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The Effect of Marketing Mix, Elements of Product, Price, Place, Promotion, People, Process, and Physical Evidence on Patient Satisfaction at Ananda Srengat Hospital Blitar

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Abstract: The healthcare industry in Indonesia is increasingly competitive, prompting hospitals to adopt effective marketing strategies to improve patient satisfaction. RSU Ananda Srengat-Blitar, as a Type C hospital that continues to grow, faces challenges in maintaining service quality and competitiveness in the midst of intense competition. This study aims to analyze the effect of marketing mix elements (Product, Price, Place, promotion, person, process, and physical evidence) on patient satisfaction at Ananda SRENGAT hospital-Blitar. Using a quantitative approach with Partial Least Square-Structural Equation Model (PLS-SEM) method, data were collected from 300 hospital patient respondents. The results of the analysis showed that the variables of physical evidence, price, people (HR), and service processes have a significant positive influence on patient satisfaction. Meanwhile, product, promotion, and venue variables have no significant influence. The recommendations of this study include improving the quality of physical facilities, transparency of service costs, training of medical personnel, and optimization of administrative systems. With the right strategy implementation, Ananda hospital can improve patient satisfaction and strengthen its competitiveness in the healthcare industry.

Keyword: Marketing Mix, Customer Satisfaction, Ananda Hospital, PLS-SEM, Health Services.

INTRODUCTION

The healthcare industry in Indonesia is experiencing rapid development, driven by increasing public demand for quality healthcare services. However, intense competition in the industry is pushing hospitals to seek innovative ways of attracting and retaining patients. Competition between hospitals often focuses on reducing costs and increasing patient volume. Hospitals compete in existing markets by offering similar products or services, resulting in bloody competition that costs the company back. (Naufal and Hellen, 2022; Asmoro et al, 2023; Satiti et al, 2023).

Nº	Kode	Nama Rumah Sakit	Jenis	Tipe	Alamat
1	3505013	RS Umum Daerah Ngudi Waluyo Wlingi	RSUD	B	Jl. Dokter Sucipto Nº 5, Kelurahan Beru, Kecamatan Wlingi, Kabupaten Blitar, Jawa Timur 66184
2	3505024	RS Umum Aulia Blitar	RSU	D	Jl. Raya Utara Lodoyo Nº 3, Kelurahan Kembangarum, Kecamatan Sutojayan, Kabupaten Blitar, Jawa Timur 66172
3	3505041	RS Umum Al-Ittihad	RSU	D	Jl. Raya Togogan, Kelurahan Togogan, Kecamatan Srengat, Kabupaten Blitar, Jawa Timur 66152
4	3505043	RS Umum Medika Utama	RSU	C	Jl. Kusuma Bangsa Nº 1, Kelurahan Kanigoro, Kecamatan Kanigoro, Kabupaten Blitar, Jawa Timur 66171
5	3505045	RS Umum Daerah Srengat Kabupaten Blitar	RSUD	C	Jl. Raya Dandong, RT 002 / RW 003, Kelurahan Dandong, Kecamatan Srengat, Kabupaten Blitar, Jawa Timur 66152
6	3505044	RS Umum Wawa Husada Kesamben	RSU	D	Jl. Raya Kesamben - Jugo Nº 1, RT 004 / RW 07, Desa Kesamben, Kecamatan Kesamben, Kabupaten Blitar, Jawa Timur 66191
7	3505035	RS Umum Ananda	RSU	D	Jl. Mastrip Nº 14, Kelurahan Srengat, Kecamatan Srengat, Kabupaten Blitar, Jawa Timur 66152
8	3505054	RS Umum An-Nisaa	RSU	D	Jl. Suparyono Timur Nº 1, Kelurahan Bajang, Kecamatan Talung, Kabupaten Blitar, Jawa Timur 66183

Figure 1. Hospital Data in Blitar Regency

Sources: https://p2k.stekom.ac.id/ensiklopedia/Daftar_rumah_sakit_di_Kabupaten_Blitar

The condition of hospitals in Kabupaten Blitar reflects the challenges and opportunities in providing quality health services. Although there are several hospitals that have been operating, issues regarding the availability of facilities, quality of Service, and accessibility are still a major concern. Many hospitals are in need of improvement.

