The Effect of Marketing Mix In "Yuk Gi Nyelik Pasien (YGNP) " Program on The Level of Satisfaction and Public Trust to The Government of East Belitung Regency

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Abstract

This study aims to analyze the effect of marketing mix on the "Yuk Gi Nyelik Pasien" program on the level of satisfaction and public trust in the Regional Government of East Belitung Regency. Marketing mix in this context includes product, price, place, promotion, people, process, and physical evidence. The research method used is multiple regression to process data obtained from a survey of East Belitung people who enjoy the program. The results showed that through the approach of the components of the Marketing Mix in Local Government Policy simultaneously had a significant influence on public satisfaction and trust in the Local Government. Partially, each component of the marketing mix also shows a varying influence on the dependent variable. This study concludes that through the marketing mix approach in the "Yuk Gi Nyelik Pasien" program can increase public satisfaction and trust in the Regional Government of East Belitung Regency with a very significant and simultaneous effect. Marketing Mix Government Policy Yuk Gi Nyelik Pasien Program has a stronger influence on Public Trust than Public Satisfaction. The practical implication of this research is the need for the East Belitung Regency Government to take a Marketing Mix approach in running local government programs so as to provide public satisfaction and trust and strengthen the relationship between the Local Government and the community and improve public services.

Keywords: marketing mix, public satisfaction, public trust, public policy marketing

I. Introduction

A. Background Research

Improving access and quality of health services is a priority that must continue to be pursued as one of the strategic steps in realizing quality community resources. This is in line with the vision of "East Belitung Bangkit and Berdaya" set by the Regional Government of East Belitung Regency. According to [1], improving service quality and minimizing organizational politics in local governments can contribute to increasing public satisfaction and trust in basic services, including education and health in Indonesia. innovation in public services, especially in the health sector,

has a crucial role in improving the quality of life of the community and encouraging accelerated development for the region.

The East Belitung Regency Government is committed to improving public services through various innovative initiatives. Among the excellent programs implemented during the first 100 days of the term of office of the Regent and Deputy Regent for the 2020-2024 period, there is one program that has attracted attention, namely "Yuk Gi Nyelik Pasien". This strategic initiative aims to facilitate community access to quality health services by integrating patient care needs from hospital facilities to the nearest puskesmas. Integration of health services between hospitals and health centers can improve the efficiency of the health system and expand the reach of services, especially in areas with limited access.

The implementation of the "Yuk Gi Nyelik Pasien" program is in line with the concept of decentralization of health services proposed by [2], where local governments have an important role in developing health service innovations that suit local needs and characteristics. Furthermore, [3] emphasizes that innovative programs such as this can be a catalyst in increasing community participation in health development and strengthening the regional health system as a whole.

Increasing public trust in the local government, especially through health initiatives such as "Yuk Gi Nyelik Pasien", relies heavily on a comprehensive marketing strategy. This integrated marketing approach encompasses various critical components, including service offerings, pricing, service locations, communication strategies, human resources, operational mechanisms, and visible facilities and infrastructure. All these elements are carefully integrated with the main objective of creating value that is reflected in the level of public trust and satisfaction (referring to the concept proposed by [4].

However, it needs to be acknowledged that there are still limitations in the literacy understanding of how the marketing mix can effectively influence the level of community satisfaction and loyalty towards the East Belitung Regency Government through the "Yuk Gi Nyelik Pasien" Health Service Program. Therefore, increasing understanding and awareness of the marketing mix concept in the context of health services is key to ensuring that government efforts to increase public trust and satisfaction can achieve optimal results [5].

Accordingly, this research will take an important role in providing further understanding of the influence of the marketing mix on Local Government policies. The main focus of this research is to explore the extent to which the marketing mix, especially in the context of the "Yuk Gi Nyelik Pasien" Health Service Program, can increase the level of public satisfaction and trust in the local government. By involving in-depth analysis, this research aims to provide valuable insights for program and policy organizers of the Local Government, enabling them to optimize their efforts in achieving the goal of improving health service quality and community satisfaction [5].

This research aims to examine the effectiveness of marketing strategies through an in-depth analysis of the key components of the marketing mix. The main focus is to examine the relationship between marketing variables and the policies implemented by the East Belitung District Government, as well as the resulting impact on the level of community satisfaction and trust. This study will comprehensively explore how key elements of the marketing strategy play a role in realizing the local government's policy objectives, with a special emphasis on the implementation of the "Yuk Gi Nyelik Pasien" Health Service Program.

This research is expected to generate valuable insights for policy improvement and optimization of the implementation of similar programs in the future. A more comprehensive understanding of the influence of marketing tactics on levels of community satisfaction and trust will provide a solid basis for more accurate and effective decision-making. This is aimed at improving the quality of health services and gaining the full support and confidence of the people of East Belitung Regency in the initiatives of the Regional Government.

B. Problem Formulation

Problem formulation
1. Is there an effect of the marketing mix of the "Yuk Gi Nyelik Pasien" program in East Belitung Regency on the level of public satisfaction with the Local Government?
2. Is there an effect of the marketing mix of the "Yuk Gi Nyelik Pasien" program in

East Belitung Regency on public trust in the Local Government?

3. Is there an effect of the level of public satisfaction with the "Yuk Nyelik Gi Pasien" program on public trust in the Local Government?

C. Research Objectives

The objectives of this research are

1. To determine and analyze the effect of the marketing mix of the "Yuk Gi Nyelik Pasien" program in East Belitung Regency on the level of public satisfaction with the Regional Government.
2. To determine and analyze the effect of the marketing mix of the "Yuk Gi Nyelik Pasien" program in East Belitung Regency on public trust in the Regional Government.
3. To determine and analyze the effect of the level of public satisfaction with the "Yuk Gi Nyelik Pasien" program on public trust in the Local Government?

