

THE INFLUENCE OF PRODUCT, PRICE, PLACE, PROMOTION, PEOPLE, PROCESS AND PHYSICAL EVIDENCE ON GENERAL PATIENT SATISFACTION IN THE INPATIENT UNIT OF THE ELIM HOSPITAL IN RANTEPAO, NORTH TORAJA REGENCY

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Product, Price, Place, Promotion, People, Process and Physical Evidence, Patient Satisfaction

ABSTRACT

This study aims to analyze the influence of product, price, place, promotion, people, process and physical evidence on general patient satisfaction in the inpatient unit of Elim Rantepao Hospital, North Toraja Regency. The population of this study is 15,798 general patients, of which 375 were taken as samples. The results of the analysis showed that there was a significant influence of the dimensions of Product, Price, Place, Promotion, People, Process, and Physical Evidence on General Patient Satisfaction in the Inpatient Unit of the hospital. The analysis also showed that the 7P Marketing Mix variable of the people dimension had the most influence on patient satisfaction at the hospital with an Exp value (3,395). The chi square p-value test of 0.747 0.05 was used to test the significance value of the dimension of Place on the overall satisfaction of general patients. This study is expected to provide benefits and can provide input from hospitals to improve the quality of hospital services and marketing.

INTRODUCTION

A hospital can be said to be a service product because according to Kotler (2005) service is every action or performance offered by one party to another in principle intangible and does not cause any transfer of ownership. Its production can be related and it can also be untied to a physical product. Hospitals as a health service industry are basically socio-economic in carrying out their activities, in addition to emphasizing the application of social values, they must also pay attention to economic principles.

Organizations are required to find new and better ways to create value and differentiate their service offerings to attract and retain customers, as well as generate profits (Shaw, C. and Ivins, 2002). Every patient wants good health services because health services are one of everyone's needs. Quality

if the service offered to customers is as desired, so it will provide satisfaction. At this time, health service users, especially those who use the quality of public services, not only want to see the final result in the form of healing, but they also assess what they see and feel during treatment (Indah Zil Arsy S, 2008). In general, health facilities prefer to serve people who pay directly at their own determined rates (Rizal et al., 2017). In contrast to the patient group, the Health Insurance Administration Agency (BPJS) services are sometimes ignored. This is very bad. Meanwhile, Non-BPJS patients are provided with reliable and best service by the hospital management (Imelda et al., 2015).

The level of satisfaction between Non-BPJS and BPJS patients is different. In fact, in providing health services in Indonesia, there are often differences between one patient and another. There is a lot of evidence that describes poor health care providers. Many service providers discriminate against patients because of their social status. Good treatment is only for patients who have a lot of money, while patients who are less fortunate have not received good treatment (Dewi, 2017).

To win the competition, hospitals need to develop services that are oriented towards meeting patient needs. Hospitals must be able to identify and understand what their patients need because it is an important variable that determines satisfaction. Patient satisfaction refers to the extent to which the expectations, goals, and preferences desired by the patient are met by the healthcare provider. Customer satisfaction is a determinant of long-term success and survival in the healthcare industry and has attracted the attention of service providers in today's competitive conditions (Zarei et al., 2015).

Patient satisfaction is one of the most important things in reviewing the quality of service in a hospital. Various ways can be done to find out how patient satisfaction with the services provided by hospital services is described, one of which is by measuring the community satisfaction index (IKM) (Lailatul Maghfiroh, 2017).

One of the ways that affects patient satisfaction is the Marketing Mix. Hospitals as a service industry (which has a humanitarian mission) must use marketing analysis so that the organization's position can be better and can maintain its existence in a very competitive environment due to government policies that allow commercial business entities to operate hospitals (Totok Sudarto, 2011). The marketing mix commonly used in the hospital industry in Indonesia is 7P, namely: product, price, place, promotion, people, physical evidence and process. From the patient's point of view, the marketing mix is a solution to the patient's problems, the costs that must be incurred by the patient, obtaining pleasant, comfortable services and good communication from the hospital to customers/users of health services (Jaspar, 2015).