IT infrastructure and medical technology to meet the expected service standards. In addition, the diversity of services and specialties in hospitals also affects people's choices in getting health care. (Ella et al, 2020).

In the midst of such competition, patient satisfaction is also one of the main elements in maintaining the existence and reputation of the hospital. Satisfied patients tend to become loyal, recommend hospital services to others, and return to use the same facilities in the future. Conversely, patient dissatisfaction can impact the image of the hospital, reduce public trust, and ultimately affect the sustainability of hospital operations. Patients who are not satisfied with the nursing services provided, the patient will not seek that service or accept it. (Layli, 2022).

Hospital services often face various challenges, especially related to patient satisfaction with hospital services. Some patients consider that the services provided have not met expectations, both in terms of quality, speed, and friendliness of medical and non-medical staff. This creates a gap between people's expectations and the perceived reality of receiving health care. If the patient is not satisfied with a service provided, then the service can be ascertained ineffective and inefficient. (Riandini and Hakim, 2019)

To improve the quality of Service, hospitals need to focus on improving the management system, increasing the competence of medical personnel, and strengthening communication with patients. This effort is expected to create a more positive experience for patients, so that public confidence in hospital services can continue to increase.

With increasing public awareness of the importance of Health, the demand for better and innovative services is increasingly urgent. People today not only want effective medical services, but also a satisfactory and quality service experience. This situation encourages hospitals to adapt, focusing not only on medical aspects, but also on more strategic marketing management. In this context, an effective marketing strategy becomes crucial to attract and retain patients, as well as build a positive image of the hospital in the eyes of the public.

In this context, an effective marketing strategy becomes the key to attracting and retaining patients. Previous research has shown that hospitals that adopt a value-based marketing approach can increase patient satisfaction and loyalty. For example, a study by Soumokil, et al found that there is a relationship between reliability, assurance, physical evidence, empathy and responsiveness with patient satisfaction. Improving the quality/quality of Service is very necessary for expertise according to their respective scientific fields in all health service providers (Soumokil, et al, 2021).

However, challenges remain, especially in terms of the growing competition between hospitals. Research by Akhmad Safi'i et al shows that physical environment elements in the marketing mix have a significant impact on hospital performance, especially in terms of patient satisfaction. A comfortable, clean, and accessible physical environment can improve the overall patient experience, which in turn can strengthen the image of the hospital and attract more patients. Hospitals that are able to manage physical elements well—such as space design, cleanliness, and a soothing atmosphere—can build long-term relationships with patients, increase retention, and ultimately improve overall performance. Therefore, effective management of the physical environment is an important key in hospital marketing strategies. By understanding this phenomenon, hospitals in Indonesia, including RS Ananda in Srengat, need to continue to innovate in marketing strategies to meet patient expectations and remain relevant in a changing healthcare industry.

Ananda Srengat General Hospital is a Type C hospital that has been upgraded to class in 2024. With a capacity of 110 TT (beds), the performance level of Ananda Srengat hospital is quite good and efficient with a drill value of 48.9%, TOI 3, BTO 5 and alos 3 days and has passed accreditation by LAM KPRS 2022 with a superior hospital accreditation predicate.

The marketing conditions at Ananda hospital reflect the continuous efforts to improve competitiveness amidst the increasingly fierce competition in the healthcare sector. In recent years, RS Ananda has started implementing various digital marketing strategies to reach patients more effectively. The use of social media and online platforms for service promotion has increased, allowing hospitals to interact more directly with the public. By offering transparent information about the services and facilities available, RS Ananda strives to build trust and a positive image in the eyes of patients. In addition, the hospital also actively collects feedback from patients to improve the quality of services, so as to meet the expectations and satisfaction of the growing community.

