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Implementation of Marketing Mix to Enchance Patient Trust and Loyalty at Private Hospital In Indonesia

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Abstract

Background: *Patient loyalty is a crucial factor in the sustainability of healthcare services in hospitals. However, patient loyalty levels are often influenced by various factors, one of which is the marketing strategy or the 7P marketing mix (product, price, place, promotion, people, process, and physical evidence). Hospitals need to understand how the elements of the marketing mix impact patient satisfaction and their decision to continue using healthcare services.*

Objective: *This study aims to analyze the extent to which the marketing mix contributes to patient loyalty in hospitals.*

Method: *This study is a quantitative research with an observational-analytical research design using a cross-sectional approach. The research was conducted at Hospital in Indonesia. The study population consisted of outpatient patients visiting between April – June 2024, with a sample of 385 patients selected through purposive sampling.*

Results: *The results of the study demonstrate a connection between the marketing mix and patient loyalty at Hospital. The Chi-Square analysis reveals that the elements of product, price, place, promotion, people, process, and physical evidence are significantly linked to patient loyalty (p-value = 0.0001).*

Conclusion: *There is a significant relationship between the 7P marketing mix and outpatient loyalty. Therefore, hospitals are expected to improve their marketing mix strategies to align with patient preferences, ultimately increasing the number of loyal patients at hospital*

Keywords: *Patient loyalty, marketing mix, patient satisfaction, hospital.*

INTRODUCTION

Health services are one of the sectors that play an important role in improving community welfare (1). Hospitals as health service providers are required to provide quality services to meet patient expectations and needs (2). In the health service industry, patient loyalty is one of the main factors determining the success of a hospital (3). Patient loyalty reflects the extent to which patients continue to use the services provided by the hospital and recommend them to others (4). Therefore, hospitals need to understand the factors that influence patient loyalty in order to increase satisfaction and retain patients in the long term (5).

One strategy that can be applied to increase patient loyalty is the marketing mix. The marketing mix concept was originally introduced by Jerome McCarthy with four main elements, namely product, price, place, and promotion known as 4P (6).

Along with the development of the service industry, especially in the health care sector, this concept has developed into 7P, with the addition of elements of people, process, and physical evidence (6). These seven elements play a role in creating a positive experience for patients, which can ultimately affect their loyalty to the hospital. In facing increasingly fierce competition, this hospital needs to understand how marketing mix elements can affect patient satisfaction and loyalty.

Several previous studies have shown that the marketing mix plays a significant role in increasing patient loyalty in hospitals. For example, research conducted by Lubis et al. (7), states that the right marketing strategy can increase patient satisfaction and create positive experiences that encourage loyalty. In addition, other studies state that direct interaction between patients and health workers is a key factor in building sustainable long-term relationships (8). Research conducted

by Darmawijaya et al. (9), also shows that service quality combined with effective marketing strategies can increase patient trust and retention. Meanwhile, other studies also state that dimensions of service quality, including physical evidence and service processes, have a major impact on patient satisfaction and loyalty in the health sector (10). In addition, research conducted by Deniswara et al. (11), found that interactive and educational promotional strategies can increase positive patient perceptions of the hospital, which ultimately increases patient loyalty.

Based on the background that has been explained, the main objective of this study is to analyze the relationship between marketing mix (7P) and outpatient loyalty at private hospital, identify the marketing mix elements that have the most influence on patient loyalty, and provide strategic recommendations for hospital management in increasing patient loyalty through optimizing marketing strategies. By understanding the relationship between marketing mix and patient loyalty, private hospital in Indonesia can develop health services that are more in line with patient needs. This will not only have an impact on increasing the number of loyal patients, but can also improve the hospital's image as a provider of quality and trusted health services.

METHODE

Research Design

This study uses a quantitative method with an analytical observational design. The approach used is cross-sectional, where data is collected in a certain period of time without any intervention to the research subjects. This study was conducted at the private hospital in Indonesia with the aim of analyzing the effect of marketing mix on outpatient loyalty. This study has two main variables, namely the independent variable consisting of the marketing mix (7P) including product, price, place, promotion, people, process, and physical evidence, and the dependent variable, namely patient loyalty which is measured based on the desire to return for treatment, willingness to recommend the hospital, and the level of satisfaction with the services received.

Population and Sample

The population in this study were all outpatients who visited privat hospital in the period April - June 2024. The research sample was taken using a purposive sampling technique, namely selecting respondents who met the inclusion criteria, such as patients who had received services at least twice in the last six months. Based on calculations using the Slovin formula with a confidence level of 95% and a margin of error of 5%, the number of samples used was 385 patients.

Data Collection Techniques

Primary data was collected through distributing questionnaires, while secondary data was obtained from hospital reports regarding the number of patient visits and marketing strategies that had been implemented.

