Marketing Strategy Analysis Based on Segmenting and Targeting in Hospital: A literature review

By Abdulaziez Mufakhhir

Marketing Strategy Analysis Based on Segmenting and Targeting in Hospital: A literature review

Abdulaziez Mufakhhir*, Sutopo Patria Jati, Septo Pawelas Arso

Magister Kesehatan Masyarakat, Fakultas Kesehatan Masyarakat, Universitas Diponegoro Semarang Indonesia
Corresponding author: *E-mail: aziezmufakhhir@gmail.com

Abstract

Background: Healthcare services have undergone changes in several strategic business units that require proper management handling. The evolution of hospitals, accompanied by the high demands of the community for services, has led hospitals to compete in seeking new opportunities and strategies to meet consumer (patient) needs. In an effort to meet consumer expectations and desires, hospitals need to design a marketing mix that provides value to the target consumers. Management planning serves the target market based on hospital market segmentation.
Purpose: To define the analysis of healthcare service market segments in a manner that supports the marketing process in hospitals
Method: This study is a literature review. The research data sources were derived from literature obtained via the internet, including scientific research findings from various sources. The population in this study consisted of research focusing on the assessment of hospital market segmentation from 2015 to 2022. A total of 12 research articles were obtained from scholarly publications such as Science Direct, Scopus, ProQuest, Springer Link, Google Scholar, PubMed, JSTOR, and Emerald Insight. The collected data were then systematically analyzed.
Results: This result revealed that a marketing strategy employing segmentation concepts, supported by an appropriate marketing mix, was an effective means to enhance healthcare services according to customer needs
Conclusion: This study concluded that hospital market segmentation analysis, based on geographic, demographic, psychographic, and behavioral factors and supported by an appropriate marketing mix, was an effective means to improve healthcare services according to customer needs.

Keywords: Demographic; Geographic; Hospital; Market Segmentation; Psychographic.

INTRODUCTION

The World Health Organization (WHO) states that a hospital is an integral social and medical organization that functions to provide comprehensive healthcare services to the public, encompassing both curative and preventive aspects (Ayuba, Mohamad, & Lolo, 2021). According to the Law of the Republic of Indonesia number 44 of 2009, a hospital is defined as a healthcare institution that provides comprehensive individual health services (including promotive, preventive, curative, and rehabilitative services) by offering inpatient, outpatient, and emergency care (Ministry of Health of the Republic of Indonesia, 2020).

Hospital healthcare services have evolved into business entities with several strategic business units requiring appropriate management concepts. Changes in the external healthcare environment involve market analysis and consideration of the hospital's surrounding environment. Market segmentation analysis is crucial as it provides information about what patients need when utilizing hospital services. It also aids in understanding the

needs and expectations of patients regarding the services received at the hospital (Nursa, Hardisman, & Semiarty, 2019)

The development of hospitals, coupled with high social service demands, has led hospitals to compete to create new opportunities and strategies to meet societal needs and become the preferred choice for certain groups (Marno & Sulistiadi, 2022). Resource limitations in terms of human resources, finances, facilities, and infrastructure necessitate hospitals to target specific audiences with their premium products or services. The regulations developed become more comprehensive and specific as a result of hospital marketing strategies, aiming to be clearer and more targeted (Napitupulu, Carolina, & Rahmawati, 2018).

The expectations and desires of hospital consumers require the design of a marketing mix that provides the desired value to the intended consumers. Marketing revolves around creating customer value and beneficial customer relationships. Company marketing strategies aim to create value for customers and generate profitable customer relationships, all based on marketing logic (Kotler & Armstrong, 2010; Tjiptono, 2019).

Marketing strategy revolves around two main questions: Which customers do we serve (segmentation and targeting) and how do we create added value for them (differentiation and positioning)? The decision on how to serve these target markets is based on segmentation, targeting, and positioning (Kotler & Keller, 2012). Targeting involves selecting one or more market segments to enter.