Marketing mix has an important role in consumers' decision to choose a hospital. Whether or not many consumers and the public use services at a hospital can be seen based on the application of the marketing mix. Because in the marketing mix there is one element, namely promotion. Although the hospital has a good quality of service, as well as good access to reach the location, if the method applied in providing information to the public is not effective, it will affect the consumer's decision to choose the hospital. This is due to the lack of information obtained by the public regarding the specifications and services offered by the hospital. Therefore, the concept of the 4P of the seller which is a response to the 4Cs of the buyer is still suggested by Armstrong et al. (2014).

Marketing mix is a term that describes all marketing elements and production factors that are deployed to achieve the company's goals, for example, achieving profits, returning capital, increasing sales targets and so on. So companies can develop strategies from all these marketing elements or combine these variables into a comprehensive strategic plan. The combination is not constant, but changes according to the situation and conditions that occur in the market. Marketing Mix in this study uses the 7 P's as suggested by Payne (2000); Prawita (1996) and Kotler (1997). The results of the study that are in line with this study are the research conducted by Desi Natalia Marpaung et al. (2021), Firstly

Octaviana et al. (2022), and Mene Paradilla et al. (2021) show that patient satisfaction has a significant effect on *the Marketing Mix* in the hospital.

Elim Hospital is the oldest hospital in Tana Toraja/North Toraja which was established during the Dutch government which was then managed by the government and then returned to the Toraja church. The spirituality at Elim Rantepao Hospital, North Toraja Regency is very thick because it is one of the hospitals owned by the Toraja Church Foundation, so the religious nuances are very good. This is shown by the routine worship held for employees. This routine worship includes regular worship for employees (2x a week), Sunday worship, and reflection in each room which is held every day before starting morning activities. Also Christian religious celebrations (Easter and Christmas) are celebrated together in the form of employee worship led by the Pastor of the Toraja Church. As many as 88% of the employees working at Elim Hospital come from one church denomination, namely from the Toraja Church. Its ownership status belongs to the Toraja Church Health Foundation with Class C which has a vision of "becoming a hospital with quality, humane, and affordable services".

Based on the author's initial data, Elim Rantepao Hospital, North Toraja Regency has problems related to patient satisfaction in Inpatient Installations, the 2023 Community Satisfaction Index report at Elim Rantepao Hospital, North Toraja Regency.

Table 1. Community Satisfaction Index Report at Elim Rantepao Hospital, North Toraja Regency

No.	Element	Value Per Element	NRR	Weighted NRR
1.	Service Procedure	445	3,01	0,21
2.	Terms of Service	458	3,04	0,22
3.	Clarity of Service Officer	470	3,13	0,22
4.	Discipline of Service Officers	470	3,13	0,22
5.	Responsibilities of Service Officers	481	3,20	0,23
6.	Service Officer Abilities	483	3,22	0,23
7.	Speed of Service	452	3,01	0,21
8.	Justice in Getting Service	464	3,09	0,22
9.	Courtesy and Friendliness of Officers	486	3,24	0,23
10.	Cost Fairness	465	3,10	0,22
11.	Cost Certainty	473	3,15	0,22
12.	Certainty of Fee Schedule	443	3,01	0,23
13.	Environmental Comfort	443	3,00	0,21
14.	Service Security	459	3,07	0,22
Index Value				3,07
Index Value After Conversion				76,9

Source : Elim Rantepao Hospital Patient Satisfaction Survey Report

Based on the data above, the customer satisfaction index report at Elim Rantepao Hospital, North Toraja Regency is currently 76.9%. This shows that the value is not in accordance with the standard of the Minister of Health of the Republic of Indonesia Number 129/Menkes/SK/II/2008 concerning Minimum Hospital Service Standards which states that the standard of patient satisfaction in Inpatient Installations is $\geq 90\%$.