D. Research Benefits

1. Theoretical Benefits

Theoretically, the results of this study are expected to:
a. Add insight and knowledge of researchers related to the implementation of the marketing mix in public policy. In addition, this research is very useful in developing theories that have been received in college with the real conditions that exist in marketing and public policy.
b. This research is expected to add references for universities, especially students majoring in marketing management.

2. Practical Benefits

The provision of accurate information as a basis for policy consideration is a crucial aspect for the East Belitung Regency Government. This step is intended to increase the positive perception and trust of citizens in the performance of the East Belitung Regency Government. Through the presentation of open and comprehensive data, it is hoped that the community can feel involved in the decision-making process. This in turn has the potential to foster harmonious relations between

ASN and the community. Transparency of information related to program plans that will be implemented in the community is very essential in an effort to build public trust in the performance of the East Belitung Regency government.

E. Research Hypothesis

With reference to the problems that have been described, the hypothesis can be formulated, namely:

1. That there is an influence of the marketing mix of the "Yuk Gi Nyelik Pasien" program in East Belitung Regency on the level of public satisfaction with the Regional Government.
2. That there is an influence of the marketing mix of the "Yuk Gi Nyelik Pasien" program in East Belitung Regency on public trust in the Regional Government.
3. That there is an effect of the level of public satisfaction with the "Yuk Gi Nyelik Pasien" program on public trust in the Local Government?

II. Literature Review

A. Marketing Mix Concept

1. Marketing

In the face of increasingly intense competition, marketing is the main key for companies to survive and thrive. In the public sphere, marketing strategies are utilized to significantly improve performance, invite public sympathy, and ensure public satisfaction. As a result, the government can naturally gain support from the public.

[6] cites William J. Stanton's definition of marketing as a comprehensive system of business activities aimed at planning, pricing, promoting, and distributing products to fulfill consumer desires, achieve target markets, and realize company goals.

Still in [6], Philip Kotler describes marketing as a social and managerial process in which individuals or groups obtain their needs and wants through the creation and exchange of products and values.

[7] convey the definition of marketing according to the American Marketing Association as an organizational function and a series of processes for creating, communicating, and delivering value to customers, as well as managing customer

relationships in a way that is profitable for the organization and its related parties.

2. Marketing to Government Policy

In the midst of the era of information transparency and increasing public expectations of service quality, local governments face great challenges in formulating effective policies. One crucial aspect that needs special attention is the marketing strategy of government policies to the public. This process is not just about disseminating information, but involves a strategic communication approach to ensure public understanding, acceptance and support for the implemented policies.

By applying planned and measurable marketing methods, the government has the potential to increase policy effectiveness and build a more harmonious relationship with its citizens. This is in line with the views of experts in the field of public sector marketing.

[7] argue that marketing is an ideal planning instrument for public institutions that aim to meet people's needs and provide substantial value. They emphasize that the main focus of marketing is to produce outputs that match the value of the target market. In the context of the public sector, the marketing principles applied center on value creation and public satisfaction as the main consumers of government services.

3. Marketing Mix

[8] in their book "Principles of Marketing" identify the traditional marketing mix consisting of 4Ps: Product, Price, Place, and Promotion. They emphasize that these four elements must be effectively integrated to achieve marketing success.

Meanwhile, the "7P" marketing mix concept was actually introduced by Booms and Bitner in 1981. This concept was later popularized and further developed by various marketing experts. In addition to the four main elements (4P), the three additional elements in the 7P concept are:

1) People: employees who deliver the service
2) Process: the procedures and workflows involved in service delivery.
3) Physical Evidence: the environment in which the service is delivered.

This 7P concept is particularly relevant to the service industry and has been widely adopted in modern marketing literature.

a) Product

The concept of product in the realm of the public sector is often misunderstood by those who are used to associating it with tangible goods in the commercial world. A deeper understanding of this terminology is necessary to avoid limited interpretations. In the perspective of contemporary marketing theory, the definition of product has a much broader and complex scope.

A product can be defined as any entity that is able to meet the needs or wants of consumers and is offered to the market by organizations or individuals. This concept extends beyond the boundaries of physical goods and services to include the various organizational offerings that are being marketed. These can include events, personal images, destinations, institutional reputation, information, and innovative ideas.

In the context of the public sector, products can take the form of policies, administrative services, or government programs aimed at improving people's lives. Furthermore, products in this sector can also include public figures, strategic locations, institutional images, and visionary ideas offered to the public.

A comprehensive understanding of this product concept is essential in effectively managing and marketing public sector initiatives. By doing so, stakeholders can design and deliver "products" that better suit the needs and expectations of the public.

b) Price

In marketing strategy, price plays a crucial role as one of the main components that organizations use to realize their marketing goals. As a factor that has a significant impact, price is often a dominant consideration for consumers when making purchasing decisions. Furthermore, there is a view that among the elements of the marketing mix, price is the only aspect that contributes directly to revenue, while the other components tend to incur costs.

In the pricing process, organizations have various objectives to achieve. One of the main goals is to encourage increased consumption or consumer participation in the products or services offered. In addition, careful and strategic pricing

can help organizations effectively manage demand and optimize their service capacity.

c) Place

Distribution channels, in plain language, mean the means you use to deliver your offer and the way people access it [7]. In marketing, this is called place, considered one of the most important decisions facing management. Your choice will greatly affect people's response:

1) Participation in the program
2) Utilization of services
3) Compliance with laws and regulations
4) Satisfaction

Program delivery options through distribution channels include physical locations, telephone, fax, mail, mobile units, drive-thru, internet, e-governance, video, home delivery, where people shop, dine, or walk, and kiosks or vending machines [7].

d) Promotion

Promotion is a form of marketing communication, what is meant by marketing communication is a marketing activity that seeks to disseminate information, influence, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

According to [7] promotion is often defined as a persuasive communication and organizational communication strategy that includes a combination of advertising, personal selling, sales promotion, public relations and direct marketing (for example, direct mail, email, and telemarketing).

