

APPLICATION OF THE 7P MIX MARKETING ON PATIENT SATISFACTION AT HOSPITALS

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ABSTRACT

Hospital is a health service institution that provides complete individual health services that provide inpatient, outpatient, and emergency services. In addition, the Hospital also carries out a business mission to earn profit and ensure the sustainability of its business. The marketing mix is a hospital strategy to maximize service delivery to clients. This study aims to analyze the effect of the 7P's marketing mix (product, price, place, promotion, process, people, physical building) on patient satisfaction in hospitals. Literature review is used for research methods, the initial step in determining the topic, the keywords used, Science Direct, Pro Quest, Google Scholar dan Elsevier are the database journals used. Reference search is limited from 2016 to 2020. The keywords used are "Marketing Mix 7p, Hospital, Patient Satisfaction". Research references found there are 65 studies. A total of 55 articles were excluded and 10 articles were included in the discussion. Selection journals were selected based on inclusion criteria. The inclusion criteria in this study were the analysis of the influence of the 7P Marketing Mix on Patient Satisfaction in Hospitals. Based on the 5 studies reviewed, one study explained that the 7P marketing mix had a significant effect on patient satisfaction through statistical tests with p value = $0.00 < = 0.05$. The level of patient satisfaction affects the optimal marketing of the 7Ps.

Keywords: Marketing Mix, Marketing Mix 7P, Hospital Patient Satisfaction

INTRODUCTION

Hospital is a health facility that provides complete health services, by prioritizing efforts to cure disease and restore health. WHO states that the hospital is an integrated social and medical organization that functions as a center for providing health services, healing and preventing disease. According to the American Hospital Association, a hospital is a medical professional who organizes and provides continuous health care, nursing care and diagnosis.

Hospitals as health service providers that are complex, expert-intensive, and capital-intensive must have the ability to attract and retain new customers. Not only from the product or service itself, but also related to how the organization serves customers and the reputation that created by the Hospital. Hospitals must have the right marketing strategies and programs to be able to maintain a good response from customers (patients). Currently, the advantages of hospitals are not only from high

revenue, qualified and professional human resources, as well as complete facilities and infrastructure. However, these advantages must also be oriented to customer satisfaction. Patient satisfaction will give benefit about the patient's loyalty to the hospital. Employees become more confident, and the image of the company (corporate image) will improve. In this case, patient satisfaction certainly has a broad influence on the hospitals, starting from the increasing level of patient visits, increasing patient loyalty levels, and providing opportunities for hospitals to be prioritized to be visited compared to other health service providers. Therefore, patient satisfaction has an impact on improving the quality of the hospital, as well as profits in hospital operational activities.

According to Kotler, marketing is the analysis, planning, implementing and monitoring of programs whose purpose is to make exchanges with certain markets and to achieve company goals. , lead and supervise based on the meaning of management. One of the ways for hospitals to achieve a large number of visits and maintain their electability is to establish the right mix marketing.. So that, the hospital's existence can last a long time.

According to Zeithaml and Bitner's statement, mix marketing is defined as organizational elements that can be used to satisfy and communicate with the patient, the elements that emerge as core decision variables in marketing. According to Wati (2017), mix marketing is a set of marketing tools, that a company can use to achieve its marketing goals to the market target. From the point of view of the buyer or patient in the hospital, the mix marketing with

each of its components must be designed to provide a benefit to the patient and be adjusted to the wishes and needs of the customer, while from the point of view of the seller, the mix marketing is a tool that used to make a positive impact to the buyer.

Kotler explained service marketing. It is used with 7 groups or known as the 7 P mix marketing, otherwise known as mix marketing by adding several elements that have been developed, for marketing in the service sector consisting of Product, Price, Place, Promotion, People, Physical Evidence, and Process.

Based on the explanation above, the purpose of this study is to analyze the influence of the 7P mix marketing. That is Product, Price, Place, Promotion, People, Physical Evidence, and Process on patient satisfaction in hospitals, and to know about the elements of mix marketing that have a significant influence to increase patient satisfaction.