Efforts of a company to maintain its products effectively positioned to serve the target market segments are through market segmentation. Market segmentation divides the market into several groups, each with its unique characteristics. Market segments consist of a group of consumers with similar needs and desires (Munandar, 2017). Marketers identify the right number and nature of each market segment and decide on the consumer market to target (Munandar, 2017; Tae, Hariyanti, & Rasyid, 2017).

Market segmentation is conducted by considering market characteristics that can influence consumer behavior in utilizing hospital services. Key factors influencing consumer decision-making include

psychological factors such as perception, motivation, learning, attitudes, and personality; situational factors such as facilities and infrastructure, time, product usage, and purchase conditions; and social factors affecting purchase decisions (Rochmiati, Suryawati, & Shaluhiyah, 2021). Market segmentation analysis can be evaluated through respondent characteristics in terms of demographics, geography, psychographics, and behavior (Ahmadi & Herlina, 2017).

Essentially, market segmentation is a way of dividing the market according to several customer characteristics, typically classified into four: geographic, demographic, psychographic, and behavioral. This segmentation strategy can be developed based on a consumer-centric marketing management philosophy (Lova & Achadi, 2022). Market segmentation divides the market into customer groups with similar behaviors or needs. Each group is chosen as a target group to be reached with different marketing strategies. Hospitals do this to provide the best service to customers, enhancing customer perceptions and securing a strong position in their minds. Hence, hospitals require well-documented segment analyses.

A previous segment analysis based on market segment characteristics at the Islamic Hospital Faisal Makassar was divided into three segments: Hospital Aversion (34.3%), Hospital Care Minimizer (2.0%), and Hospital Care Maximizer (64.6%). These segments exhibited 10 different characteristics among them, including age, education level, occupation, family size, residence, residence status, motivation, health utilization patterns for mild and moderate illnesses, and hospital utilization intensity. Based on the above description, the goal of this literature review is to define the analysis of healthcare service market segments in a manner that supports the marketing process in hospitals.

METHOD

This study is a literature review. Literature Review is a method of studying a specific topic that emphasizes a single question systematically identified, evaluated, selected, and concluded based on predefined criteria and high-quality standards. The research data sources were derived from literature obtained via the internet, including scientific research findings from various sources. Data

Abdulaziez Mufakhhir*, Sutopo Patria Jati, Septo Pawelas Arso

Magister Kesehatan Masyarakat, Fakultas Kesehatan Masyarakat, Universitas Diponegoro Semarang Indonesia
Corresponding author: *E-mail: aziezmufakhhir@gmail.com

collection was conducted through internet searching using keywords related to hospital market segmentation, covering geographic, demographic, psychographic, and behavioral segmentation.

The population in this study consisted of research focusing on the assessment of hospital market segmentation from 2015 to 2022. A total of 12 research findings were obtained from scholarly publications such as Science Direct, Scopus, ProQuest, Springer Link, Google Scholar, PubMed, JSTOR, and Emerald Insight. Quantitative data were obtained and systematically analyzed to generate discussions and conclusions representing the contents of the literature review. Once the author selected and extracted each predetermined article, they categorized the articles by: author's name, year, article title, research purpose, research design, and research findings. The twelve selected articles focused on hospital market segmentation research.
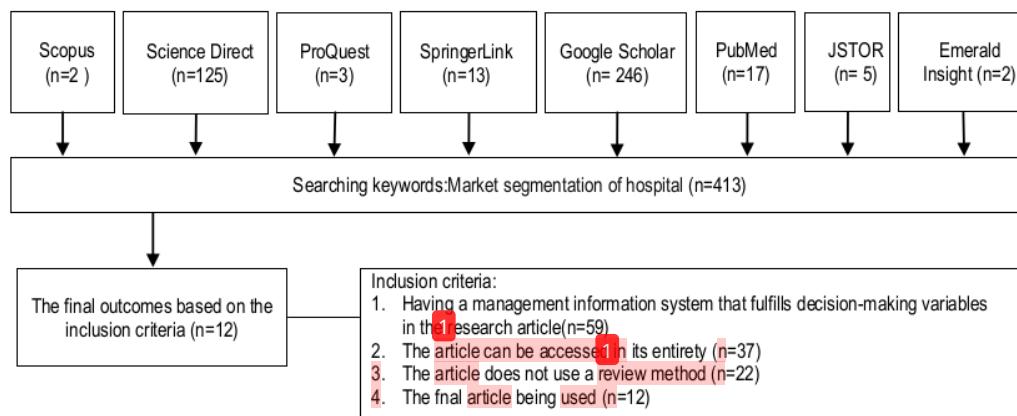
RESULTS