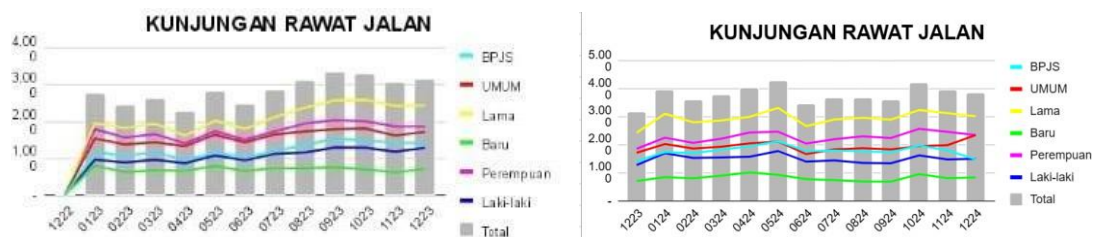


Figure 2. Number of outpatient visits to Ananda Srengat hospital in 2023 & 2024

The phenomenon that occurred in Ananda Srengat hospital shows the urgent need to implement effective marketing strategies to increase competitiveness and increase patient satisfaction. In the context of increasingly fierce competition between hospitals and other health facilities in Blitar Regency.

Patient satisfaction is a strategic element in hospital business development because it is directly related to the image, loyalty, and competitiveness of hospitals in the market. In the context of marketing, the effective application of the marketing mix concept can help hospitals achieve high levels of patient satisfaction. In addition, the Marketing mix is the set of variables that companies use to meet consumer needs, create value and build strong relationships with them. In the context of health services, this marketing mix usually involves the elements product(product service), price (Price), place (place of distribution of services), Promotion, people, process, and physical evidence. The implementation of an effective marketing mix allows hospitals to provide better services and meet patient expectations. (Akhmad Safi'i, et al, 2021; Tanjung. I, 2021).

By understanding the market in depth, companies can optimize opportunities and obtain greater profits. Therefore, careful and research-based implementation of marketing strategies is essential to maintain competitiveness and improve the company's performance in a competitive market. (Anshory & Permatasari, 2023).

This study uses the applied theory of marketing mix marketing mix. Marketing mix theory is used because based on the competitive data of the health industry, namely hospitals, the number of outpatient visits that fluctuate and have not been on target, as well as several previous studies on the effect of marketing mix on patient satisfaction, the researchers felt the need to determine the effect of marketing mix (marketing mix) that has been done Ananda SRENGAT hospital, because the context of marketing, the application of the concept of effective marketing mix can help hospitals achieve high levels of patient satisfaction. Therefore, this study entitled “The effect of Marketing Mix, especially elements of Product, Price, Place, Promotion, People, Process, and Physical Evidence, on patient satisfaction at Ananda Srengat Hospital Blitar.”

METHOD

This study adopts a quantitative approach with Associative Design. According to Sugiyono (2013), associative research aims to examine the relationship between two or more variables, which influence each other in the form of cause-and-effect relationships. In this case, one variable acts as a causal factor, while the other variable as an impact. This approach allows researchers to measure and analyze the influence that occurs between the variables involved. In addition, researchers have an understanding related to optimal service marketing in improving customer satisfaction.

The population used in this study were patients of Ananda Srengat Hospital. To determine the size of the study, a general rule (rule of thumb) was used, namely the sample size must be several times larger (5-10 times) than the indicators of the variables studied (Roscoe, 1975) in (Sakaran, 2006). The sample used there are 300 respondents who are patients who perform outpatient or inpatient treatment at Ananda srengat hospital-Blitar.

Apart from that, this study also uses Partial Least Square-Structural Equation Model (PLS-SEM). According to Kraska-Miller, quantitative research can have variations from very rigorous with the use of randomization, control, various treatments and conditions, as well as manipulation of independent variables (Ispendi, 2021).