LITERATURE REVIEW

The 7P marketing mix is a marketing strategy that can determine the company's success in pursuing maximum profit or profit by using 7 elements, namely products, price, promotions, place, people, physical evidence, and process. Initially, this concept only includes four elements (4P). Namely, Product, Price, Promotion, and Place. However, as the current technology develops, it undergoes several modifications and the addition of elements from experts. This concept was first introduced by Booms and Bitner which contains the 4P marketing mix, and added three new elements, namely People, Physical Evidence, and Process. So as to produce the latest version of

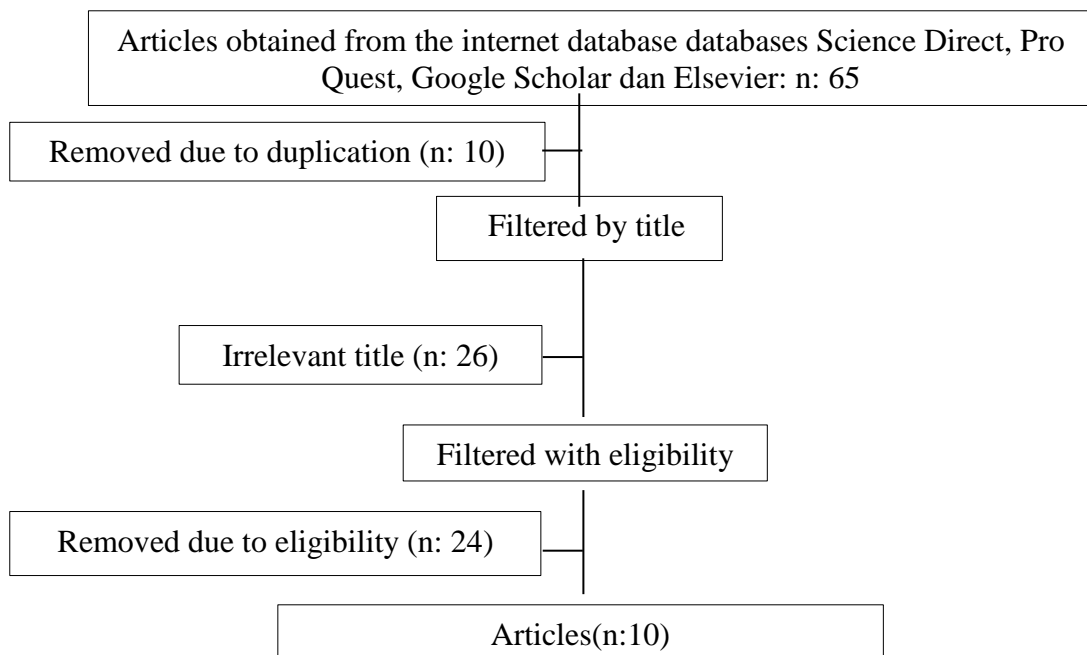
the marketing mix concept. Broadly speaking, 7P is an extension of the 4P strategy.

Patient goals are one of the important indicators that must be considered in health services. Patient expectations are the results of the patient's assessment of health services with what comparisons are in accordance with the reality of health services received in a hospital health setting. Thus, patient satisfaction at the hospital depends on how the services provided by the hospital. However, the services provided are still not in accordance with what the patient wants and patient satisfaction is still not up to standard. Patient satisfaction standards in health services are set nationally by the Ministry of Health. According to the Regulation of the Ministry of Health of the Republic of Indonesia in 2016 concerning Minimum Service Standards for patient satisfaction, which is above 95% (Kemenkes, 2016). If health services with a patient satisfaction level are below 95%, it is considered that the health services provided do

not meet the minimum standards or are of low quality.

RESEARCH METHODS

This research is a type of research using the method of literature review. A search for reference sources or literature in the form of published scientific articles. References to scientific articles in the analysis are articles that discuss the effect of implementing the 7P mix marketing on patients satisfaction in the hospital. Collection of references through several online databases Science Direct, Pro Quest, Google Scholar dan Elsevier Keywords used in the search term: Mix Marketin, Mix Marketing (7P), Hospital, Patient Satisfaction. Publication in English and or Indonesian, using the 7P marketing mix with elements Product, Price, Place, Promotion, People, Physical Evidence. Based on search results according to keywords, there were 65 articles found, then 55 articles were issued and 10 scientific articles were under discussion.