Figure 1. Flow Chart of ArticleScreening

Based on the synthesized articles, there are four main ideas related to the literature review. The main ideas revolve around service quality within the dimensions of Geographic Segmentation, Demographic Segmentation, Psychographic Segmentation, and Behavioral Segmentation. Each of these variables was interconnected to understand the segmentation and target market in hospitals.

Abdulaziez Mufakhhir*, Sutopo Patria Jati, Septo Pawelas Arso

Magister Kesehatan Masyarakat, Fakultas Kesehatan Masyarakat, Universitas Diponegoro Semarang Indonesia
Corresponding author: *E-mail: aziezmufakhhir@gmail.com

Marketing Strategy Analysis Based on Segmenting and Targeting in Hospital: A literature review

Table 1. Analysis of the Research Articles

Author/ Year of Publication	Method	Results
Nursa, Hardisman, & Semiarty (2019)	The research utilizes a mixed-method approach involving both quantitative and qualitative methods.	The demographic segmentation of patients shows an average age of thirty-eight years with a variation of 15.53 years. The majority of customers are women (63.1%), have completed high school education (49.5%), are students (27.2%), earn less than two million per month (60.2%), and are married (59.2%). Psychographic segmentation indicates that customers primarily acquire information through friends/family (58.3%). Behavioral segmentation indicates that the majority of customers have visited the hospital in the last three to six months (41.7%) with a frequency of more than four times (40.8%) and use insurance (87.4%).
Munandar (2017)	An analytic descriptive study using both qualitative and quantitative approaches.	Demographic segmentation: majority aged >60 years (70.7%), male gender (56%), occupation as Homemaker (36.6%). Geographic segmentation: Margacinta District (36.6%). Psychographic segmentation: social class and lifestyle in accordance with their perceptions.
Kusumastiti, Harjayanti, & Hariyanti (2017)	Descriptive research	Demographic segmentation: majority are female (84%), married (82%), monthly income between 300,000-1,000,000 (48%), occupation as a homemaker (61%), majority of Javanese ethnicity (97%), highest education level is elementary school (37%), and Islamic religion (100%). Psychographic segmentation: majority are general patients (61%). Geographic segmentation: Bululawang District (25%), Gondanglegi District (22%), and Bantur District (10%). Behavioral segmentation: majority of patients choose third-class care (65.7%).
Ningsih & Marwati (2023)	Qualitative descriptive research	Demographic segmentation: productive-age women with lower to middle-level education. Geographic segmentation is divided into four areas: Segment 1 within a radius of 0-10 km, Segment 2 within a radius of 11-20 km, Segment 3 within a radius of 21-30 km, and Segment 4 beyond a radius of 30 km. Psychographic segmentation: private employees using personal payment methods.

