ABSTRACT

Marketing Mix can be interpreted as a plan or steps used to market products to consumers by applying the marketing mix concept. This study was conducted to analyze the effect of marketing mix on obstetric poly visits. This research method is observational analytic quantitative research with a cross sectional approach. The design of this study is a survey, using a questionnaire to measure the effect of the marketing mix, namely p which consists of Product, Price, Promotion, Place, People, Process, Phsycal Evidence, Performance, Power, and Public Relations on the poly visits of pregnant women. The population in this study were all pregnant women who participated in pregnant gymnastics and the sample in this study used incidental (by chance). The results showed that the majority of pregnant women aged 20-35 years, have a bachelor's degree, work as private employees. Based on the logistic regression test, the p-value obtained is Product p-value = 0.996, Promotion p-value = 0.386, Place p-value = 0.998, People p-value = 0.998, Process p-value = 0.998, Physical Evidence p-value = 0.997, Performnce p-value = 0.997, Power p-value = 0.997, and Public Relations p-value = 0.998. Indicates there is no influence between gynecological poly visits with Marketing Mix. There is an influence on the Price element obtained p-value = 0.043.

Keywords: *Marketing mix, prenatal exercise, visits by pregnant women*

ABSTRAK

Marketing Mix (Bauran Pemasaran) dapat diartikan sebagai suatu rencana atau langkah-langkah yang digunakan untuk memasarkan produk kepada konsumen dengan menerapkan konsep *marketing mix*. Penelitian ini dilakukan untuk menganalisis pengaruh *marketing mix* terhadap kunjungab poli kandungan. Metode penelitian ini adalah penelitian kuantitatif analitik observasional dengan pendekatan *cross sectional*. Rancang bangun penelitian ini adalah survei, dengan menggunakan kuesioner untuk mengukur pengaruh *marketing mix* yaitu P yang terdiri dari *Product, Price, Promotion, Place, People, Process, Phsycal Evidence, Performance, Power, dan Public Relation* terhadap kunjungan poli ibu hamil. Populasi dalam penelitian ini adalah semua ibu hamil yang mengikuti senam hamil dan sampel pada penelitian ini menggunakan *insidental* (secara kebetulan). Hasil penelitian menunjukkan mayoritas usia ibu hamil 20-35 tahun, berpendidikan S1, bekerja sebagai pegawai swasta. Berdasarkan uji regresi logistik didapatkan *p-value* adalah *Product p-value*= 0,996, *Promotion p-value*= 0,386, *Place p-value*= 0,998, *People p-value*= 0,998, *Process p-value*= 0,998, *Physical Evidience p-value*= 0,997, *Performnce p-value*= 0,997, *Power p-value*= 0,997, *dan Public Relation p-value*= 0,998. Menunjukkan tidak ada pengaruh antara kunjungan poli kandungan dengan *Marketing Mix* (Bauran Pemasaran). Terdapat pengaruh pada unsur *Price* didapatkan nilai *p-value*= 0,043.

Kata Kunci: *Marketing mix*, senam hamil, kunjungan ibu hamil