Picture 1. Flowchart of the Review Articles Researched

RESULTS

Based on the search results using the online database such as; Science Direct, Pro Quest, Google Scholar and Elsevier. It found with the keywords used in the search term: Mix Marketing, Mix Marketing 7P, Hospital, Patient Satisfaction. The writer found 65 full text articles published between 2016 - 2020, then filtered with inclusion

criteria, 55 articles were excluded, and 5 articles were under discussion. 10 articles that reviewed by the writer, Based on the research that was included in the study, the research was carried out in a quantitative way. The results of the analysis of all reviewed articles, it found that the 7P mix marketing had a significant effect on increasing patient satisfaction in hospitals.

Table 1. Table of Article Review

Author	Judul	Tujuan	Design	Result
Masri Saragih et al., 2017	Faktor-Faktor Bauran Pemasaran Yang Berhubungan Dengan Kepuasan Pasien	Knowing the marketing mix factors that have a relationship with patient satisfaction in the Outpatient Installation of the Sari Mutiara General Hospital Medan	Quantitative with cross sectional design method	There is a relationship between the product variable and patient satisfaction p-value < (0.000 <0.005), location variable and patient satisfaction with p-value < (0.001 <0.005), promotion variables and patient satisfaction with p-value < (0.001 <0.005).
Rianti Mahyardi ani et al., 2020	Satisfaction And Loyalty Test On Rs Budi Kemuliaan Patients Using Marketing Mix	Knowing the marketing mix factors that have a relationship with patient satisfaction at Budi Kemuliaan RSIA and analyzing the effect of satisfaction on old	Quantitative with cross sectional design method	There is a relationship between the product variable price , people, process, and physical evidence with p-value < (0.001 <0.005)..

		patient loyalty at Budi Kemuliaan Hospital		
Novi Henriya ti Rahmi et al., 2019	Pengaruh Bauran Pemasaran Jasa Dan Kualitas Pelayanan Kesehatan Puskesmas Bojong Nangka Terhadap Kepuasan Pasien BPJS.	Knowing the marketing mix factors that have a relationship with BPJS patient satisfaction .	Quantitat ive with cross sectional design method	The marketing mix (7P) has an effect on BPJS patient satisfaction with p- value < (0.000 <0.005).
Tety Yuliantine et al., 2018	Analysis of Marketing Mix Characteristics of Marketing Factor 7P (Product, Price, Place, Promotion, People, Process, Physical Building) to Patient Satisfaction of Inpatient Patient Hospital Muhammadiya h Ahmad Dahlan Kediri City	Knowing the marketing mix factors that have a relationship with satisfaction of inpatients at the Muhammadi yah Ahmad Dahlan Hospital, Kediri city	Quantitat ive with cross sectional design method	The marketing mix (7P) has an effect satisfaction of inpatients at the Muhammadiyah Ahmad Dahlan Hospital, Kediri city <i>product</i> (0,000), <i>price</i> (0,000), <i>place</i> (0 ,000), <i>promotion</i> (0,000), <i>process</i> (0,000), <i>people</i> (0,000), <i>physical</i> <i>building</i> (0,000).
Lu 'luatul Fuad et al., 2019	"MultilevelAna lysis on the Effect of Marketing Mix Strategy Toward Patient Satisfaction in Magelang, Central Java"	Knowing the marketing mix factors that have a relationship with patient satisfaction at Magelang hospital, Central Java	Quantitat ive with cross sectional design method	Patient satisfaction increased through the components of the marketing mix consisting of products p < 0.001, price p = 0.054, where p= 0.016, promotion p=0.004, physical evidence p = 0.015 and process p = 0.039
Prityanka et al, 2019	Pengaruh Bauran	Knowing the	Quantitat ive with	Shows that the marketing mix is