Table 1. Operational Definition of Variables

Variabel	Definisi Operasional	Indikator
<i>Product</i> X ₁	A product is a form of goods/services offered by a company to be sold to consumers in order to obtain satisfaction by fulfilling desires and needs to achieve the company's goals. (P. T. Kotler & Armstrong, 2018)	According to Ravangard et al. (2020): 1) Latest services 2) Consultation services 3) Medical support services 4) Post-hospitalization home care 5) Waiting time while waiting in line
<i>Price</i> X ₂	Price is the sum of all the values that customers give up to gain the benefits of having or using a product or service. (P. T. Kotler & Armstrong, 2018)	According to Ravangard et al. (2020): 1) Affordability 2) Transparency of patient bills 3) Free of charge for poor patients 4) Free services
<i>Place</i> X ₃	Marketing channels or places are a group of interdependent institutions involved in the process of making a product or service available for consumption. (P. T. Kotler & Armstrong, 2018)	According to Ravangard et al. (2020): 1) Location close to population 2) Transportation access

<i>Promotion</i> X ₄	Promotion is a means used in an effort to inform, persuade and remind consumers directly/indirectly about the products or services being sold (Manik & Rianti, 2019)	According to Ravangard et al. (2020): 1) Good reputation 2) Advertising media 3) Website 4) Brochure 5) Periodic achievement and success reports 6) Hospital profile video 7) Inauguration ceremony in the hospital
<i>People</i> X ₅	Refers to all individuals involved in the business, including employees, customers, partners, and other stakeholders. (Kotler & Armstrong, 2018)	According to Ravangard et al. (2020): 1) Staff empathy 2) Relationship between hospital staff and patients 3) Patient complaints 4) Scientific skills of staff (nurses and non-medical staff) 5) Employee uniforms
<i>Process</i> X ₆	The mechanisms, procedures, and workflows used to deliver products or services to customers efficiently and effectively. (Kotler & Armstrong, 2018)	According to Ravangard et al. (2020): 1) Use of SIMRS (Hospital Management System) 2) Service procedures 3) Service quality 4) Speed of service
<i>physical evidence</i> X ₇	Physical Evidence that shows the quality of a business's services or products. (Kotler & Armstrong, 2018)	According to Ravangard et al. (2020): 1) Beauty and interior design 2) Air conditioning system and sufficient light 3) Outdoor view 4) Size of parking lot 5) Diagnostic and treatment equipment 6) Physical environment that communicates
<i>Customer satisfaction</i> Y	Customer satisfaction is the degree to which the perception of performance is a perception that the product will meet customer expectations. When performance falls short of expectations, dissatisfaction occurs. When performance meets or exceeds expectations, satisfaction occurs (P. T. Kotler & Armstrong, 2018)	According to Fornel.C. (1992); Arifka (2021); Meilda et al. (2022); Setiawan (2020): 1) Overall Customer Satisfaction 2) Customer satisfaction dimensions 3) Confirmation of expectations 4) Interest in revisiting 5) Willingness to recommend 6) Customer satisfaction every visit

RESULTS AND DISCUSSION

Data Analysis

Characteristics Of Respondents

In this study, researchers used questionnaires to collect data and information needed for this study. The sample used there are 300 respondents who are patients who perform outpatient or inpatient treatment at Ananda SRENGAT hospital-Blitar. This questionnaire is distributed directly through Google Form and paper. The Data and information obtained are used to fulfill the purpose of this study. Data processing in this study using PLS.