Promotional media that can be used in this business include advertising, sales promotion, publicity and public relations, and direct marketing. Determination of the promotional media to be used is based on the type and form of the product itself.

Promotion can be measured broadly through [9]:

1) The level of attractiveness of the advertisement
2) Competitor publicity

e) People

In the scope of business, the concept of people has a broad scope that includes all individuals who contribute to the company's operations, including employees and customers. Companies need to ensure that all parties involved, especially employees, have sufficient competence and knowledge to provide a positive and memorable experience to consumers.

People refers to individuals who play a role in the delivery of services to consumers during the transaction process. In the context of the restaurant industry, the active role of employees in providing services to consumers has high significance. This factor has a positive influence on purchasing decisions; the better the performance provided to consumers, the greater the positive impact on purchasing decisions.

The concept of people includes all parties who play a role in the presentation of services or products and have the potential to influence consumer purchasing decisions. This component is not only limited to company employees, but also includes consumers and other parties in the service environment.

There are two main aspects of the people element:

1) Service People: In service organizations, they generally assume the dual role of service provider as well as seller. Excellent, efficient, friendly, thorough, and accurate service can create customer satisfaction and loyalty, which in turn improves the company's reputation and image.
2) Customers: Interactions and relationships between customers are also important. Satisfied customers can be effective marketing agents through positive word-of-mouth, while interactions between customers can influence the overall service experience.

In the context of services, people are one of the key dimensions in the SERVQUAL model, which emphasizes the importance of empathy, responsiveness, and assurance in the delivery of quality services. The quality of interactions between employees and customers can be a significant differentiating factor in business competition.

f) Process

In the context of marketing mix, systems and processes play a vital role in efforts to build and present excellent service to consumers. The process includes a series of procedures, mechanisms, and flow of activities implemented by a business entity in carrying out its operations [5]. [8] sug-

gest that the process concept involves a series of stages, starting from the accommodation of consumer requests to the delivery of the desired product or service.

[10] underline that some companies may adopt a distinctive approach in serving their customers, which can be a differentiating factor amid fierce market competition. In the realm of marketing, the term process refers to the entire system that plays a role in organizing and determining the quality and smoothness of service delivery, which in turn can generate satisfaction for service users [11].

It further elaborates that effective processes not only improve operational efficiency, but also contribute significantly to the perception of service quality by customers. In this digital era, [12] emphasize the urgency of technology integration in the marketing process to improve customer experience and maintain a competitive advantage.

g) Physical Evidence

Physical evidence is a crucial element in a marketing strategy that includes various forms of tangible evidence, helping consumers understand and evaluate the products or services offered by a company. This concept includes various components such as physical facilities, brand identity, packaging design, and other tangible aspects that can give a direct impression to customers. It is important for companies to ensure that all physical evidence presented reflects high standards of quality and professionalism in order to build positive perceptions in the minds of consumers.

In the context of the service industry, physical evidence includes various tangible elements such as marketing materials, business cards, report formats, and equipment used in service delivery. The concept of servicescape emphasizes the significance of the physical environment in shaping the customer experience, including aspects such as interior design, lighting, room temperature, and layout that can influence consumer perceptions and behavior.

The understanding of physical evidence has evolved by integrating concepts such as intelligence in the management of physical evidence, the order and presentation of physical elements, the interface between customers and physical evidence, perceived comfort, and the availability and quality of supporting facilities. This holistic approach emphasizes the importance of creating a physical environment that is cohesive and supports the company's value proposition.

By effectively managing physical evidence, companies can create positive customer experiences, increase satisfaction, and strengthen the overall image of the products or services they offer. This strategy not only plays a role in market differentiation but also contributes to the establishment of strong brand equity in the long run.

Through careful implementation of the elements of physical evidence, companies can build a sustainable competitive advantage, increase customer loyalty, and create significant added value in the increasingly fierce market competition.

B. "Yuk Gi Nyelik Pasien" Program

The "Yuk Gi Nyelik Pasien" (YGNP) program is a local government initiative to improve access to health services, especially for vulnerable, high-risk, and underprivileged families. The program aims to nurture families through health care services implemented by a team of public health nurses and a collaborative team of Puskesmas. YGNP also establishes partnerships with Community-Based Health Efforts (UKBM), such as village ambulances and health funds, and involves companion cadres at the village level. The ultimate goal is to achieve family self-reliance in overcoming health problems.

The main focus of the YGNP program is families facing economic hardship and health problems. In addition, the program also targets high-risk families who do not yet have independence in efforts to fulfill and maintain their health.

In its implementation, YGNP facilitates control and outpatient care for underprivileged or high-risk patients who have undergone hospitalization at M. Zein Hospital, East Belitung Regency. Puskesmas doctors in the local sub-district area will conduct home visits to provide follow-up care. Data on patients who have completed hospitalization will be directly integrated into the Puskesmas data system according to their respective patient addresses.

Through this holistic approach, YGNP is expected to improve the quality of health services, expand the reach of services, and empower the community in taking care of their own health.

Target and Realization Data
Yuk Gi Nyelik Patient Program in East Belitung Regency
2021 - 2023

No.	Kecamatan	2021		2022		2023	
		Target	Realisasi	Target	Realisasi	Target	Realisa
1	Manggar	90	117	182	221	200	237
2	Damar	50	112	115	270	170	180
3	Kelapa Kampit	60	87	107	115	120	120
4	Gantung	70	123	130	630	200	312
5	Simpang Renggiang	40	44	40	51	50	54
6	Simpang Pesak	40	53	84	82	86	95
7	Dendang	40	140	51	88	60	42

Source: East Belitung District Health Office (2024)

Based on data sources from the East Belitung Regency Health Office in 2024, in 2021 from the target visit of 390 patients for 7 (seven) Puskesmas in East Belitung Regency, 676 patients were realized. Then in 2022 from the target of 709 patients, 1,457 patients were realized and in 2023 from the target of 886, 1,040 patients were realized.