Seeing that there are problems related to patient satisfaction at Elim Rantepao Hospital, North Toraja Regency, it is important to research related factors that cause the general patient satisfaction level to decrease. There are several factors that cause the level of patient satisfaction to decrease, namely

Customer Perceived Value, Brand Image, Perceived quality, Marketing Mix 7P, Patient Experience, Customer Participation, Patient Loyalty, Service Quality, Brand Equity and Referral System (Armstrong et al., 2014; Kotler & Keller, 2016; Parasuraman et al., 1988; Vigaretha & Handayani, 2018). The researcher chose the 7P Marketing Mix variable as a factor that affected the level of general patient satisfaction decreased because based on unstructured interviews with general patients in the VVIP room as many as 333 and VIP 2235, some patients stated that the marketing method of Elim Rantepao Hospital, North Toraja Regency, was not good in terms of service procedures, service requirements, service speed, certainty of cost schedules and environmental comfort. The relationship between variables is seen from each dimension as follows:

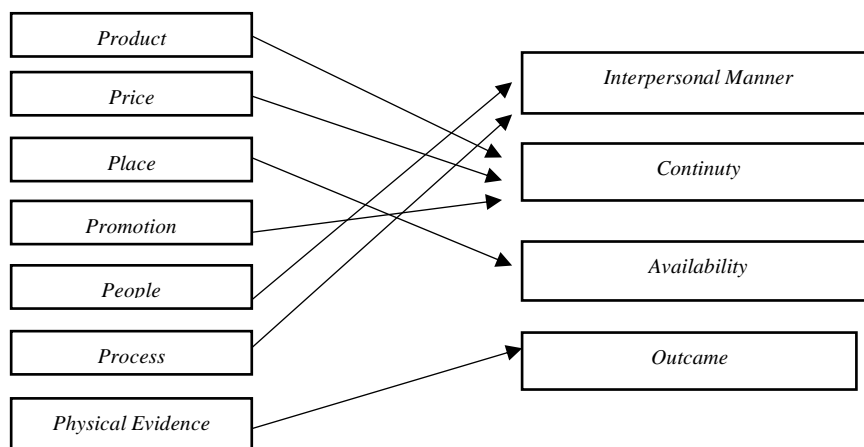


Figure 1. The relationship between the dimensions of Marketing Mix and Satisfaction

Based on the figure above, it can be seen that the relationship between each variable dimension is that the Marketing Mix variable has 7 dimensions and the Satisfaction variable has 4 dimensions, where each dimension is interrelated, namely the people and process dimensions related to the interpersonal manner dimension, the product, price and promotion dimensions related to the dimension Interpersonal manner, the place dimension is related to the availability dimension, and the physical evidence dimension is related to the outbound dimension.

Seeing the problems related to patient satisfaction at Elim Rantepao Hospital, North Toraja Regency and the importance of paying attention to the 7P Marketing Mix in the hospital, this study aims to analyze the influence of product, price, place, promotion, people, process and physical evidence on general patient satisfaction in the inpatient unit of Rantepao Hospital, North Toraja Regency. This research is expected to provide benefits and can be used as a reference for the next similar research on product, price, place, promotion, people, process and physical evidence on general patient satisfaction, and can provide benefits and input from hospitals to improve the quality of hospital services and marketing.

METHODS

This study is a type of quantitative research using analytical observational studies with a cross sectional study design. The population of this study is all general patients at the Inpatient Installation of Elim Rantepao Hospital, North Toraja Regency in 2023, namely 15,798 general patients, of which 375 were taken as samples.

Primary data was obtained from the results of the distribution of questionnaires for quantitative data containing statements regarding the variables of Product, Price, Place, Promotion, People, Process and Physical Evidence and Patient Satisfaction. Secondary data sources in this study were obtained from Elim Rantepao Hospital, North Toraja Regency in the form of hospital profiles and satisfaction report data, as well as other sources in the form of literature that is in accordance with the problem being

studied. Data collection was carried out directly by researchers in hospitals by distributing structured questionnaires containing questions about variables filled in by respondents.

