Original Research

THE RELATIONSHIP BETWEEN MARKETING MIX AND PATIENT LOYALTY IN INTENSIVE CARE UNIT, ANUTAPURA PUBLIC HOSPITAL PALU

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ABSTRACT

Background: The problem generally faced by hospital is unable to provide something really needed by the customers. One of the main factors is the poor marketing mix of hospital that impacts to low quality and influences the patients loyality.

Objective: The research aims to investigate the relationship between marketing mix and patient loyalty in intensive care unit at Anutapura Public Hospital Palu.

Methods: This was a cross sectional study involving 97 persons who were randomly selected without considering the level of population. The data were analyzed thought univariat and bivariat on the significance level 95% (p<0,05). The marketing mix concept of 7P (product, price, place, promotion, people, process, dan physical evidence). Was used to guide this study.

Results: The result of chi-square test indicated that there was a relationship of marketing mix product (p= 0,01), price (p= 0,00), promotion (p= 0,04), people (p= 0,00); and no relationship of marketing mix place (p= 0,21), process (p= 1,00), dan physical evidence (p= 1,00) with patient loyalty.

Conclusion: It is expected tht the hospital of Anutapura Palu could increase the strategy of marketing mix for the sake of keeping the patients loyalty as the profit value of the hospital, especially for marketing place, process, and physical evidence.

Key Words: Marketing Mix, Patients, Loyalty

INTRODUCTION

The health planning in 21st century according to WHO *(World Health Organization)* claims that health degree attained in decade shifting must be a degree, which enables all people to live productively either social or economic aspects and known as *Global Strategy for Health for All by the Year 2000*.[1] This concept depicts how health resource should

be distributed in order to make essential health service is reachable for all.

Massive efforts from WHO have been implemented throughout the world, however, there are still many people around the world who had no good state of health, which may be caused by inaccessibility to the proper health service. This WHO concept has focused on developing and poor countries.[1] Accessibility of health service for all people is considered as one of essential efforts made by government to improve health degree for all in Indonesia. Health is desired by not only individual but also the whole family, group, and society. To meet that target, it requires many efforts. One of which is administering health service. Hospital is recognized as one of the health service providers, which is essential in determining health degree in Indonesia.[2] A service marketing mix is created to direct manager how to distribute the service to the consumer and motivate them to buy that stuff. To understand consumer's behavior, it can be started by stimulating, marketing response and environment, which are recognized by the consumer, furthermore, consumer characteristic and decision aiming process in order to reach a certain decision.[3]

Anutapura Palu hospital is considered as one of the government hospitals. Several responses collected from respondents through survey and direct interview that was indicated that people may always visit hospitals as patients who need health services rather than marketing technique made by the hospital, including fare decision, information from hospital about quality and facilities.

Patients visitation at in-care therapy of Anutapura Palu hospital in 2008 was 223,242 patients, in 2009 was 241,275 patients, in 2010 was 305,950 patients, in 2011 was 336,157 patients, in 2012 was 365.995 patients, and in 2013 was 19,594 patients. It can be seen that there was an increase of patient visitation in the following years 2008 – 2012 in the hospital and continuously peaked and plummeted in 2013.[4]

Bed Occupancy Rate (BOR) data also seemed fluctuated, which was 70% in 2009, and increased to be 81.9% in 2010, and then swelled to 85.4% in 2011. Yet it went down to 79.9% in 2012, and in 2013 was 80.9%. An ideal standard of BOR for a hospital is 60-85%, which indicates Anutapura hospital was positioned at ideal number of work performance.[4]

A preliminary study has been made in in-care therapy patients at Anutapura hospital regarding to patient loyalty, which indicated that some of them were not loyal and experienced as the first time they got medication as it was recommended by family or the nearby hospital. In addition, there was negative statement about administered service, which might influence intention to visit the hospital Anutapura in the future.

Patient's perspective due to the health service related to marketing mix in Anutapura hospital was not too satisfying. Patients complained about delay product delivery at emergency unit, either medic or non-medic, and incomplete health information. Some people also claimed about the high cost that is not relevant with the services. Another thing is about place, which is located in difficult setting to access. The road condition of the street to hospital is poor and triggering traffic jam. Patients also assumed that the promotion was lack as some health officers did not disseminate information about suffered disease and the information was irrelevant with patient's needs.