Home visit services in the "Yuk Gi Nyelik Pasien" program for patients as mentioned above are stopped based on several criteria that indicate the achievement of program objectives. These criteria include: stabilization of the patient's condition, optimization of the rehabilitation program, improvement of the family's ability to care for the patient, referral of the patient to another facility, patient refusal of further services, or patient death.

As a form of support for the success and acceleration of the " Yuk Gi Nyelik Pasien" program, the Regional Government of East Belitung Regency held a ceremonial event on January 18, 2022. In the event, the Department of Health, Population Control, and Family Planning of East Belitung Regency handed over 14 (fourteen) units of two-wheeled operational vehicles to seven technical implementation units of Puskesmas (UPT Puskesmas) in the region. This initiative reflects the seriousness and commitment of the East Belitung Regency government in improving the accessibility and efficiency of health services through the implementation of the " Yuk Gi Nyelik Pasien" program.

C. Community Satisfaction

Marketing plays a crucial role as an effective planning instrument for public institutions in an effort to meet the needs of society and provide substantial value [7]. The main focus of marketing lies in the creation of outputs that are aligned with the value of the target market. While the private sector puts forward customer value and satisfaction as its marketing mantra, the public sector puts emphasis on people's value and satisfaction. The Service Quality (SERVQUAL) method, developed by Parasuraman, Zeithaml, and Berry (1985) [13] , is the most widely known approach to measuring satisfaction levels. SERVQUAL's fundamental concept is to measure the gap between expectations and perceptions. In evaluating community satisfaction, SERVQUAL uses five main dimensions:

1) Tangibles: include physical aspects such as facilities, equipment, and the appearance of the service provider's personnel.
2) Reliability: refers to the ability to deliver the promised services accurately and consistently.
3) Responsiveness: relates to the willingness to assist customers and provide prompt and responsive service.
4) Assurance: includes the knowledge, courtesy, and ability of employees to foster customer trust and confidence.
5) Empathy: emphasizes the individual attention given by employees and the company's efforts in understanding and meeting the specific needs of customers.

Through the use of these dimensions, SERVQUAL enables organizations to identify areas that require improvement in the quality of their services.

D. Public Trust

The concept of trust in the context of business and marketing has been the subject of extensive research. [14] explain that trust can be understood as the readiness of an entity to rely on its business partners. This concept involves a variety of interpersonal and Interorganizational factors, including but not limited to competence, integrity, honesty, and corporate ethics. In the consumer perspective, [15] extend this understanding by defining consumer confidence as the set of knowledge a consumer possesses and all conclusions made about its objects, attributes, and benefits. They emphasize that trust is the foundation of a sustainable relationship, without trust, a business relationship is difficult to survive in the long run.

E. Relationship Between Marketing Mix, Satisfaction Levels And Public Trust

Despite operating in the public sector, government agencies need to experience development

on an ongoing basis. One of the effective development strategies is to continuously improve the quality of services in order to meet expectations and satisfy the community [19]. In this context, the measurement of the level of public satisfaction becomes an important instrument that can be adopted by public institutions, generally carried out through periodic surveys. Through the results of the survey, public servants can gain a deeper understanding of the public perception of the services that have been provided, as well as the experiences they experience during the service process [20]. Increasing public satisfaction with the services provided can provide several significant benefits to government agencies, including:

1) opens up opportunities for future increases in budget allocations as a result of good service performance [21].
2) encourage increased operational efficiency through constructive feedback from the community [22].
3) have a positive impact on the overall performance of the institution, including improved reputation and public trust [23]

F. Conceptual Thinking

This study will use a conceptual framework of thought by examining the effect of the marketing mix of local government policies on public satisfaction and trust in local governments. This conceptual framework can be described as follows:
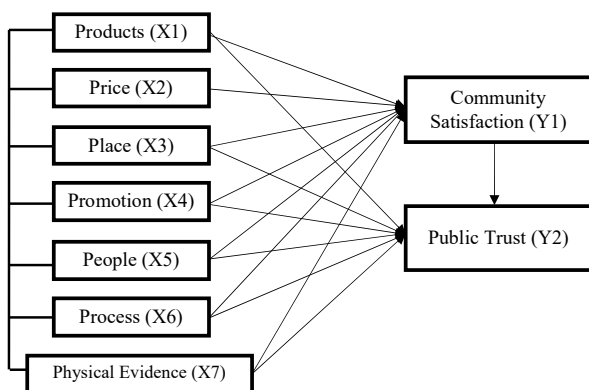

Figure: Conceptual Thinking

From the picture of the framework above, researchers will test the effect of the marketing mix consisting of product, price, place, promotion, people, process and physical evidence on the level of community satisfaction, then the effect of the marketing mix on community trust and the effect of the level of community satisfaction and community trust.

III. Research Methodology

A. Types Of Research

This study applies quantitative methodology with a descriptive approach. Quantitative methodology is a type of research that produces findings through statistical procedures or quantification methods, focusing on phenomena with specific characteristics in human life called variables [24] (Sujarweni, 2019).

Quantitative methods are used to investigate a specific population or sample, with sampling generally being random. Data collection involves standardized research instruments, while data analysis is carried out quantitatively or statistically to test established hypotheses [25] (Creswell & Creswell, 2018).

Descriptive approach in quantitative research aims to provide a comprehensive and accurate description of the characteristics, properties, or phenomena studied. In this context, the approach is used to present an in-depth overview of the research object and the results obtained [26].

Descriptive quantitative research not only includes the collection and preparation of data, but also includes the analysis and interpretation of the meaning contained in the data. This allows the identification of patterns, trends, or relationships between variables that may not be apparent at first glance [27].