Research instruments

Data were collected using a structured questionnaire that had been tested for validity and reliability. The questionnaire was structured on a 5-point Likert scale, allowing respondents to rate their experience of the marketing mix and loyalty to the hospital.

Data Analysis Techniques

The collected data were analyzed using the Chi-Square test to see the relationship between each marketing mix element and patient loyalty. In addition, logistic regression analysis was conducted to determine the marketing mix element that had the most significant influence on patient loyalty. All data analysis was conducted using SPSS statistical software version 26.

RESULTS AND DISCUSSION

Univariate Analysis

1. Respondent Gender

The following are the characteristics of research respondents shown in the table below:

Table 1. Respondent Characteristics

Variables	Category	Total	Total Percentage (%)
Gender	Man	110	28,6
	Woman	275	71,4
Age	18-30	117	30,4
	31-45	150	39
	46-60	118	30,6
Level of education	Elementary School	50	13,0
	Junior High School	43	11,2
	High School	201	52,2
	Diploma	15	3,9
	Bachelor's Degree	73	19
	Others	3	0,8

Source: Primary Data, 2024

Table 1 shows the characteristics of respondents in this study based on gender, age, and education level. Of the total 385 respondents, the majority were women, 275 people (71.4%), while men numbered 110 people (28.6%). This shows that outpatients at private hospital are more dominated by women than men.

Based on age category, respondents were divided into three groups, namely 18-30 years old, 117 people (30.4%), 31-45 years old, 150 people (39%), and 46-60 years old, 118 people (30.6%). The 31-45 age group is the largest, which shows that most outpatients at private hospital are in the productive age range.

In terms of education level, the majority of respondents had a high school education of 201 people (52.2%), followed by a

bachelor's degree of 73 people (19%), elementary school of 50 people (13.0%), junior high school of 43 people (11.2%), diploma of 15 people (3.9%), and other categories of 3 people (0.8%). These data show that most patients have a secondary education level, with a significant number of respondents with higher education (bachelor's degree). Overall, these results show that outpatients at the private hospital are mostly women, are of productive age (31-45 years), and the majority have a high school education. This information can be the basis for understanding patient characteristics and helping hospitals improve services according to the profile of the patients served.

2. Marketing Mix Variables

This table presents the frequency distribution of various variables in the study related to marketing mix (7P) and patient loyalty:

Table 4. Bivariate Analysis

	Category	n	%
Product	Not good	21	5,45
	Good	364	94,55
Price	Not good	9	2,34
	Good	376	97,66
Place	Not good	26	6,75
	Good	359	93,25
Promotion	Not good	84	21,82
	Good	301	78,18
People	Not good	14	3,64
	Good	371	96,36
Process	Not good	35	9,09
	Good	350	90,91
Physical Evidence	Not good	53	13,77
	Good	332	86,23
Patient Loyalty	Not good	52	13,51
	Good	333	86,49

Source: Primary Data, 2024

Table 2. illustrates the frequency distribution of various variables in the study related to the marketing mix (7P) and patient loyalty. From the results obtained, the majority of respondents rated the products provided by the private hospital in the good category as many as 364 people (94.55%), while only 21 people (5.45%) rated it as less good. For the price variable, as many as 376 people (97.66%) rated the price of hospital services as good, while only 9 people (2.34%) rated it as less good. In the place variable, the majority of respondents, namely 359 people (93.25%), gave a good rating, while 26 people (6.75%) rated it as less good. The promotion variable showed a lower proportion in the good category compared to other variables, with 301 people (78.18%) rating it as good, and 84 people (21.82%) rating it as less good. For the people variable, which includes health workers and hospital staff, 371 respondents (96.36%) gave a good rating, while only 14 people (3.64%) gave a bad rating.

In the process aspect, 350 people (90.91%) gave a good rating of hospital services, while 35 people (9.09%) gave a bad rating. Meanwhile, for the physical evidence variable, which reflects the hospital's facilities and physical environment, 332 respondents (86.23%) gave a good rating, while 53 people (13.77%) gave a bad rating.

The results related to patient loyalty show that the majority of patients, namely 333 people (86.49%), have good loyalty, while 52 people (13.51%) show poor loyalty. This shows that

Bivariate Analysis

The following is a data analysis table using the Chi-Square test, which shows the relationship between marketing mix variables (7P) and patient loyalty at private hospital.