The data analysis method in this study includes quantitative data processing consisting of several stages, namely: editing to ensure completeness, clarity, and consistency of questionnaire answers; coding to convert data into numbers or symbols; entry to enter data into a computer using a program such as SPSS; cleaning for initial analysis so that the data is easy to read and interpret; and tabulating to group data in tables. The data analysis used includes univariate analysis to summarize data into information, bivariate analysis to find the influence between free and bound variables using the Chi-square test, and multivariate analysis to find the influence of independent variables on patient satisfaction using a logistic regression test, which predicts bind-dependent variables on a dichotomy scale.

RESULTS

Table 2. The Effect of Product, Price, Place, Promotion, People, Process and Physical Evidence Dimensions on General Patient Satisfaction in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency

Variable	B	S.E.	Wald	Sig.	Exp(B)
Product	.779	.387	4.048	.044	2.179
Price	.889	.401	4.910	.027	2.433
Place	.886	.434	4.155	.042	2.424
Promotion	-1.808	.506	12.784	.001	.164
People	1.222	.380	10.362	.001	3.395
Process	.781	.369	4.486	.034	2.183
Physical Evidence	1.128	.374	9.108	.003	3.090
Constant	-5.315	.589	81.314	.000	.005

The table above shows that of the 7 variables that were included in multivariate and tested by stimulant (variables tested together) showed that there was an influence of the 7P Marketing Mix variable on General Patient Satisfaction in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency. The results of the analysis also showed that the marketing mix variable of the people dimension had the most influence on general patient satisfaction at the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency with an Exp value (3,395).

The Effect of Product Dimensions on General Patient Satisfaction in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency

Research hypothesis 1 (H1) based on bivariate analysis is stated to have the product dimension on Patient Satisfaction in General Patients in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency. Based on the statistical analysis carried out, it is known that the Product on Safety Culture in General Patients in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency is shown by a p value of 0.001, so in this case the alternative hypothesis (H1) is accepted, meaning the first hypothesis "There is an influence of the Product dimension on Patient Satisfaction in General Patients at the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency.

Research hypothesis 1 (H1) based on multivariate analysis stated that the significance value for the influence of the Product dimension on General Patient Satisfaction in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency is with a significant value of $0.044 < 0.05$ patients who have a good Product value are likely to be 2,179 times better than patients who have a Product which is not

good. So it can be concluded that the dimension of the Product on Patient Satisfaction has a significant effect, this is in line with the research conducted by Roslinda Sagala (2022) showing that the Product is a form of service organization offering aimed at achieving organizational goals through satisfying customer needs and desires.

Product is everything that can be offered to a market to meet a desire or need (Kotler & Keller, 2016). The products marketed include physical goods, services, experiences, events, people, places, properties, organizations and ideas (Kotler & Keller, 2016) So the product is not only in the form of something tangible, such as food, clothing, and so on, but also something intangible such as services. All are intended for the satisfaction of the needs and wants of consumers. Consumers not only buy products to satisfy their needs, but also aim to satisfy their wants. Therefore, manufacturers must pay careful attention to their product policies. If someone needs a product, then the first thing to imagine is the benefits of the product, then to consider other factors outside the benefits. Those factors make consumers decide whether to buy or not. When a person has a need for a product, consumers will look for a product that can satisfy their needs, after they know the quality of the product, they will tend to buy again on the same product if they get satisfaction with the product they bought or change brands if they do not get satisfaction with the product they buy.

The results of the analysis based on the product research dimension were good 77.6% and poor 22.4%. The results of the analysis show that the service products offered in General Patients at the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency still need to be improved so that general patients who receive treatment are satisfied with the services offered and in accordance with the patient's needs.

The Effect of Price Dimension on General Patient Satisfaction in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency

Research hypothesis 2 (H2) based on bivariate analysis is stated to be the Price dimension on Patient Satisfaction in General Patients in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency. Based on the statistical analysis carried out, it is known that Price on Safety Culture in General Patients in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency is indicated by a p value of 0.001, so in this case the alternative hypothesis (H2) is accepted, meaning the first hypothesis "There is an influence of the Price dimension on Patient Satisfaction in General Patients at the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency.