B. Place and Time of Research

The research was carried out in East Belitung Regency starting from June 3, 2024 until it was completed.

C. Population and sample

This study took a population of outpatients who took advantage of the "Yuk Gi Nyelik Pasien" program services, with a total of 1,040 patients recorded in 2023. The definition of population according to the literature is a whole object or subject that has certain characteristics and qualities, which have been established by researchers to be studied and Conclusions Drawn [24].

Meanwhile, a sample can be defined as a part of a population that has certain characteristics

and is selected for use in research [24]. In the context of this study, the determination of sample size was carried out using the Slovin formula. The choice of this method is based on the consideration that the population has a relatively high degree of homogeneity, so stratification is not considered an urgent need. Furthermore, the use of Slovin formula is considered to be able to produce a more representative sample number compared to several other methods, so it is expected to provide a more accurate picture of the characteristics of the population under study.

$$n = \frac{N}{1 + N(e)^2}$$

Based on the population of 1,040 patients using the slovin formula with a tolerance of 10%, a sample of 92 patients was obtained which was then determined per district with the following details:

1) Manggar District as many as 21 patients
2) Damar District as many as 16 patients
3) Kelapa Kampit District as many as 11 patients
4) District hanging as many as 27 patients
5) Simpang Renggiang District as many as 5 patients
6) Simpang Pesak District as many as 8 patients
7) Dendang District as many as 4 patients

D. Research Variables

Research Variable is something that is set by the researcher based on the research to be carried out or an attribute of an object that stands and in the variable there is complementary data.

In this study, the marketing mix is an independent variable. Independent variables are variables that affect or cause changes or the emergence of dependent variables [24].

While the level of satisfaction and public trust is a dependent variable. The dependent Variable is a variable that is influenced or caused by the existence of an independent variable [24].

Table 1 of the research variables above can be explained that the definition of sub variables is a reference in determining the indicators that will be used in compiling the interview questionnaire that will be submitted to respondents. The scale used is Strongly Agree, Agree, Disagree and Strongly Disagree. While the scale measurement is number 4 for Strongly Agree, Number 3 Agree, Number 2 Disagree and Number 1 Strongly Disagree.

Table 1: Research Variables

Variable Name	Variable Definition	Indicators	Measurement Scale	Scale Measurement
Product (Kotler & Lee)	The set of additional organizational offerings that are being "sold" includes events, people (figures), places, the organization itself, Information and ideas.	- Quality Of Service - Program Features - Convenience and comfort - Program Development	SS-S-TS-STS	1 - 4
Price (Kotler & Lee)	Key marketing tools that organizations use to achieve goals.	- No paid and satisfied - No paid and good quality	SS-S-TS-STS	1 - 4
Place (Kotler & Lee)	The way you submit your bids and the way people access them.	- Quality Customer Service - Home Visits	SS-S-TS-STS	1 - 4
Promotion (Kotler & Lee)	Persuasive communication and organizational communication strategy that includes a combination of advertising, personal selling, sales promotion, public relations and direct marketing.	- Good Promotion - Promotion in accordance with reality	SS-S-TS-STS	1 - 4
People (Kotler)	The more positive the performance provided to consumers, the more positive the impact on purchasing decisions.	- Friendly and good service - Clean and tidy service - The service works well	SS-S-TS-STS	1 - 4
Process (Kotler)	How the company accommodates the demands of each of its consumers	- Relatively fast service - Deft service and alacrity - Fast Response Service	SS-S-TS-STS	1 - 4
Physical Evidence (Lopiyadi dan Hamdani)	The physical environment includes intelligence, schedule, interface, comfort, and facilities	- - Good facilities and infrastructure - Good Equipment	SS-S-TS-STS	1 - 4
Community Satisfaction (Parasuraman, Zeithaml dan Berry)	Measure the difference in scores between what is expected and perception.	- Satisfaction - In Line With Expectations - Satisfied with the service	SS-S-TS-STS	1 - 4
Public Trust (Kotler&Keller)	The readiness of the company to rely on Business Partners,	- Competence and ability - Integrity	SS-S-TS-STS	1 - 4

E. Data Collection Techniques

In this study researchers used data collection techniques through the distribution of questionnaires to outpatients who enjoy the services of the program" Yuk Gi Nyelik Pasien" in East Belitung Regency. According to [24] information acquisition methods are strategies used by researchers to obtain or extract quantitative data from study participants, according to the scope of the investigation carried out. Meanwhile, a survey instrument or question form is a data collection tool that involves presenting a series of questions or written statements to research subjects to get their responses [24].

F. Data Collection Methods

In this study, the authors used several data collection methods commonly used in qualitative and quantitative research. The techniques applied are as follows:

1. Interview

The process of retrieving information is carried out through conversations that have a specific purpose. This activity involves two parties: the one who asks the question and the one who gives the answer. This method allows researchers to dig up information in depth from sources as Moleong explained in [28] interviews are conversations with a specific purpose carried out by two parties.

2. Survey

Data collection is also done by distributing a list of questions to the respondents. The questions asked include closed and open types. For closed questions, a rating scale with a range of 1-4 is used, where respondents can choose answers from strongly disagree to strongly agree.

3. Observation

This method involves the process of systematically observing and recording phenomena or behaviors relevant to the study. The goal is to obtain data that can be used as a basis for analysis and conclusion. Observations are made in a structured way and focus on predetermined aspects. According to [28] observation is a process of seeing, observing and observing and recording behavior systematically for certain purposes.