Table 2. Characteristics Of The Research Sample

Characteristics		Frequency	Presentage
Gender	Men	84	28%
	Women	216	72%
Age	< 20 year	86	28%
	21 – 30 year	26	8%
	31 – 50 year	77	25%
	> 50 year	111	39%
Last Education	Not yet school / elementary/ junior high/ high school	288	96%

	Diploma/S1	12	4%
	S2	0	0%
Jobs	Tidak bekerja	219	73%
	Non PNS	76	25%
	PNS/ TNI/ Polri	5	2%
Income month	<1 million	232	77%
	1-5 million	66	22%
	5-10 million	0	0%
	>10 million	2	1%
Number of visits to RSU Ananda Srengat	first time	144	48%
	2-5	103	34%
	>6	53	18%

Table 2. showed that the characteristics of 300 samples that meet the criteria in this study. The sample in this study consisted of 84 male respondents (28%) and 216 female respondents (72%). The majority of the sample in this study were over 50 years old with 111 respondents (39%). The majority of working samples were non-working with the number 219 (73%). While the majority of one-month income < 1 million rupiah with the amount of 232 (77%). And the number of visits to RSU Ananda Srengat majority 2-5 times already visited, ie there are 103 students. Based on the characteristics of the sample above, it can be seen that the respondents, who filled out this questionnaire the majority are children who are still not working.

Outer Model

Validity Test

Validity test aims to determine the extent to which an indicator is able to measure the latent variables that should be measured. There are two types of validity tested:

Convergent Validity

- In figure 3. hypothesis test roadmap, validity it measures the degree to which the indicators that measure a certain construct have a high correlation with each other.
- in this study, the indicator is said to be valid if it has a value of loading factor > 0.7.
- the results of the analysis showed that most indicators have a loading factor value above the threshold, which means that the indicator is valid in measuring latent variables.

Discriminant Validity

- validity it measures the degree to which the indicators of a construct are not highly correlated with those of another.
- measurement is done by looking at the value of average Variance Extracted (AVE) which must be more than 0.5 so that the construct can be said to have good discriminant validity.
- the results showed that each construct has a fairly high Ave value, which indicates that the indicators in one variable are more correlated than those of other variables.

Reliability Test

Reliability aims to ensure the consistency of measurement results. This test was conducted using Cronbach's Alpha, with a minimum value of 0.60 as an acceptable reliability limit.

Tabel 3. Reliability Test and Validity Test

Construct	Cronbach's Alpha	Average variance extracted (AVE)
Products	0,800	0,556

Price	0,739	0,561
Places	0,747	0,798
Promotion	0,885	0,593
People	0,819	0,581
Process	0,867	0,717
Physical Evidence	0,845	0,618
Patient Satisfaction	0,856	0,582

The reliability test results show that all constructs have Cronbach's Alpha values above 0.60, which means that all variables have a good level of consistency. Thus, the instruments used in this study are reliable enough to measure the variables studied.

Inner Model

Coefficient of determination/R-Square (R^2)

The R-square value of 0.663 indicates that 66.3% of the variation in patient satisfaction can be explained by the variables of product (health services), people (medical and non-medical personnel), and physical evidence (hospital facilities), while the adjusted R-square of 0.654 indicates little adjustment due to the number of variables in the model. This shows that the factors studied have a strong influence on patient satisfaction, although there are still 33.7% of other factors outside the model that can affect satisfaction, such as personal experience, service culture, or patient health conditions. Therefore, RSU Ananda Srengat still needs to explore additional factors in order to improve patient satisfaction more comprehensively.

Table 4. The Result of R-Square Value

	R-square	R-square adjusted
Customer Satisfaction	0.663	0.654

Effect Size (F-Square)

Effect Size (F-Square) is used to determine the magnitude of the influence of each independent variable on the dependent variable. F-Square values are categorized as follows:

0.02 = small effect

0.15 = medium effect

0.35 = large effect

Table 5. The Result of Effect Size (F-Square)

Variabel Independen	F-Square	Effect
Products	0,020	medium effect
Price	0,014	small effect
Places	0,000	small effect
Promotion	0,016	medium effect
People	0,158	large effect
Process	0,039	large effect
Physical Evidence	0,069	large effect

Based on the results of the F-Square analysis, I found that the variables people (0.158), process (0.039), and physical evidence (0.069) have a large effect, which means that these factors have a strong influence on patient satisfaction. The variables promotion (0.016) and products (0.020) show a medium effect, indicating that their influence is quite significant but not as big as the three main factors. Meanwhile, price (0.014) and places (0.000) only have a small effect, indicating that price and location do not have much influence on patient

satisfaction. From these findings, I conclude that to improve patient satisfaction at RSU Ananda Srengat, the hospital must focus more on improving the quality of medical personnel, service processes, and physical facilities, while the aspects of price and location may not be the main factors in building patient satisfaction.