Furthermore, patients also assumed that health service process was less effective. Patient's registrations were late and lead to slow treatment. Followed by unfriendly human resources who delivered

health service. And physical in this hospital was good enough as it was under construction, but still no specific waiting room for patient's family. The aim of this study was to investigate the relationship of marketing mix with patient's loyalty at intensive care unit in Anutapura Public Hospital Palu.

METHODS

This study was a cross sectional study with analytical survey to investigate the relationship of marketing mix with patient's loyalty at intensive care unit in Anutapura Public Hospital Palu. This study was conducted at Anutapura public hospital Palu, West Palu district on 8 – 25th of September 2014. There were 97 respondents as samples of this study in the proportion estimation of unknown population through a proportional stratified random sampling technique.

RESULTS

Distribution of Respondents on product at Intensive Care Unit Anutapura Public Hospital Palu

Distribution of respondents on product vary as shown on the table 1 indicated that 95 respondents (97.9%) were satisfied with the products, and the other 2 respondents (2.1%) claimed unsatisfied. The price was reachable for 91 respondents (93.8%) and the other 6 respondents (6.2%) revealed it was not. The place was good for 95 respondents (97.9%) and the other 2 respondents (2.1%) stated that it was less good. The promotion was considered sufficient for 50 respondents (51.5%) and the other 47 respondents (48.5%) stated that it was less. The people were good for 85 respondents (87.6%) and the other 12 respondents (12.4%) stated that they were less good. The process was good for 86 respondents (88.7%) and the other 11 respondents (11.3%) stated that it was less good. The

physical evidence was good for 91 respondents (93.8%) and the other 6 respondents (6.2%) stated that it was less good. The patient's loyalty was considered loyal for 86 respondents (88.7%) and the other 11 respondents (611.3%) stated that it was less loyal.

Relationship Between *Product* and Patient's Loyalty

Table 2 demonstrates that the highest percentage of respondents toward satisfying product was true for loyal patients in a percentage of 90.5% compared to less loyal patients with only 9.5%. However, percentage of respondents toward less satisfying product was completely true for less loyal patients, 100%.

Relationship Between *Price* and Patient's Loyalty

Table 3 demonstrates that the highest percentage of respondents toward reachable price was true for loyal patients in a percentage of 94.5% compared to less loyal patients with only 5.5%. However, percentage of respondents toward unreachable price was completely true for less loyal patients, 100%.

Relationship Between *Place* and Patient's Loyalty

Table 4 demonstrates that the highest percentage of respondents toward appropriate place was true for loyal patients in a percentage of 89.5% compared to less loyal patients with only 10.5%. However, percentage of respondents toward less appropriate place was equal for both loyal and less loyal patients, 50%.

Relationship Between *Promotion* and Patient's Loyalty

Table 5 demonstrates that the highest percentage of respondents toward

sufficient promotion was true for loyal patients in a percentage of 96.0% compared to less loyal patients with only 4.0%. However, the highest percentage of respondents toward less sufficient promotion was true for loyal patients in a percentage of 80.9% compared to those who were less loyal which only accounted 19.1%.

Table 1. Distribution of Respondents on product at Intensive Care Unit Anutapura Public Hospital Palu in 2014

Product	Frequency (n)	Percentage (%)
Satisfying	95	97.9
Less Satisfying	2	2,1
Total	97	100
Price	**Frequency (n)**	**Percentage (%)**
Achievable	91	93.8
Less Achievable	6	6.2
Total	97	100
Place	**Frequency (n)**	**Percentage (%)**
Good	95	97.9
Less Good	2	2,1
Total	97	100
Promotion	**Frequency (n)**	**Percentage (%)**
Sufficient	50	51.5
Less	47	48.5
Total	97	100
People	**Frequency (n)**	**Percentage (%)**
Good	85	87.6
Less Good	12	12,4
Total	97	100
Process	**Frequency (n)**	**Percentage (%)**
Good	86	88.7
Less Good	11	11.3
Total	97	100
Physical evidence	**Frequency (n)**	**Percentage (%)**
Good	91	93.8
Less Good	6	6.2
Total	97	100
Patient's Loyalty	**Frequency (n)**	**Percentage (%)**
Less Loyal	86	88.7
Loyal	11	11.3
Total	97	100

Relationship Between *People* and Patient's Loyalty

Table 6 demonstrates that the highest percentage of respondents toward good people was true for loyal patients in a percentage of 92.9% compared to less loyal patients that is only 7.1%. However, the highest percentage of respondents

toward less good people was true for loyal patients in a percentage of 58.3% compared to those who were less loyal which accounted 41.7%.

