Physical Environment Quality has a positive but not significant effect on Customer Trust (hypothesis 2).
3. Through the results of the questionnaire processing of respondent characteristics

and relationship marketing, the managerial implications suggested through the STP approach and the 7P marketing mix for the referral hospital are as follows:

- Hospitals should conduct surveys to midwives during visits about the results of services such as what midwives expect from their patients after being referred to the hospital, and try to maximize Outcome Quality in providing their services.
- Hospitals must be able to serve maximally swiftly, especially in the three most cases of midwife referral patients, namely mild/severe pre-eclampsia, premature rupture of membranes, and breech birth. The hospital can facilitate by providing courses/webinars, for example to related staff on these cases so that the treatment provided is appropriate and effective and periodically surveying referral patients about the alertness of the delivery team.
- Hospitals make patient needs a top priority.
- Marketing program for patients so as to create a perception of ease of cost for patients.
- The hospital encourages obgyn in the hospital to create a good relationship with the midwives around the hospital.
- Expanding the connection of the hospital marketing team so that it can improve relationships with potential new midwives
- The process of delivering information is structured and ready 24 hours to serve delivery referrals.

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