Hypothesis Test

Hypothesis testing is done by looking at the value of T-Statistic and P-Value to determine whether the relationship between variables is significant or not. Test criteria as follows:

- Hypothesis is accepted if T-Statistic > 1.96 and P-Value < 0.05 .
- Hypothesis rejected if T-Statistic < 1.96 or P-Value > 0.05 .

Tabel 6. Hypothesis Test

Hipotesis	Hubungan	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Conclusion
H1	Products -> Patient Satisfaction	0,125	0,125	0,055	2,293	0,022	Accepted
H2	Price -> Patient Satisfaction	0,096	0,097	0,059	1,645	0,100	Rejected
H3	Place -> Patient Satisfaction	0,007	0,008	0,038	0,190	0,849	Rejected
H4	Promotion -> Patient Satisfaction	0,113	0,110	0,061	1,866	0,062	Rejected
H5	People -> Patient Satisfaction	0,316	0,318	0,053	5,990	0,000	Accepted
H6	Process -> Patient Satisfaction	0,153	0,153	0,054	2,860	0,004	Accepted
H7	Physical Evidence -> Patient Satisfaction	0,218	0,220	0,057	3,851	0,000	Accepted

From the results of the hypothesis test, five hypotheses (H1, H5, H6, H7) were accepted, which means that the variables of product, people, and physical evidence have a significant influence on patient satisfaction. Meanwhile, two hypotheses (H2, H3, and H4) were rejected, suggesting that price, place and promotion had no significant effect on patient satisfaction.

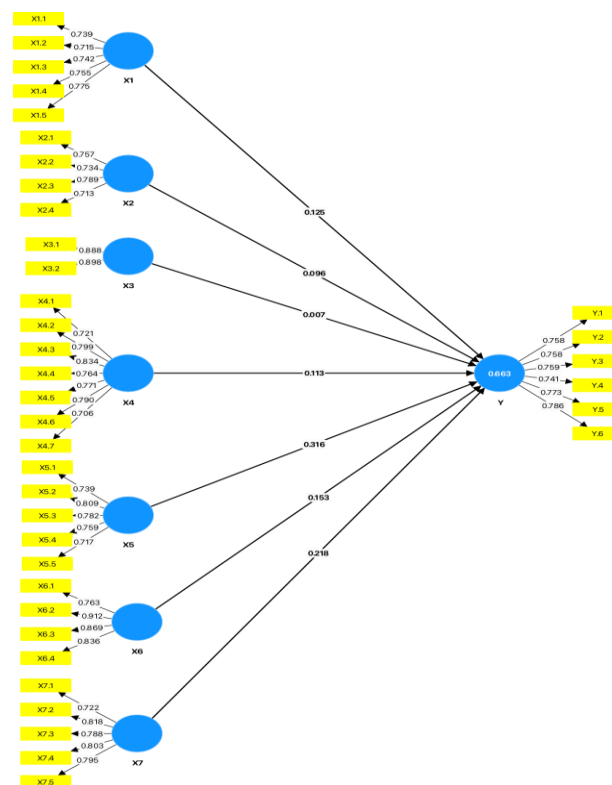


Figure 3. Hypothesis Test Roadmap

CONCLUSION

Based on the results of the hypothesis test, it was found that the product variables (health services), people (medical and non-medical personnel), and physical evidence (hospital facilities and environment) had a significant influence on patient satisfaction. Meanwhile, the price, location, and promotion variables did not have a significant impact on patient satisfaction. This means that patients pay more attention to the quality of service, the competence of medical personnel, and the comfort of hospital facilities compared to aspects of cost, location, or marketing efforts.