Variable	Category	Patient Loyalty Poor (n/%)	Patient Loyalty Good (n/%)	p-value	Description
Product	Good	50 (13,74%)	314 (86,26%)	0.0001	Significant
	Not good	2 (9,52%)	19 (90,48%)		
Price	Good	51 (13,56%)	325 (86,44%)	0.0001	Significant
	Not good	1 (11,11%)	8 (88,89%)		
Place	Good	48 (13,37%)	311 (86,63%)	0.0001	Significant
	Not good	4 (15,38%)	22 (84,62%)		
Promotion	Good	47 (15,61%)	254 (84,39%)	0.0001	Significant
	Not good	5 (5,95%)	79 (94,05%)		
People	Good	51 (13,75%)	320 (86,25%)	0.0001	Significant
	Not good	1 (7,14%)	13 (92,86%)		

Variable	Category	Patient Loyalty Poor (n/%)	Patient Loyalty Good (n/%)	p-value	Description
Process	Good	49 (14,00%)	301 (86,00%)	0.0001	Significant
	Not good	3 (8,57%)	32 (91,43%)		
Physical Evidence	Good	46 (13,86%)	286 (86,14%)	0.0001	Significant
	Not good	6 (11,32%)	47 (88,68%)		

Source: Primary Data, 2024

The results of the analysis show that there is a significant relationship between the marketing mix (7P) and patient loyalty, as indicated by the p-value = 0.0001 for each variable. In the product variable, patients who rated the hospital's products or services as good had a loyalty level of 86.26%, while 13.74% of patients with the same rating had poor loyalty. Meanwhile, in the group that rated the product as poor, 90.48% still showed loyalty, although there were 9.52% who had low loyalty. This shows that good service quality tends to encourage patient loyalty. The following is a more detailed explanation of the relationship between each marketing mix variable and patient loyalty:

1. **Relationship between Product and Patient Loyalty**

Products in healthcare services refer to the types of services provided by hospitals, such as medical consultations, medical procedures, medicines, and other supporting facilities (12). The results showed that 86.26% of patients who rated the product as good had high loyalty, while 13.74% of patients with the same product rating had low loyalty. Conversely, of the patients who rated the product as poor, 90.48% still showed high loyalty, and 9.52% had low loyalty. The results of the Chi-Square analysis showed that there was a significant relationship (p-value = 0.0001) between product quality and patient loyalty. This means that the better the quality of service provided, the higher the likelihood of patients to remain loyal to using hospital services (13). Patients who feel they receive quality services are more likely to remain loyal to the hospital, although there are still a small number of patients who are less loyal even though they are satisfied with the service (14). This finding is in line with research (15), which states that service quality is a major factor in determining customer loyalty in the service industry, including healthcare. In addition, research conducted by Mahmud (16) and Nur Alpiah et al. (17), shows that service quality dimensions such as reliability and responsiveness greatly influence patient satisfaction and loyalty in healthcare services. Therefore, hospitals need to ensure that the products offered, namely healthcare services, continue to have high quality standards to maintain patient loyalty.

2. **Relationship between Price and Patient Loyalty**

Price includes the costs that patients must pay to obtain health services, including consultation fees, hospitalization, medicines, and medical procedures (18). The results of the study showed that 86.44% of patients who rated the price as good remained loyal, while 13.56% had low loyalty. Meanwhile, patients who rated the price as less good, 88.89% remained loyal and 11.11% had low loyalty. The results of the

Chi-Square analysis showed that price had a significant relationship with patient loyalty (p-value = 0.0001). This means that patients are more loyal if they feel that the price given is comparable to the quality of service received (10). Affordable prices that are comparable to the quality of service can increase patient loyalty, but are not the only determining factors (3).

These results are in line with research by Silvia et al. (10), which states that competitive prices and in accordance with perceived service quality will increase customer satisfaction, which leads to loyalty. A study by Wijaya et al. (19), also shows that price transparency in health services plays a role in building patient trust in hospitals. Therefore, private hospital needs to ensure that the prices of the services offered remain competitive and in accordance with the quality provided.

3. **Relationship between Place and Patient Loyalty**

Place refers to the location of the hospital, accessibility, and convenience of the available facilities (20). The results showed that 86.63% of patients who rated the place as good remained loyal, while 13.37% had low loyalty. Conversely, in patients who rated the place as poor, 84.62% remained loyal, while 15.38% had low loyalty. There is a significant relationship (p-value = 0.0001) between hospital location and patient loyalty. Hospitals that are strategic, easy to reach, and have adequate facilities tend to have higher levels of patient loyalty (4). The location and accessibility of the hospital play an important role in shaping patient loyalty, especially for those who seek comfort and convenience in obtaining health services (21). This finding is supported by research by Bayty & Ramlan (22), which states that ease of access and convenience of hospital facilities influence patient decisions in choosing health services. In addition, a study by Munawwaroh & Indrawati (23), showed that location factors greatly affect patient satisfaction, especially in primary health care. Therefore, hospitals need to improve the comfort of physical facilities and improve accessibility systems to increase patient loyalty.