	Pemasaran Terhadap Jumlah Kunjungan Pasien Di Poliklinik Rawat Jalan Rumah Sakit Umum Daerah Sanjiwani Gianyar	marketing mix factors that have a relationship with Patient Visits at the Outpatient Polyclinic of the Sanjiwani Regional General Hospital, Gianyar	cross sectional design method.	significantly related to patient visits. Dengan p pada setiap elemen <0,001
Ulfa et al, 2020	Pengaruh Bauran Pemasaran (<i>Mix Marketing</i>) Terhadap Keputusan Menggunakan Jasa Rawat Jalan Di Rumah Sakit Bina Sehat Jember”	Knowing the marketing mix factors that have a relationship with Decision to reuse at Bina Sehat Hospital Jember	Quantitative with cross sectional design method	The research shows that the marketing mix has an influence on the decision to use services at RSUP Bina Sehat Jember. For product variables (X1) 0.150, Price (X2) -0.0086, Place (X3) 0.145, Promotion (X4) 0.089, People (X5)0.060, Process (X6) -0.032, and physical evidence (X7) 0.175 with a value significant level p=0.000.
Nisa et al, 2018	Hubungan Bauran Pemasaran Terhadap Keputusan Pasien Memilih Unit Rawat Jalan Di Rumah Sakit Universitas Ahmad Dahlan Yogyakarta”	Knowing the marketing mix factors that have a relationship with Patient's Decision to choose an outpatient unit at Ahmad Dahlan University Hospital, Yogyakarta	Quantitative with cross sectional design method	Product variable p=0.007 (p<0.05), location variable p: 0.029 (p<0.05), promotion variable p=0.011 (p<0.05), people variable p=0.023(p<0.05).
Azizah et al, 2020	Pengaruh Bauran	Knowing the	Quantitative with	The results of the research are

Pemasaran Terhadap Proses Keputusan Pasien Memilih Layanan Kesehatan di Instalasi Rawat Jalan RSUD Tugurejo Semarang	marketing mix factors that have a relationship with Patient's Decision to Choose Health Services at the Outpatient Installation of Tugurejo Hospital Semarang	cross sectional design method.	product mix (p=0.000), price mix (p=0.248), place mix (p=0.000), promotion mix (p=0.000), staff mix (p=0.165), process mix (p=0.000), and mix of physical evidence (p = 0.248).
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DISCUSSION

Hospital is an organization that provides medical services, continuous nursing care, diagnoses and treats patients' diseases with professional medical personnel organized according to the American Hospital Association. Hospital is a facility for health that provides health services equally, by prioritizing efforts to cure disease and restore health. Disease prevention with a referral order to achieve health improvement is carried out in an integrated manner and hospitals can be used for education of health workers and research sites, according to Regulation of the Minister of Health Number 157//Men/Per/II/1988.

Marketing in Hospitals is the art and science of choosing a market target and reaching, retaining, and growing patients by creating, delivering, and communicating superior patient value. In carrying out marketing activities in hospitals, a program or plan is needed to conduct marketing with points consisting of a number of decisions about marketing tools called the marketing mix.

As a service provider

organization, hospitals must be able to formulate a mix marketing strategy in service delivery to achieve the target of providing satisfaction to patients and getting high loyalty from patients. The 7P mix marketing components consist of product, price, place, promotion, process, people, and physical building.

Marketing mix / marketing mix is applied in a company or hospital to achieve target goals in the market and achieve profit for the company. Mix marketing is a marketing effort or tactic used to achieve the goals of an organization. According to Kotler "Marketing mix is the set of marketing tools that the firm uses to pursue it's marketing objectives in the target market".

1. Product

According to Philip Kotler, the product is defined as anything that can be offered or sold to the market to satisfy a desire in accordance with consumer needs in the form of goods or services. The product sold to the market is something that can be owned or felt useful to meet the needs and desires of customers. Products in the service

sector are everything that can be offered by service sellers to be known, known, noticed, sought and bought by potential customers.

The product produced by the hospital is in the form of health services provided to patients, that services are everything promoted by organizations or service providers. So that, people are interested in paying attention, looking for, buying, and using these services to fulfill their needs and desires. Products consist of physical objects, services, people, places, organizations, and ideas. In hospitals, the products produced are in the form of health services needed by patients. Product marketing mix can specifically offer services, goods, places or anything that has real benefits to buyers in the form of satisfaction.

2. Price

Price (price) is defined as a number of exchange rates to obtain or use a product or service, according to Philip Kotler. Prices on sales can be flexible, may decrease or increase depending on the market. Pricing is very significant to determine the price of the product being sold because it can also play an important role in the description of the quality of the product to be offered. *Price* is one of the determining factors for the type of service that will be provided to patients. The next factor that affects satisfaction is the price. In case, the price of each service provided is affordable to the patient, it will have an impact on increasing patient satisfaction with the service provider. Otherwise, the higher price of each service can be one of the factors that cause a decrease of patient satisfaction levels. Price determination can also be done using the economic principle where demand increases, prices will

increase and prices will decrease when demand decreases. The research of Lu'luatul et al, (2019) explains that price is one of the factors that influence an enhancement of patient satisfaction. Therefore, producers must pay attention to the price factor in a product that is produced before being promoted to consumers. Hospitals can set high prices when demand is high and can give discounts or do promos when demand decreases.

