

# **The Impact of Marketing Mix Variables on Organizational Goals of Health Service Clinic at West Bandung, Indonesia**

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**Abstract:** This study focus on the impact of marketing mix variables toward organizational goals. The purpose is to test the marketing variables factors such as product, price, promotion and place toward the goals of a certain Health Service Clinic at West Bandung-Indonesia. This research employed primary data by distributing relevant questionnaires and using Likert scale surveys from strongly disagree, disagree, undecided, agree and strongly agree, respectively stands for 1, 2, 3, 4 and 5 to the whole employees. The secondary source also employed from books, journals, internet and the periodicals. The data was analyzed using descriptive (mean, standard deviation) and regression analysis. The empirical studied showed that the mean for product was 3.3 (36 out of 55 derived from 11 questionnaires); price was 3 (18 out of 30 derived from 6 questionnaires); promotion was 2.8 (17 out of 30 derived from 6 questionnaires); place was 1.8 (11 out of 30 derived from 6) and goal was 2.2 (11 out of 25 derived from 5 questionnaires). Partial correlation ( $r$ ) showed respectively 0.304; 0.417; 0.274 and 0.235 for product, price, promotion and place. It means that the correlation between independent variables and dependent variables was weak. The analysis of variance results showed that Anova F-count = 0.889 and Anova Sig = 0.525. Since the result of Anova Sig. was bigger than 0.05, therefore the regression model could not be used to predict the success or failure of the organizational goals.

**Keywords:** Organizational goals, factors affecting goal achievement