Abdulaziez Mufakhhir*, Sutopo Patria Jati, Septo Pawelas Arso

Marketing Strategy Analysis Based on Segmenting and Targeting in Hospital: A literature review

Author (Year)	Method	Results
AS, Arifin, & Marzuki (2020)	Quantitative research with a descriptive survey approach	Demographic segmentation: mostly adults (26-45 years old), with a higher level of education, predominantly female, patients who are not employed (homemakers with low income), and have a moderate-sized family. Behavioral segmentation: patients tend to seek treatment at the hospital when experiencing severe illness, whereas for mild ailments, they purchase medicine at the nearest pharmacy. Psychographic segmentation: characterized by high motivation and perception. Geographic segmentation: owning their own residence in the city of Medan.
Tae, Hariyanti, & Rasyid (2017)	The study was conducted with a cross-sectional design.	Demographic segmentation: majority are female (75%), homeowners (20%), homemakers (38%), aged 26-35 years (31%), Moslem (69%), with an income of Rp. 1,000,000 - Rp. 2,000,000 (39%). Behavioral segmentation: patients choose to seek treatment at the hospital if they require inpatient care.
Elrod, & Fortenberry, (2018)	Qualitative, case study	The Willis-Knighton Healthcare System identifies, in its efforts to capture a market share in pediatric healthcare services, a significant potential lies in influencing parental decisions. This involves targeting a unique approach to persuade children as direct recipients of healthcare services. Evaluation of the child healthcare protection process also takes place. As evidenced by targeted marketing pursuits of competitors, parents represent a clear target for medical services as they play a decisive role in utilizing healthcare services.
Maulana (2020)	Mixed-method research approach involving both quantitative and qualitative methods	It shows that the potential for the cardiac health business in Jakarta remains very high, with a market attractiveness value of 61.5, and the competitive position value of Hospital XYZ is 59.8. The portfolio analysis results indicate that the chosen strategy that can be implemented by Hospital XYZ is an offensive strategy, selecting core strategy IA: growing market share, and core strategy ID: expanding market demand.
Ni'matunnisa (2022)	Descriptive research	The dominant result of market segmentation is service-related. It's known that many consumers switch healthcare providers due to service-related issues. Price and quality sometimes come second after service. Recognizing this, market segmentation is carried out

Abdulaziez Mufakhhir*, **Sutopo Patria Jati**, **Septo Pawelas Arso**

Magister Kesehatan Masyarakat, Fakultas Kesehatan Masyarakat, Universitas Diponegoro Semarang Indonesia
Corresponding author: *E-mail: aziezmufakhhir@gmail.com

Marketing Strategy Analysis Based on Segmenting and Targeting in Hospital: A literature review

Author	Method	Results
		to focus on providing service directed towards its market. The form of service provided by the company, in this case, the hospital, involves offering comfortable waiting room facilities. This service is also intended to attract consumer attention...
Lisdiyanti, Nursyifa, Mutamima, Yuanita, & Marini (2019)	Quantitative with analytical survey method	Demographic segmentation revealed details regarding customer income ranging from Rp. 3,800,000 to Rp. 10,000,000, as well as customer type groups (insured/uninsured). Psychographic segmentation, differing social classes and lifestyles, exhibit distinct psychographic characteristics.
Ariani & Ilyas (2021)	Quantitative research with a descriptive survey approach	Segmentation analysis divided into geographical segmentation (urban areas), demographic segmentation (productive age, male, highly educated, and employed), and behavioral segmentation (making payments using personal funds). The target based on segmentation is patients aged 18-40 years, as this productive age group most frequently visits dental clinics...
Wahyuni (2019)	Quantitative research with a descriptive survey approach	Segmentation analysis is divided into geographical segmentation (rural areas), demographic segmentation (productive age, female, low education, and employed), and psychographic segmentation (preferring third-class services due to proximity to home). Regarding targeting, this hospital doesn't set specific targets as it caters to services from Class III to VIP...