IV. Discussion

The "Yuk Gi Nyelik Pasien" (YGNP) Program is one of the flagship programs of the East Belitung Regent in order to provide responsive health services to the community. This study aims to measure public satisfaction and trust to the Regent through the marketing mix approach of the Local Government policy. Of the 7 (seven) districts that became the location of the study, there was one district, namely Gantung District, which did not provide data on the people who enjoyed the program so that the location of this study became 6 (six) districts, including Manggar District, Damar District, Kelapa Kampit District, Simpang Renggiang District, Gantung District, Simpang Pesak District and Dendang district with a total number of respondents as many as 65 (sixty-five) people who enjoyed the "Yuk Gi Nyelik Pasien" program.

A. Hypothesis Testing X1-X7 Against Y1 With T Test

In hypothesis testing in this study, conducted in-depth analysis of the effect of marketing mix with 7 (seven) independent variables on public satisfaction using the T test. The variables studied include product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7), while community satisfaction is determined as the dependent variable (Y1). Hypothesis testing was carried out with a significance level of 0.05 for the two-way test, referring to table r. The results of the analysis showed a calculated t value of 2.002, which became a reference in determining the significance of the influence of each independent variable on community satisfaction.

Table 2: Hypothesis Testing X1 - X7 On Y1 With T Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.119	.846		-.141	.889
	PRODUCT (X1)	.142	.070	.198	2.044	.046
	PRICE (X2)	.171	.093	.160	1.831	.072
	PLACE (X3)	.124	.178	.077	.699	.487
	PROMOTION (X4)	.297	.105	.249	2.829	.006
	PEOPLE (X5)	.222	.064	.278	3.488	.001
	PROCESS (X6)	.019	.057	.030	.338	.737
	PHYSICAL EVIDENCE (X7)	.272	.191	.144	1.426	.159

a. Dependent Variable: Satisfaction (Y1)

Based on the test results as illustrated in table 2 Hypothesis Testing X1 - X7 Against Y1 With the T Test above, it can be formulated as follows:

1) First Hypothesis Test (H1) Known value of Sig. for the effect of X1 (product) on Y1 (satisfaction) is equal to 0.046 > 0.05 and the value of t count 2.044 < 2.002, so it can be concluded that H1 rejected which means there is no effect of X1 on Y1

2) Second Hypothesis Testing (H2) Known value of Sig. for the effect of X2 (price) on Y1 (satisfaction) is equal to 0.072 < 0.05 and the value of t count 1.831 < 2.002, so it can be concluded that H2 is accepted which means there is an effect of X2 on Y1

3) Third Hypothesis Testing (H3) Known value of Sig. for the effect of X3 (place) on Y1 (satisfaction) is 0.487 > 0.05 and the value of t count 0.699 < 2.002, so it can be concluded that h3 rejected which means there is no effect of X3 on Y1

4) Fourth Hypothesis Testing (H4) Known value of Sig. for the effect of X4 (promotion) on Y1 (satisfaction) is equal to 0.006 < 0.05 and the value of t count 2.829 > 2.002, so it can be concluded that H4 is accepted which means there is an effect of X4 on Y1

5) Fifth Hypothesis Testing (H5) Known value of Sig. for the effect of X5 (person) on Y1 (satisfaction) is equal to 0.001 < 0.05 and the value of t count 3.488 > 2.002, so it can be concluded that H5 is accepted which means there is an effect of X5 on Y1

6) Sixth Hypothesis Testing (H6) Known value of the Sig. for the effect of X6 (process) on Y1 (satisfaction) is 0.737 > 0.05 and the value of t count 0.338 < 2.002, so it can be concluded that H6 rejected which means there is no effect of X6 on Y1

7) Hypothesis Testing Seventh (H7) Known value of the Sig. for the effect of X7 (physical evidence) on Y1 (satisfaction) is equal to 0.159 > 0.05 and the value of t count 1.426 < 2.002, so it can be concluded that H7 rejected which means there is no effect of X7 on Y1.

B. Hypothesis Testing X1-X7 Against Y1 With F Test

Hypothesis testing X1 to X7 against Y1 was conducted using the F test to evaluate the simultaneous effect of the independent variable on the dependent variable. In this analysis, satisfaction (Y1) acts as the dependent variable, while the seven independent variables consist of physical evidence (X7), process (X6), people (X5), price (X2), promotion (X4), product (X1), and place (X3). The test was carried out by referring to the table r at a significance level of 0.05 for the two-way test, which allowed the researcher to determine whether there is a significant relationship between the combination of the independent variable and the dependent variable. The results of this F-test will provide a comprehensive picture of how these seven variables together affect the level of satisfaction.

The results of statistical analysis as illustrated in table 3 Hypothesis Testing X1 - X7 Against Y1 with the F Test above show that variables X1, X2, X3, X4, X5, X6, and X7 have a significant effect simultaneously on variable Y1. This is evidenced by the significance value of 0.000 which is smaller than the significance level of 0.05, and the calculated F value of 39.470 which exceeds the F table value of 2.17. This finding confirms the proposed hypothesis, indicating that the seven independent variables together make a meaningful contribution in explaining variations in the dependent variable Y1. Thus, it can be concluded that the model used in this study is valid and reliable to predict or explain the phenomenon under study that the marketing mix in the "Yuk Gi Nyelik Pasien" program in East Belitung Regency has a simultaneous influence on the level of public satisfaction with the East Belitung Regency Regional Government.

Table 3: Hypothesis Testing X1 - X7 On Y1 With F Test

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.027	7	9.718	39.470	.000ᵇ
	Residual	14.034	57	.246		
	Total	82.062	64			

a. Dependent Variable: Satisfaction (Y1)

b. Predictors: (Constant), PHYSICAL EVIDENCE (X7), PROCESS (X6), PEOPLE (X5), PRICE (X2), PROMOTION (X4), PRODUCT (X1), PLACE(X3)

C. Derminated Coefficients

The coefficient of determination is an important concept in statistics that describes how well a regression model explains variations in data. According to [29], the coefficient of determination essentially measures how far the ability of the model to explain the variation of the dependent variable. [30] states that the coefficient of determination (R^2) basically measures how far the ability of the model to explain the variations of the dependent variable.