Relationship Between *Process* and Patient's Loyalty

Table 7 demonstrates that the highest percentage of respondents toward good process was true for loyal patients in a percentage of 88.4% compared to less loyal patients with only 11.6%. However, the highest percentage of respondents toward less good process was true for loyal patients in a percentage of 90.9%

compared to those who were less loyal which only accounted 9.1%.

Relationship Between *Physical Evidence* and Patient's Loyalty

Table 8 demonstrates that the highest percentage of respondents toward good physical evidence was true for loyal patients in a percentage of 87.9% compared to less loyal patients with only 12.1%. However, the highest percentage of respondents toward less good process was completely true for less loyal patients, 100%.

Table 2. Relationship between Product and Patient's Loyalty at Intensive Care Unit Anutapura Public Hospital Palu in 2014

Product	Patient's Loyalty				Total		P
	Loyal		Less Loyal				
	n	%	n	%	n	%	
Satisfying	86	90.5	9	9.5	95	100	0.01
Less Satisfying	0	0	2	100	2	100	
Total	86	11.3	86	88.7	97	100	

Table 3. Relationship between Price and Patient's Loyalty at Intensive Care Unit Anutapura Public Hospital Palu in 2014

Price	Patient's Loyalty				Total		P
	Loyal		Less Loyal				
	n	%	n	%	n	%	
Reachable	86	94.5	5	5.5	91	100	0.00
Unreachable	0	0	6	100	6	100	
Total	86	88.7	11	11.3	97	100	

Table 4. Relationship between Place and Patient's Loyalty at Intensive Care Unit Anutapura Public Hospital Palu in 2014

Place	Patient's Loyalty				Total		P
	Loyal		Less Loyal				
	n	%	n	%	n	%	
Appropriate	85	89.5	10	10.5	95	100	0.21
Less Appropriate	1	50.0	1	50.0	2	100	
Total	86	88.7	11	11.3	97	100	

Table 5 . Relationship between Promotion and Patient's Loyalty at Intensive Care Unit Anutapura Public Hospital Palu in 2014

Promotion	Patient's Loyalty				Total		P
	Loyal		Less Loyal				
	n	%	n	%	n	%	
Sufficient	48	96.0	2	4.0	50	100	0.04
Less	38	80.9	9	19.1	47	100	
Total	86	88.7	11	11.3	97	100	

Table 6. Relationship between People and Patient's Loyalty at Intensive Care Unit Anutapura Public Hospital Palu in 2014

People	Patient's Loyalty				Total		P
	Loyal		Less Loyal				
	n	%	n	%	n	%	
Good	79	92,9	6	7,1	85	100	0,00
Less Good	7	58,3	5	41,7	12	100	
Total	86	88,7	11	11.3	97	100	

Table 7. Relationship between Process and Patient's Loyalty at Intensive Care Unit Anutapura Public Hospital Palu in 2014

Process	Patient's Loyalty				Total		P
	Loyal		Less Loyal				
	n	%	n	%	n	%	
Good	76	88.4	10	11.6	86	100	1.00
Less Good	10	90.9	1	9.1	11	100	
Total	86	88.7	11	11.3	97	100	

Table 8. Relationship between Physical Evidence and Patient's Loyalty at Intensive Care Unit Anutapura Public Hospital Palu in 2014

Physical Evidence	Patient's Loyalty				Total		P
	Loyal		Less Loyal				
	n	%	n	%	n	%	
Good	80	87.9	11	12.1	91	100	1.00
Less Good	6	100	0	0	6	100	
Total	86	88.7	11	11.3	97	100	