Ananda Srengat Hospital needs to focus on improving the health services provided to patients. Good service quality will create a positive experience, increase public trust, and strengthen the image of the hospital. In addition, medical and non-medical personnel factors are key in building good relationships with patients. Friendly, responsive, and professional service will increase patient satisfaction and loyalty.

In addition to competent medical personnel, hospital facilities and environments also need to be considered. Patients expect a clean, comfortable treatment room that supports their recovery. Therefore, Ananda Srengat Hospital can continue to invest in improving infrastructure, such as improving the waiting room, adding more modern facilities, and ensuring that the hospital is kept clean.

Although price, location, and promotion do not have a significant influence on patient satisfaction, this aspect is still important to evaluate. Competitive prices still need to be considered so that they remain affordable for the surrounding community. A strategic location can also be supported by additional services such as easy transportation or cooperation with certain parties to increase patient accessibility.

Ananda Srengat Hospital can improve the quality of health services by ensuring that medical procedure standards are always updated, adding specialist services needed by the community, and improving outpatient and inpatient services to be faster and more comfortable. The development of home care or telemedicine services can also be a solution for patients with

limited mobility. In addition, emergency services (IGD) need to be strengthened with a fast response and adequate facilities. Hospitals can also hold health prevention and education programs, such as seminars, counseling, or affordable medical check-up packages to increase public awareness. Regular patient satisfaction evaluations are also important so that Ananda Srengat Hospital can continue to innovate and provide better services according to patient needs.

In addition, healthcare prices must be kept within reasonable and transparent limits. Ananda hospital can improve communication systems related to service costs, such as providing clearer cost information on the official website or in brochures that can be accessed by patients before receiving medical services. This is important to avoid dissatisfaction due to the vagueness of the costs that patients have to pay.

Although promotion does not have a significant effect on patient satisfaction, Ananda hospital can still increase promotional activities in an effort to reach more people who need health services. Promotion through social media, free health education programs, as well as cooperation with other health facilities can be effective strategies to increase the hospital's exposure to the wider community. Educational approach and testimonials from satisfied patients can also be a more effective promotional tool than ordinary advertising.

In terms of Human Resources (HR), it is important for Ananda hospital to continue to improve the skills of medical and non-medical personnel through regular training. Training programs that focus on communication with patients, increased empathy, and responsiveness to patient needs will go a long way in building better relationships between patients and medical personnel. In addition, the welfare of health workers also needs to be considered so that they can provide optimal services to patients.

Regarding the service process, Ananda hospital can improve the system of administration and registration of patients by applying more modern technology. The use of digital-based queue systems can help reduce patient waiting times, so that their experience in receiving health services is better. Clear communication about service procedures is also important so that patients do not feel confused or poorly informed. An online registration system, digital queues, or faster communication via messaging applications can help speed up the service process and reduce patient discomfort. Innovations like these not only increase efficiency, but also create a better experience for patients.

One of the main steps that can be done is to increase the physical evidence of the hospital by renovating or repairing inadequate facilities. The provision of more comfortable waiting rooms, improvement in the quality of patient beds, and modernization of medical equipment will help increase the patient's positive perception of Health Services at Ananda hospital.

Finally, even though the location or place of the hospital does not have a significant effect on patient satisfaction, Ananda hospital can still improve the comfort of the environment around the hospital. The provision of wider parking facilities, better accessibility for patients with special needs, and the arrangement of greener and more comfortable outdoor areas can improve the patient experience while in the hospital environment.

By implementing these recommendations, Ananda hospital is expected to continue to improve the quality of Service and patient satisfaction, so that it is increasingly trusted by the public as a superior health care provider in Srengat-Blitar.

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