Table 4: Coefficient Of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910ª	.829	.808	.496

a. Predictors: (Constant), PHYSICAL EVIDENCE (X7), PROCESS (X6), PEOPLE (X5), PRICE (X2), PROMOTION (X4), PRODUCT (X1), PLACE(X3)

Based on the results of the data analysis in table 4, the Coefficient of Determination above reveals significant findings regarding the effectiveness of the "Yuk Gi Nyelik Pasien" program in East Belitung Regency. The results of statistical calculations R Square of 0.829 indicate that the implementation of the Marketing Mix (Market-

ing Mix) in the program provides a substantial contribution of 82.9% to the level of public satisfaction with the performance of the Local Government of East Belitung Regency.

This percentage indicates that the marketing strategies implemented in the program have a strong and positive impact on public perception. The elements of the marketing mix, which may include the product (Health Service), Price, Place, promotion, people, process, and physical evidence, have been successfully integrated effectively to meet the needs and expectations of the community.

Nonetheless, it should be noted that 17.1% of the variation in community satisfaction cannot be explained by the marketing mix factor of this program. This percentage is likely to be influenced by various external factors that are not included in the scope of this study, such as the socio-economic conditions of the community, the quality of health infrastructure in general, or other health policies implemented in the area.

D. Hypothesis Testing X1-X7 Against Y2 With T Test

In-depth analysis of the effect of marketing mix with 7 (seven) independent variables on public trust using the T-test. The variables studied include product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7), while public trust is set as the dependent variable (Y1). Hypothesis testing was carried out with a significance level of 0.05 for the two-way test, referring to table r. The results of the analysis showed a calculated t value of 2.002, which became a reference in determining the significance of the influence of each independent variable on community satisfaction.

Table 5: Hypothesis Testing X1 - X7 On Y2 With T Test

Coefficients^a					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	.011	1.437		.008	.994
PRODUCT (X1)	-.014	.118	-.011	-.118	.907
PRICE (X2)	.554	.158	.291	3.499	.001
PLACE (X3)	.481	.302	.168	1.594	.116
PROMOTION (X4)	.854	.178	.404	4.791	.000
PEOPLE (X5)	.415	.108	.292	3.835	.000
PROCESS (X6)	-.463	.096	-.410	-4.810	.000
PHYSICAL EVIDENCE (X7)	.701	.324	.209	2.161	.035

a. Dependent Variable: Public Trust (Y2)

Based on the test results as illustrated in table 5 Hypothesis Testing X1 - X7 Against Y2 With the T Test above, it can be formulated as follows:

1. First Hypothesis Test (H1) Known value of Sig. for the effect of X1 (product) on Y2 (confidence) is equal to 0.907 > 0.05 and the value of t count -0.118 < 2.002, so it can be concluded that H1 is rejected which means there is no effect of X1 on Y2.

2. Second Hypothesis Testing (H2) Known value of Sig. for the influence of X2 (price) on Y2 (confidence) is equal to 0.001 < 0.05 and the value of t count 3.499 > 2.002, so it can be concluded that H2 is accepted which means there is an influence of X2 on Y2.

3. Third Hypothesis Testing (H3) Known value of Sig. for the effect of X3 (place) on Y2 (confidence) is equal to 0.116 > 0.05 and the value of t count 1.594 < 2.002, so it can be concluded that H3 is rejected which means there is no effect of X3 on Y2.

4. Fourth Hypothesis Testing (H4) Known value of Sig. for the effect of X4 (promotion) on Y2 (Trust) is equal to 0.000 < 0.05 and the value of t count 4.791 > 2.002, so it can be concluded that H4 is accepted which means there is an effect of X4 on Y2.

5. Fifth Hypothesis Testing (H5) Known value of Sig. for the influence of X5 (person) on Y2 (Trust) is equal to 0.000 < 0.05 and the value of t count 3.835 > 2.002, so it can be concluded that H5 is accepted which means there is an influence of X5 on Y2.

6. Sixth Hypothesis Testing (H6) Known value of Sig. for the effect of X6 (process) on Y2 (Trust) is equal to 0.000 < 0.05 and the value of t count -4.810 < 2.002, so it can be concluded that H6 rejected which means there is no effect of X6 on Y2.

7. Hypothesis Testing Seventh (H7) Known value of Sig. for the effect of X7 (physical evidence) on Y2 (belief) is equal to 0.035 < 0.05 and the value of t count 2.161 > 2.002, so it can be concluded that H7 is accepted which means there is an effect of X7 on Y2

E. Hypothesis Testing X1-X7 Against Y2 With F Test

Hypothesis testing X1 to X7 against Y2 was conducted using the F test to evaluate the simultaneous effect of the independent variable on the

dependent variable. In this analysis, satisfaction (Y1) acts as the dependent variable, while the marketing mix with 7 (seven) independent variables consists of physical evidence (X7), process (X6), people (X5), price (X2), promotion (X4), product (X1), and place (X3). The test was carried out by referring to the table r at a significance level of 0.05 for the two-way test, which allowed the researcher to determine whether there is a significant relationship between the combination of the independent variable and the dependent variable. The results of this F-test will provide a comprehensive picture of how these seven variables together affect the level of satisfaction.