Abdulaziez Mufakhhir*, Sutopo Patria Jati, Septo Pawelas Arso

Magister Kesehatan Masyarakat, Fakultas Kesehatan Masyarakat, Universitas Diponegoro Semarang Indonesia
Corresponding author: *E-mail: aziezmufakhhir@gmail.com

DISCUSSION

Geographic Segmentation

The most common and easiest market segmentation is geographical segmentation. Geographical segmentation provides information about locations of respondents. This type of segmentation divides geographic units based on locations of respondents (Klag & Ouellette-Kuntz, 2018). Geographic location is a crucial factor in a hospital setting. A strategically located hospital can enhance patient satisfaction. By understanding the community surrounding the hospital, management can implement advertising or other marketing strategies tailored to the characteristics of the target groups (Ozdenerol & Seboly, 2022). Geographic segmentation is based on five basic healthcare service needs, one of which is easy accessibility for the community, particularly based on location (Kusumastiti, Harjayanti, & Hariyanti, 2017).

The closer someone lives to a health center, the more likely they are to visit it, and conversely, the farther away they are, the less likely they are to visit (Azwar, 1996). The proximity of someone's residence to a healthcare facility makes it easier to access healthcare services, thus increasing the likelihood of benefiting from those services (Fatimah, 2019)..

Demographic Segmentation

Demographic segmentation is one type of segmentation that divides consumer markets based on several groups determined by variables such as age, gender, income, occupation, education, and religion (Chandra & Wijaya, 2006). Age affects healthcare utilization. The older someone gets, the higher the risk of illness, indirectly increasing the demand for healthcare services (Irawan & Ainy, 2018). Women tend to have more illnesses than men and generally hold lower-earning jobs, leading them to spend more time seeking healthcare than men. Most service users are women, as they not only manage household chores but also assist their husbands in earning a living, thereby facing a higher risk of illness (Nursa et al., 2019).

Education level is closely related to awareness and knowledge. Education influences an individual's awareness of the importance of health for themselves and their environment, thus driving needs and choices regarding healthcare services.

Generally, individuals with lower education levels are unaware of the benefits of healthcare services (Napitupulu et al., 2018). Higher education tends to reduce the utilization of informal healthcare services (traditional healers) and increase the use of modern healthcare services (doctors and paramedics) (Napirah, Rahman, & Tony, 2016).

Occupation also affects healthcare service utilization. If hospitals are predominantly used by homemakers or non-working individuals, perhaps because most respondents are women, homemakers, and non-working women who focus on taking care of children and maintaining the household. There is more time available to think about health issues (Kusumastiti et al., 2017).

Psychographic Segmentation

Psychographic segmentation divides groups based on social class, lifestyle, or personality traits. A patient's medical class can indicate their social status in society (Kusumastiti et al., 2017). Stalpers' study focuses on identifying the most critical psychological determinants of subjective healthcare service utilization: (a) illness acceptance and/or health level, and (b) perceived control over personal health status. These factors significantly influence an individual's decisions in utilizing healthcare services (Bloem, Stalpers, Groenland, van Montfort, van Raaij, & de Rooij, 2022).

Human motivation implies the demand for utilizing healthcare services (Andersen, Kravitz, & Anderson, 1975). The demand level is influenced by the quality of healthcare services. The higher the quality of service provided, the greater the demand for healthcare services, thereby increasing societal motivation and perception (Hidana, Shaputra, & Maryati, 2018). Psychographic segmentation is also influenced by personality characteristics. Various studies show that personality traits based on information sources commonly obtained by individuals come from friends/family. The most effective information often originates from personal sources fulfilling a legitimization or evaluation function. Family, as one of the most important consumer organizations in society, acts as the most influential basic reference group (Nursa et al., 2019).

Abdulaziez Mufakhhir*, Sutopo Patria Jati, Septo Pawelas Arso

Magister Kesehatan Masyarakat, Fakultas Kesehatan Masyarakat, Universitas Diponegoro Semarang Indonesia
Corresponding author: *E-mail: aziezmufakhhir@gmail.com

Behavioral Segmentation

Behavioral segmentation is one market segment consisting of knowledge, attitude, usage, or consumer response to a product. Theory suggests that behavioral variables are the best or initial values for constructing precise market segmentation. Thus, market segmentation can be done based on the following factors: 1) Benefits, 2) User Status, 3) Usage Rate, 4) Buyer Readiness Stage, 5) Attitude, 6) Loyalty Status. Many argue that behavioral variables serve as the best reference to obtain the right market segments (Hartono, 2016). When someone experiences symptoms affecting their health, some of their responses or efforts may involve not seeking any help, attempting self-healing without medication, seeking self-healing through modern and traditional/herbal medicine, and seeking improvement by proposing proposals in negotiations with others (Pertiwi & Hamidah, 2018).