3. Place

Place (Place) is where the location to sell or distribute goods or services. The place of service or the location used in providing services to customers, the determination of this place will also be used to consider how the process of delivering products from the company to customers will be, because it will be important, *place or location* is the main factor before producers start selling or providing services to consumers, hospitals as health service providers must plan strategic locations and are easily accessible by the community so that people can visit hospitals to get health services. A strategic place that is easily accessible by the society is also one of the factors determining the level of patient satisfaction, the easier access to the hospital will have an effect on increasing patient satisfaction. place is also important to ensure the environment around the company and become part of the company's environment. of the value and benefits of services sold.

4. Promotion

Promotion according to Kotler are all activities carried out by the company to promote or communicate its products to the target market. *Promotion* is a part of the marketing component that aims

to increase sales of products or services or promotional services that contain information for potential and existing customers. Communicating information from sellers to buyers or sales channels to influence the attitudes and behavior of potential buyers to use the products being sold.

5. People

People are all actors who participate in the process of service presentation or service delivery so that they can influence buyer perceptions. All the actions and attitudes of employees in the hospital, all medical and non-medical employees, how to dress and appearance have an influence on the patient's perception of the hospital. In Mahyardiani's research explained that people are all human resources that involved when providing services to consumers. Hospital HR consists of doctors, nurses, employees, and all aspects of the hospital. All actions from HR will affect the satisfaction of health service users, from the attire, the way they communicate with patients and their families People in the marketing mix in the service sector are people who are directly involved in carrying out all activities, and are very important in influencing the quality of the products/services offered.

Booms and Bitner explain that service marketing has long emphasized the importance of staff. Especially customer contact staff as an important component in providing high-quality service and contributing to overall customer satisfaction.

6. Process

All actual procedures, mechanisms and activities to provide services by which services are delivered to customers. Process also

includes all activity procedures and mechanisms in delivering services in other words also all activities in fulfilling customer needs and desires. The process is when the producer delivers the product to the consumer. Research from Sawitri (2016) states that in hospitals the service process includes the duration when providing services, the duration to get services from doctors, and the duration to get medicine. This process affects increasing patient loyalty and patient satisfaction with the services provided. Lu'luatul et al, Tamtomo, and Sulaeman (2019) state that the process is the main factor in providing services because consumers will view the service delivery system as a part of the service. If the process is carried out properly, the patient will have a high level of satisfaction.

7. Physical evidence

Physical Evidence / Physical evidence which is a tangible form offered to customers. Hurriyati, 2005 explains that Physical Evidence is something that significantly influences consumer satisfaction to use the products and services offered, also known as the physical environment where the service provider and recipient interact. Zeithmal and Berry in Tjiptono (2014) in the study from Yuliantine, Indasah, and Siyoto (2018) mention aspects of patient satisfaction. It includes aesthetics in the form of services related to spatial planning and the room. Physical evidence is a space where services can interact directly with consumers. In hospitals, physical evidence includes hospital physical facilities, hospital buildings and equipment.

CONCLUSIONS AND SUGGESTIONS

Hospitals in running their business need to implement marketing and marketing strategies to make good health service centers. Hospitals need to apply marketing knowledge that can help in the process of becoming health service centers. The mix Marketing (Product, Price, Promotion, People, Place, Process, Physical building).

From this study it was found that the marketing mix with 7 elements of Product, Price, Promotion, People, Place, Process, Physical building has an influence on patient satisfaction, the elements that affect patient satisfaction are different in each hospital. each element has a different effect on the patient, the component that influences patient satisfaction will have an impact on patient loyalty to the hospital and will make patients come again to use hospital services. For elements that have not had a good influence, the hospital needs to implement strategies so that these elements can contribute to influencing and increasing patient satisfaction.

Hospital management must continue to be creative in marketing efforts and marketing mix so that patients get satisfaction in using hospital services and make patients have high loyalty and also so that the services provided by hospitals are always of high quality and quality.

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