Research hypothesis 2 (H2) based on multivariate analysis stated that it is known that the significance value for the influence of the Price dimension on General Patient Satisfaction in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency is with a significant value of $0.027 < 0.05$ patients who have a good Price value are likely to be 2,433 times better than patients who have a Price which is not good. Therefore, it can be concluded that the dimension of Price on Patient Satisfaction has a significant effect, this is in line with the research conducted by Thynn et al. (2020) showing that Price is the only factor of the marketing mix strategy that generates revenue for the organization and an important part of the pricing of health services to increase patient satisfaction.

Farley & Hogan (1990) outline the significance of price as an important area of specialization in the context of reducing hospital costs. Hospitals that prioritize specialties often aim to lower their pricing strategies in order to attract and retain patients. In addition, they should strive to integrate effectively with other components of the marketing mix. The authors also assert that pricing in the healthcare industry is fundamentally not driven by efforts to achieve maximum profitability, but rather with the aim of providing patients with high-quality services at a reasonable cost.

The results of the analysis based on the research dimension Price were good 78.1% and poor 21.9%. The results of the analysis show that the price of services offered at General Patients in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency still needs to be decided in determining the price, there are new types of services that must consider various related aspects. The most important thing is that these pricing decisions must be consistent with the overall marketing strategy. Providing different prices in different markets also needs to be considered. Also, a certain price charged depends on who the service is being sold at. The value of a service is not determined by the price, but by the benefits that the buyer gets when consuming the service relative to the cost incurred to obtain the service, and the price of the alternative service owned by competitors.

The Effect of Place Dimensions on General Patient Satisfaction in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency

Research hypothesis 3 (H3) based on bivariate analysis is stated to be the dimension of Place on Patient Satisfaction in General Patients in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency. Based on the statistical analysis carried out, it is known that Place on Safety Culture in General Patients in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency is shown by a p value of 0.001, so in this case the alternative hypothesis (H3) is accepted, meaning the first hypothesis "There is an influence of the Place dimension on Patient Satisfaction in General Patients at the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency.

Research hypothesis 3 (H3) based on multivariate analysis stated that the significance value for the influence of the Place dimension on General Patient Satisfaction in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency is with a significant value of $0.042 < 0.05$ patients who have a good Place value may be 2,424 times better than patients who have a Place which is not good. So it can be concluded that the dimension of Place on Patient Satisfaction has a significant effect, this is in line with the research conducted by Kurniasih et al. (2020) showing that the place declares goods as many as 29 people (59.18%) respondents, namely as many as 12 people (24.49%) and as many as 8 people (16.33%). Based on the results of the chi square p-value test of $0.747 < 0.05$, it was found that the place had a statistically significant influence on patient satisfaction at Bhayangkara Kindergarten II Hospital Medan.

A place is defined as a place of service for products in a business where the location of the service that will be used in the process of providing services to the intended client is an important consideration. The value and excellence aspects of services include the context in which and how services will be provided, and where they play an important role (Lubis et al., 2022).

The results of the analysis based on the research dimension of Place were 78.7% good and 21.3% poor. The results of the analysis show that the place of service provision offered at General Patients in the Inpatient Unit of Elim Rantepao Hospital, North Toraja Regency needs to consider various things such as special access which is easily accessible by public transportation, ease of getting location and distance, spacious, safe and secure parking lot as well as a large enough space and the area that covers those that support the advertised service, The environment that includes the advertised service, the environment that includes the support of the advertised service, the environment that encompasses, the competencies, i.e. the territory that is similar to the competing competitors.

CONCLUSION

The study reveals that the dimensions of Product, Price, Place, Promotion, People, Process, and Physical Evidence significantly impact patient satisfaction in the Inpatient Unit of Elim Rantepao

Hospital, North Toraja Regency. The People dimension, which includes the role of staff in service delivery, has the greatest influence on patient satisfaction. Proper staff recruitment and training are essential for creating a competitive advantage. The research suggests that management should focus on the marketing mix process, especially in the People dimension, to improve service quality and patient satisfaction. This includes strict selection of staff and ensuring they possess special abilities in their fields. Hospitals should also consider strategies to stay competitive and survive in the modern era by creating superior, affordable products.

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