Table 6: Hypothesis Testing X1 - X7 On Y2 With F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	218.930	7	31.276	44.067	.000[b]
	Residual	40.455	57	.710		
	Total	259.385	64			

a. Dependent Variable: TRUST (Y2)

b. Predictors: (Constant), PHYSICAL EVIDENCE (X7), PROCESS (X6), PEOPLE (X5), PRICE (X2), PROMOTION (X4), PRODUCT (X1), PLACE(X3)

The results of statistical analysis as illustrated in table 6 Hypothesis Testing X1 - X7 Against Y2 With the F Test above show that variables X1, X2, X3, X4, X5, X6, and X7 have a significant effect simultaneously on variable Y2. This is evidenced by the significance value of 0.000 which is smaller than the significance level of 0.05, as well as the calculated F value of 44.067 which exceeds the F table value of 2.17. These findings confirm the proposed hypothesis, indicating that the marketing mix with the 7 (seven) independent variables together make a meaningful contribution in explaining the variation in the dependent variable Y2. Thus, it can be concluded that the model used in this study is valid and reliable to predict or explain the phenomenon studied that the marketing mix in the program "Yuk Gi Nyelik Pasien" in East Belitung Regency has a simultaneous effect on the level of public confidence in the Local Government of East Belitung Regency.

F. Terminated Coefficients

The coefficient of determination is an important concept in statistics that describes how well a regression model explains variations in data. According to [29], the coefficient of determination essentially measures how far the ability of

the model to explain the variation of the dependent variable. [30] states that the coefficient of determination (R^2) basically measures how far the ability of the model to explain the variations of the dependent variable.

Table 7: Coefficient Of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919[a]	.844	.825	.842

a. Predictors: (Constant), PHYSICAL EVIDENCE (X7), PROCESS (X6), PEOPLE (X5), PRICE (X2), PROMOTION (X4), PRODUCT (X1), PLACE(X3)

Based on the results of the data analysis in the table as illustrated in table 7, the coefficient of determination above reveals significant findings regarding the effectiveness of the "Yuk Gi Nyelik Pasien" program in East Belitung Regency. The results of statistical calculations R Square of 0.844 indicate that the implementation of the Marketing Mix (Marketing Mix) in the program provides a substantial contribution of 84.4% to the level of public confidence in the performance of the Regional Government of East Belitung Regency.

This percentage indicates that the marketing strategies implemented in the program have a strong and positive impact on public perception. Elements of the marketing mix, which may include products (health services), prices, places, promotions, people, processes, and physical evidence, have succeeded in building public trust in the East Belitung Regency Local Government.

G. Analysis Of Variable Y1 (Satisfaction) To Y2 (Trust) And Vice Versa Variable Y2 (Trust) To Y1 (Satisfaction)

Table 8: Analysis of Variable Y1 Satisfaction on Y2 Trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762[a]	.580	.574	1.314

a. Predictors: (Constant), SATISFACTION

Based on the results of the analysis as illustrated in Table 8 Analysis of Variable Y1 (Satisfaction) on Y2 (Trust) above, it is found that the research conducted shows the magnitude of the correlation or relationship (R) which is 0.762. This

value indicates a strong relationship between the independent variable (Community Satisfaction) and the dependent variable (Community Trust). From the output results, the coefficient of determination (R Square) is 0.580. This shows that the independent variable (Satisfaction) has an influence of 58% on the dependent variable (Public Trust). In other words, 58% of the variation in Community Trust can be explained by changes in Community Satisfaction, while the remaining 42% is influenced by other factors not included in this study.

Table 9: Analysis Conversely Variable Y2 Trust on Y1 Satisfaction

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150.560	1	150.560	87.161	.000ᵇ
	Residual	108.825	63	1.727		
	Total	259.385	64			

a. Dependent Variable: TRUST

b. Predictors: (Constant), SATISFACTION

Based on the results of the regression analysis carried out as illustrated in table 9 Analysis of Variable Y2 (Trust) on Y1 (Satisfaction) above, the calculated F value is 87.161 with a significance level of 0.000. Because the significance value (0.000) is smaller than 0.05, it can be concluded that the regression model used in this study is feasible and reliable to predict the satisfaction variable. Thus, there is a significant influence between Community Trust variable (X) to community satisfaction variable (Y). These results indicate that changes in the level of public trust to the Government of East Belitung Regency will have an impact on the level of public satisfaction to the Government of East Belitung Regency.

V. Conclusions And Advice

A. Conclusion:

Based on the results of research on the effect of marketing mix program "Yuk Gi Nyelik Pasien" in East Belitung Regency on the satisfaction and trust of the community to the Local Government of East Belitung Regency, it can be concluded that:

1. Measurement instruments for variables of Government Policy Marketing Mix, public satisfaction, and public trust proved reliable and valid.
2. The Marketing Mix of government policy "Yuk Gi Nyelik Pasien" Program contrib-

uted 82.9% to the satisfaction of the community to the Local Government, with a significant and positive effect. Meanwhile, 17.1% were affected by factors such as health infrastructure that were not studied at this time.
3. The Marketing Mix of government policy "Yuk Gi Nyelik Pasien" Program contributed 84.4% to public trust in local governments, with a significant and positive effect.
4. There is a strong relationship between the independent variable (Community Satisfaction) and the dependent variable (Community Trust) with an effect of 58%.
5. Marketing Mix (Marketing Mix) government policy "Yuk Gi Nyelik Pasien" program has a stronger influence on public trust compared to public satisfaction.

B. Advice:

Suggestions that can be given from the results of this study are:

1. The government of East Belitung Regency can use marketing mix strategy on "Yuk Gi Nyelik Pasien" program and other excellent programs, given that its significant influence on the satisfaction and trust of the community to the Government of East Belitung Regency.
2. Further research needs to be done to identify other factors that affect people's satisfaction and trust, considering that there is still a percentage that has not been explained by the variables in this study.
3. The East Belitung Regency government should conduct periodic evaluations of the marketing mix elements in the "Yuk Gi Nyelik Pasien" program to ensure its effectiveness in increasing public satisfaction and trust in the East Belitung Regency government.
4. Although public satisfaction has a smaller effect on public confidence than the marketing mix of government programs, aspects of public satisfaction still need to be considered and improved.
5. It is recommended to develop a more integrated strategy among the marketing mix of other local government programs in an effort to increase community satisfaction to

maximize public confidence in the Government of East Belitung Regency.

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