DISCUSSIONS

The Relationship between *Product* and Patient's Loyalty

Product is an essential part in marketing particularly for service marketing, more specific to health stuff. In a hospital, product is recognized as a service administered directly to the patients.[5] Based on the chi square test analysis, table 2 demonstrates there was a relationship between product and patient's loyalty at intensive care unit Anutapura public hospital Palu ($\rho = 0.01$ thus $\rho < 0.05$). This state might be due to the service given already met patient's need, for instances, an effective and rapid service for emergency unit, rapid response of administration service, delivering patient's meal punctually, and availability of insurance service for patients. As a theory stated that someone cannot make a judgment over a product or service unless he experiences it.[6] After receiving health service, patients will compare between experienced and desired service they receive. If experienced service does not meet the desired one, it can trigger dissatisfaction among patients and subsequently lead to disloyal over the hospital. However, if the service already met the desire of the patients, then they will be satisfied and loyal to the hospital.[6]

In line with that, there was a relationship between marketing mix of product and intention to revisit intensive care unit in Tenria Waru public hospital Bone with $\rho = 0.007$. That effective and fast responded services as well as fit the desired service are considerably essential factors in determining patient's satisfaction and may trigger willingness to reuse the service later in the future.[7] This study is consistent with the previous study mentioned that cost may affect patient's satisfaction in determining health service, if the service is satisfying and proper with patient's need, it, then, will trigger patient's loyalty with a very weak relationship, 0.15.[8]

The Relationship between *Price* and Patient's Loyalty

Price is a critical point in marketing mix as it may affect income of a service provider and institute.[9] Based on table 3, the chi square test analysis over price marketing and patient's loyalty by counting the fisher's exact test value, it was true that $\rho = 0.00$ thus $\rho < 0.05$ and H_0 was rejected indicating there was a relationship between price and patient's loyalty at intensive care unit Anutapura public hospital Palu. This state is due to almost all patients in this study used BPJS insurance, thus they claimed that the price fit the administered service and patient's capability, and cash easily by showing BPJS card and other requirements.

In addition, it is said that reachable price for accessing health service is considered as essential aspect affecting people perception to utilize health service in hospital. In determining price, there should be consideration toward some aspects such as flexibility, price level, and certain off or discount. This thins may significantly affect patient's loyalty regarding to price strategy given by the company or service provider, particularly health service.[10] Furthermore, a theory also claims that the emergence of public health insurance is one of the reinforcing factors for someone to determine qualified health service with reachable price as it may help people to get medicine which requires much cash.[11]

In line with that, it was also found that there was a relationship between marketing mix of price and patient's loyalty to reuse health service at outpatient care unit in Public Health center of Mandai with ($\rho = 0.009$ thus $\rho < 0.05$). Researcher believed that reachable price as well as payment-off or discount may trigger

someone to revisit and use health service.[9] In addition, this study had also been reinforced by a study which said that determining price in a hospital marketing may influence visitation level with ρ value $= 0.002$. This matter might be due to economic condition of society. This study also aimed to change perception of international market regarding to cheap price and quality.[12]

The Relationship between *Place* and Patient's Loyalty

Marketing mix of place in a hospital means how to manage in order the service can be reachable for the target.[13] Based on table 4, the chi square test analysis over place marketing and patient's loyalty by counting the fisher's exact test value, it was true that $\rho = 0.21$ thus $\rho < 0.05$ and H_0 was accepted indicating there was no relationship between price and patient's loyalty at intensive care unit Anutapura public hospital Palu. This matter might be due to patients who said that the place was less appropriate yet were loyal still because most of the patients were delivered from districts in Central Sulawesi, as they were delivered, place is not really matter yet how people can reach the place and receive appropriate service to recovery faster and gather with their family sooner.

As a theory reveals that there are some determination in marketing mix of place, such as accessibility, traffic, feasibility, expansion, comfort, and convenience also competitor circumstance. In addition, health service is not limited by geographical, social, economic and cultural determinations. Geographical access can be measured by traffic media, traffic duration, and other physical barriers which may inhibit someone to access health service.[5]

This result is consistent with previous study, revealed that there was no relationship between place and patient's

decision in determining health service for inpatient therapy at Fatimah pediatric hospital Makassar with ρ value $= 0.064$.[9] In contrast, place is also considered as significant item in marketing mix of a hospital that need appropriate innovation in technology development. This place must no only be strategic but also be appropriate as a health service provider.[14]

The Relationship between *Promotion* and Patient's Loyalty

Promotion is an effort aimed to communicate knowledge, believe, and memory about a product/service to potential consumer to reach response and influence them in order to demand and utilize the service.[15] Based on table 5, the chi square test analysis over promotion marketing and patient's loyalty by counting the continuity correction test value, it was true that $\rho = 0.04$ thus $\rho > 0.05$ and H_0 was rejected indicating there was a relationship between promotion and patient's loyalty at intensive care unit Anutapura public hospital Palu. This case might happen because promotion is considered as one way appealing consumer's attention in an institution which referes to patients in a hospital institution. Although respondents who claimed that the promotion made by the hospital was still less yet the highest percentage was true for loyal patients.