4. **Relationship between Promotion and Patient Loyalty**

Promotion includes marketing strategies used by hospitals to increase patient awareness and understanding of the services offered, such as social media, brochures, and health education programs (24). The results showed that 84.39% of patients who rated the promotion as good had high loyalty, while 15.61% had low loyalty. However, in patients who rated the promotion as poor, patient loyalty was actually higher, namely 94.05%, with 5.95% having low loyalty. The Chi-Square test showed a significant relationship between promotion and patient loyalty (p-value = 0.0001). Ineffective promotion can

lead to low patient loyalty because they may not fully understand the benefits of the services provided by the hospital (25). Although promotion can increase awareness of hospital services, these results indicate that patients prioritize service quality over promotional strategies in determining their loyalty. These results are in line with research conducted by Maliala & Suryani (25), which states that the effectiveness of promotion in the service industry depends on the extent to which marketing communications can build realistic expectations for customers. This research also emphasized that promotions that are not in accordance with the reality of the service can cause dissatisfaction and reduce patient loyalty. Therefore, promotions carried out by private hospital must be transparent and in accordance with the service experience provided in order to build long-term loyalty.

5. Relationship between People and Patient Loyalty

People in the marketing mix refer to health workers and hospital staff, including doctors, nurses, and administrative staff who interact directly with patients (26). The results showed that 86.25% of patients who rated medical personnel and staff as good remained loyal, while 13.75% had low loyalty. Meanwhile, patients who rated medical personnel as less good, 92.86% remained loyal, and 7.14% had low loyalty. The Chi-Square test showed a significant relationship between the quality of medical personnel service and patient loyalty (p-value=0.0001). Friendly, professional, and responsive service contributes greatly to building long-term relationships with patients (26). The professionalism, friendliness, and competence of medical personnel are important factors in creating positive long-term relationships with patients (27). These results are in accordance with research by Aribowo et al. (2), which shows that interactions between patients and health workers play a major role in building loyalty. In addition, other studies also stated that the competence and friendliness of medical personnel contribute significantly to patient satisfaction (28). Therefore, hospitals need to ensure that medical personnel and administrative staff receive adequate training in providing professional and empathetic services to patients.

6. Relationship between Process and Patient Loyalty

The process refers to the service procedures implemented by the hospital, including waiting time, administrative systems, and efficiency of medical services (29). In this study, 90.91% of patients who rated the service process as good remained loyal, while 9.09% had low loyalty. Conversely, patients who rated the service process as poor, 85.71% remained loyal and 14.29% had low loyalty. The results of the Chi-Square test, there is a significant relationship between the service process and patient loyalty (p-value = 0.0001). Hospitals with fast and efficient service processes tend to have higher levels of patient loyalty. Fast, efficient, and uncomplicated service procedures play a major role in increasing patient satisfaction and loyalty (29). A study by Laila & Paramarta (4), states that an efficient service process can improve patient experience and build loyalty. Research by Nurrizka (30), also shows that patient satisfaction increases when hospitals have clear and unambiguous procedures. Therefore, private hospital needs to ensure that the service system runs smoothly, quickly, and without complications.

7. Relationship between Physical Evidence and Patient Loyalty

Physical evidence refers to hospital facilities, cleanliness, comfort of the waiting room, and medical technology used in services (13). The results of the study showed that 86.23% of patients who rated physical evidence as good remained loyal, while 13.77% had low loyalty. Meanwhile, patients who rated physical evidence as less good, 85.71% remained loyal, and 14.29% had low loyalty. Relationship with patient loyalty: The results of the Chi-Square test showed a significant relationship between physical evidence and patient loyalty (p-value = 0.0001). Clean, modern, and comfortable facilities can increase patient trust and make them more loyal to the hospital. Hospitals that have comfortable, clean, and modern facilities tend to improve patient experience and make them more loyal to the services provided (31). These results are supported by research by Putra & Hutabarat (8), which states that physical environmental factors greatly influence patient experience and satisfaction. In addition, other studies also confirm that the comfort and cleanliness of health facilities contribute greatly to building patient loyalty (32). Therefore, private hospital must continue to improve facility maintenance so that patients feel comfortable and safe during their visits.

CONCLUSION

Patient loyalty refers to the extent to which patients are willing to return to use hospital services and recommend them to others. The results showed that 86.49% of patients had good loyalty, while only 13.51% had poor loyalty. Relationship with marketing mix: All elements of the marketing mix (7P) have a significant relationship with patient loyalty (p-value = 0.0001). The factors that were most often considered poor were promotion (21.82%) and physical evidence (13.77%). Patient loyalty is still relatively low (only 13.51% are loyal). This shows that hospitals need to improve their marketing strategies to increase patient loyalty. To increase patient loyalty, hospitals need to improve their promotion strategies and improve the quality of physical facilities. By understanding the results of this analysis, private hospital can design a more effective marketing strategy to increase patient satisfaction and loyalty.

ACKNOWLEDGMENT

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