Targetting

The step that a hospital should take after identifying its market segment opportunities is to determine the target area. Targeting activities involve selecting viable market segments to define a specific target market (Kotler & Armstrong, 2018). Hospitals should combine various variables to identify smaller and better-defined consumer criteria (Apriyanti & Sulistiadi, 2022). Targeting is the process of choosing service types to attract a larger audience. This process involves selecting one or more of these market segments. If hospital management does not set boundaries for targeting, it may result in either too narrow or too broad market segments, leading to suboptimal marketing (Marno & Sulistiadi, 2022). Government hospitals typically target patients who are participants of BPJS (Indonesia's national social insurance) and first-level health facilities. In contrast, private hospital targeting often involves patients from urban areas, of productive age, female, with higher education, and middle-income (Ulinnuha & Wijaya, 2023).

CONCLUSION

The hospital market consists of individuals utilizing hospital services, wherein the market varies across one or more aspects. These aspects differ and consider which is the most suitable to capture existing opportunities. There are four segmentation variables commonly used in analyzing hospital segmentation: Geographic Segmentation, Demographic Segmentation, Psychographic Segmentation, and Behavioral Segmentation. If these segmentation aspects can be analyzed effectively, it will increase the chances of utilizing hospital services.

REFERENCES

Ahmadi, N. K., & Herlina, H. (2017). Analisis Segmentasi Terhadap Keputusan Pembelian Produk Eiger di Bandar Lampung. Jurnal Manajemen Magister Darmajaya, 3(01), 75–95. https://jurnal.darmajaya.ac.id/index.php/jmmd/article/view/967

Andersen, R., Kravitz, J., & Anderson, O. W. (1975). Equity in health services: Empirical analyses in social policy.

Apriyanti, H., & Sulistiadi, W. (2022). The Role of Segmenting, Targeting, Positioning as Hospital Marketing Strategic in Indonesia. The Indonesian Journal of Health Promotion, 5(3), 233–238.

Ariani, N. P. R., & Ilyas, Y. (2021). Analisa produk layanan IGD dental di RSGM Yarsi Berdasarkan STP (Segmenting, Targeting, Positioning). Jurnal Medika Hutama, 3(01). https://jurnalmedikahutama.com/index.php/JMH/article/view/275

AS, A. A., Arifin, M. A., & Marzuki, D. S. (2020). Analisis Segmentasi Pasar Pelayanan Kesehatan di Ruang Rawat Inap Rumah Sakit Islam Faisal Makassar. Window of Public Health Journal, 177-188.

Ayuba, S., Mohamad, I., & Lolo, A. (2021). View of The Impact of the Hospital's Marketing Strategy on the Interest of Patient Visits Based on the Marketing Mix Approach at Boliyohuto Hospital. Journal of Health, Technology and Science (JHTS). https://journals.ubmg.ac.id/index.php/JHTS/article/view/274/172

Azwar, A. (1996). Pengantar Administrasi Kesehatan, Binarupa Aksara, Jakarta.