As a theory revealed by promotion is one of the factors determining a success of marketing program. Although a product has a good quality, consumer will not buy it if they do not ever noticed about the product through promotion and doubt about whether or not the product will be useful for them. Promotion also aimed to invite, remind, and introduce anything owned by a factory. Particularly in service promotion, there should be appropriate promotion in order society will be able to

try and feel the real service administered by the institution.[9]

This result is supported by a study resulted that there was a relationship between promotion and patient's loyalty in inpatient care room at Sitti Khadijah I Pediatric hospital Makassar with ρ value = 0,008 in which $\rho < 0,05$. High frequency of promotion as well as various types of media used may impact to the higher possibility to reach consumer.[16] Furthermore, a study claimed that promotion is an important factor in a marketing aimed to reach potential patients and influence decision of old patients to keep maintaining their choice toward service administered. In this study, patients were informed through various media.[17]

The Relationship between *People* and Patient's Loyalty

Hospital as an organization providing health service in which direct interaction is subject to patients and health service provider requires human resources (medic and non medic) particularly physician and nurses who are directly interact with patients and need to provide convenience and response to patient's need.[16] Based on table 6, the chi square test analysis over people marketing and patient's loyalty by counting the continuity correction test value, it was true that ρ = 0.00 thus $\rho > 0.05$ and H_0 was rejected indicating there was a relationship between people and patient's loyalty at intensive care unit Anutapura public hospital Palu. This matter might be delivered because of the better the response of service provider, the more loyal the consumer will be. Particularly for patients with severe condition who requires well treatment to help recovery process. This study is along with a study of which described that there was a relationship between people and patient's decision in determining health

service at Faisal Islamic Hospital Makassar with ρ value = 0.02.[18]

As a theory revealed by in marketing mix, people are required to have some characters such as responsiveness, empathy which means ability to fast respond toward patient's complaint, giving clear and understanding information, fast treatment whenever needed.[9] According to the theory of brand image that image of a company plays important role in affecting consumer's satisfaction, in addition performance, price, and availability. Brand image is known as a series of believe, idea, and impression made by someone toward a service of company and aimed to be a connector and to maintain a good relationship between a company and consumer.[5] As a theory made by that labor's performance, physician and nurses particularly, is essential for a hospital to meet the goal by creating positive perception of patients to keep them loyal.[19]

Another study supports this finding which indicated that there was a relationship between marketing mix of people and patient's willingness to revisit inpatient care room of Tenriawaru district public hospital Bone with ρ value = 0.007. This case really influences patient's loyalty as emotional relationship between care giver and patients is a major factor particularly for health service. A patient will become more sensitive toward less behaved treatment.[7] This study is also empowered by a study that interaction between patients and care giver may influence patient's sensitiveness with ρ value = 0.001.[20]

The Relationship between *Process* and Patient's Loyalty

Service process is a series of procedure, routine mechanism where a service in delivered for consumer. Processes are distributed through flow of activities, simple, complex, and

standardized.[21] However, based on table 7, the chi square test analysis over process marketing and patient's loyalty by counting the continuity correction test value, it was true that $\rho = 1.00$ thus $\rho < 0.05$ and H_0 was accepted indicating there was no relationship between process and patient's loyalty at intensive care unit Anutapura public hospital Palu. This case might be caused by among 11 respondents claimed the process was less good and other 10 respondents were loyal still because they were patients who lived nearby the hospital thus they figured out of no need to go to further place as well as to spend their money effectively and not bothering relatives or family.