Abdulaziez Mufakhhir*, Sutopo Patria Jati, Septo Pawelas Arso

Magister Kesehatan Masyarakat, Fakultas Kesehatan Masyarakat, Universitas Diponegoro Semarang Indonesia
Corresponding author: *E-mail: aziezmufakhhir@gmail.com

Bloem, S., Stalpers, J., Groenland, E. A. G., van Montfort, K., van Raaij, W. F., & de Rooij, K. (2022). Segmentation of health-care consumers: psychological determinants of subjective health and other person-related variables. BMC Health Services Research, 22(1), 1–12. https://doi.org/10.1186/s12913-022-07756-2

Chandra, G. A., & Wijaya, S. (2006). Analisa segmentasi penentuan target dan posisi pasar pada restoran steak dan grill di Surabaya. Jurnal Manajemen Perhotelan, 2(2), 76–85. http://puslit2.petra.ac.id/ejournal/index.php/hot/article/view/16513

Elrod, J. K., & Fortenberry, J. L. (2018). Catalyzing marketing innovation and competitive advantage in the healthcare industry: the value of thinking like an outsider. BMC health services research, 18, 45-48.

Fatimah, S. (2019). Faktor Pemanfaatan Pelayanan Kesehatan di Puskesmas. Higeia, 3(1). https://doi.org/https://doi.org/10.15294/higeia.v3i1.24747

Hartono, B. (2016). Manajemen Pemasaran untuk Rumah Sakit. PT Rineka Cipta.

Hidana, R., Shaputra, R., & Maryati, H. (2018). Faktor-Faktor Yang Berhubungan Dengan Pemanfaatan Pelayanan Kesehatan Oleh Pasien Luar Wilayah Di Puskesmas Tanah Sareal Kota Bogor Tahun 2018. Jurnal Mahasiswa Kesehatan Masyarakat, 1(2). http://ejournal.uika-bogor.ac.id/index.php/PROMOTOR/article/view/1596

Irawan, B., & Ainy, A. (2018). Analisis Faktor-Faktor yang Berhubungan dengan Pemanfaatan Pelayanan Kesehatan pada Peserta Jaminan Kesehatan Nasional di Wilayah Kerja Puskesmas Payakabung, Kabupaten Ogan Ilir. Jurnal Ilmu Kesehatan Masyarakat, 9(3). https://doi.org/https://doi.org/10.26553/jikm.2018.9.3.189-197

Klag, M., & Ouellette-Kuntz, H. (2018). Market Segmentation as a Tool to Inform Health and Social Services Policy and Planning: The Case of Autism Spectrum Disorder and Intellectual Disability. Healthc Quarterly, 21(2), 41-47. https://doi.org/10.12927/hcq.2018.25623

Kotler, P., & Amstrong, G. (2010). Pemasaran. Jakarta: Erlangga.

Kotler, P., & Keller, K. L. (2012). Marketing management global.

Kusumastiti, A. R., Harjayanti, N. D., & Hariyanti, T. (2017). Analisa Segmentasi Pasar Rumah Sakit X. Jurnal Medicoeticolegal dan Manajemen Rumah Sakit, 6(2), 130-139.

Lisdiyanti, P., Nursyifa, F. A., Mutamima, R., Yuanita, F., & Marini, G. (2019). Positioning Dan Segmentasi Pasar Produk Sarang Infus (Sarung Tangan Infus) Di Rumah Sakit Persyarikatan Muhammadiyah Daerah Surabaya-Sidoarjo. BALANCE: Economic, Business, Management and Accounting Journal, 16(2), 221–233. https://doi.org/10.30651/blc.v16i2.3140

Lova, L.,& Achadi, A. (2022). Segmentasi, Penentuan Target dan Posisi Pasar Serta Bauran Pemasaran Produk layanan Skrining Covid-19 di RSIA Cinta Kasih. Jurnal Medika Hutama, 3(02 Januari), 2152–2158. http://jurnalmedikahutama.com/index.php/JMH/article/view/428

Marno, H. A., & Sulistiadi, W. (2022). Peranan Segmenting, Targeting, Positioning Sebagai Strategi Pemasaran Rumah Sakit di Indonesia. Media Publikasi Promosi Kesehatan Indonesia (MPPKI), 5(3), 233–238. https://doi.org/10.56338/MPPKI.V5I3.2138

Maulana, N. (2020) "Menelisik Strategi Pemasaran Rumah Sakit Menggunakan Market Based-Management", Jurnal Manajemen Bisnis, 17(3), pp. 374-395. doi: 10.38043/jmb.v17i3.2527.