As a theory reveals that means and facilities are significantly important to achieve goal and make it running well as it has planned, which means all processes that will be delivered are good and the result will meet the needs, either to the consumer or care giver. If the facilities are available then the service administered will be better and patients will feel convenience which may trigger loyalty.[13]

This study is along with a study indicated that there was no relationship between process and patient's willingness to revisit inpatient care room in Tenriawaru hospital Bone with ρ value = 0.444.[7] In contrast, claimed that there was a relationship between marketing mix of process and patient's loyalty in inpatient care therapy at Sitti Khadijah Pediatric Hospital Makassar with ρ value = 0.000 < ρ (0.05).[16] Furthermore, a theory said that a good process may affect consumer's behavior in choosing hospital with ρ value = 0.01, where through this research, several factors were considered for instance convenience and price, reputation and specification, quality and politeness, and punctuality.[22] These matters above can be concluded that marketing ix significantly related to patient's loyalty at

Anutapura hospital Palu. Marketing mix of process is main factor in marketing service, where consumer will be more often experiencing administering system as a part of the service itself. In addition, decision in process management is also significant to determine a success of service marketing.[23]

The Relationship between *Physical Evidence* and Patient's Loyalty

Physical evidence is real thing influencing consumer's decision to buy and utilize a product proposed.[7] Based on table 8, the chi square test analysis over process marketing and patient's loyalty by counting the continuity correction test value, it was true that $\rho = 1.00$ thus $\rho < 0.05$ and H_0 was accepted indicating there was no relationship between physical evidence and patient's loyalty at intensive care unit Anutapura public hospital Palu. This idea was caused by among 6 respondents claiming less good of physical evidence, they were loyal still as they believe that Anutapura hospital officers either medic or non medic gave more convenience over the patients. The officers were more friendly, kept emotional relationship to the patients, and greater motivation to work hard. Hence, physical evidence was not a matter, yet appropriate service was more important.

Study said that physical evidence of a hospital as a health service provider must consider interior and exterior appearance as well as performance of them whom interact directly to consumer (patients).[6] Along with this study, also revealed that in Yadika hospital, based on Chi Square test result, it can be concluded that there was no significant relationship between physical evidence and patient's loyalty. He argued that to increase patient's loyalty toward hospital, all hospital parties should consider about physical evidence in order to give extra value and patient's perception

about marketing mix thoroughly well.[24] In contrast, argued that physical evidence in health service had a relation with patient's sensitiveness with ρ value = 0,001 which stated that a good physical evidence of health facility is considered as an effort to maintain sensitiveness of someone toward hospital.[20]

CONCLUSIONS

It is concluded that relationship between marketing mix and patient's loyalty at intensive care unit Anutapura public hospital Palu are explained through the following items: There was a relationship between product and patient's loyalty at intensive care unit Anutapura public hospital Palu with ρ value = 0.01. There was a relationship between price and patient's loyalty at intensive care unit Anutapura public hospital Palu with ρ value = 0.00. There was no relationship between place and patient's loyalty at intensive care unit Anutapura public hospital Palu with ρ value = 0.21. There was a relationship between promotion and patient's loyalty at intensive care unit Anutapura public hospital Palu with ρ value = 0.04. There was a relationship between people and patient's loyalty at intensive care unit Anutapura public hospital Palu with ρ value = 0.00.

There was no relationship between process and patient's loyalty at intensive care unit Anutapura public hospital Palu with ρ value = 1.00. There was no relationship between physical evidence and patient's loyalty at intensive care unit Anutapura public hospital Palu with ρ value = 1.00

It is suggested that there should be some improvement on marketing mix particularly supporting facilities for main service, such as availability of preventive service for patients either for nutritional issue or health issue in general. In determining price, there should be consideration to maintain patient's loyalty hence needs certain strategies which can meet stabile market among competitiveness. Regarding to permanent place, there should be maintenance of environment around the hospital, building, and interior facilities, specifically for inpatient therapy room. Marketing mix of promotion must be considered well, hence it is hoped to the hospital parties to increase promotion through various types of media for example brochure, leaflet, newspaper, radio, even television as they can be wide-spread in every level of community. People is one of the marketing mix items which needs to be improved by the hospital by delivering training and reward to motivate the officers either medic or non medic as motivation may trigger output and outcome of the service. Marketing mix of process also needs to be improved through training and motivating officers to do the required job. Marketing mix of physical evidence should consider room cleanliness and environment around the hospital as well as maintain the building to keep it convenient. In addition, interior facilities must be considered such as layout, curtain and should be more attractive to create comfort for patients. It is suggested for the next researcher to develop a new study about marketing mix including sorts of items need to be maintained to keep stability of patients in a health institution particularly hospital without ignoring preventive effort.

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