Ministry of Health of the Republic of Indonesia. (2020). Peraturan Menteri Kesehatan Republik Indonesia Nomor 3 Tahun 2020 Tentang Klasifikasi dan Perizinan Rumah SakitPeraturan Menteri Kesehatan Republik Indonesia Nomor 3 Tahun 2020 Tentang Klasifikasi Dan Perizinan Rumah Sakit.

Abdulaziez Mufakhhir*, Sutopo Patria Jati, Septo Pawelas Arso

Magister Kesehatan Masyarakat, Fakultas Kesehatan Masyarakat, Universitas Diponegoro Semarang Indonesia
Corresponding author: *E-mail: aziezmufakhhir@gmail.com

Munandar, D. (2017). Analisis Penentuan Segmen, Target, Dan Posisi Pasar Home Care Di Rumah Sakit Al-Islam Bandung. Majalah Ilmiah UNIKOM, 6(2), 233–244. http://jurnal.unikom.ac.id/_s/data/jurnal/v06-n02/vol-6-artikel-12.pdf/pdf/vol-6-artikel-12.pdf

Napirah, M. R., Rahman, A., & Tony, A. (2016). Faktor-Faktor Yang Berhubungan Dengan Pemanfaatan Pelayanan Kesehatan Di Wilayah Kerja Puskesmas Tambarana Kecamatan Poso Pesisir Utara Kabupaten Poso. Jurnal Pengembangan Kota, 4(1). https://doi.org/10.14710/jpk.4.1.29-39

Napitupulu, I. K., Carolina, B., & Rahmawati, N. (2018). Faktor-Faktor Yang Berhubungan Dengan Pengambilan Keputusan Keluarga Dalam Pemanfaatan Puskesmas Kelurahan Pasir Kaliki Tahun 2017. Jurnal Kesehatan Prima, 12(2), 169–177. https://www.researchgate.net/publication/328727674_factors_connected_with_decision_making_of_the_family_in_the_use_of_health_services_at_puskesmas_pasir_kaliki_in_2017/fulltext/5bde4609299bf1124fb969a7/factors-connected-with-decision-making-of-the-family-

Ningsih, K., & Marwati, T. A. (2023). Marketing Strategy Analysis Based on Segmenting, Targeting, and Positioning in Hospital. Disease Prevention and Public Health Journal, 17(1), 47-54. http://journal2.uad.ac.id/index.php/dpphj/article/view/6420/3366

Ni'matunnisa, E. (2020). Strategi Segmentasi, Target dan Posisi Pasar Klinik Aestetik d RS Multazam Medika. Jurnal Administrasi Rumah Sakit Indonesia, 6(2), 97–100. https://doi.org/10.7454/arsi.v6i2.2888

Nursa, F., Hardisman, H., & Semiarty, R. (2019). Analisis Segmentasi dan Penentuan Target Pasar Pelanggan Instalasi Rawat Jalan Rumah Sakit Universitas Andalas. Jurnal Kesehatan Andalas, 8(3).

https://doi.org/https://doi.org/10.25077/jka.v8i3.1054

Ozdenerol, E., & Seboly, J. (2022). The Effects of Lifestyle on COVID-19 Vaccine Hesitancy in the United States: An Analysis of Market Segmentation. International Journal Environment Research and Public Health, 19(13). https://doi.org/10.3390/ijerph19137732

Pertiwi, D. P., & Hamidah, H. (2018). Perubahan health-seeking behavior pada pengguna fasilitas kesehatan BPJS kesehatan. Jurnal Psikologi Klinis Dan Kesehatan Mental, 7(4). https://journal.unair.ac.id/JPKK@perubahan-health-seeking-behavior-pada-pengguna-fasilitas-kesehatan-bpjs-kesehatan--article-12462-media-51-category-10.html

Rochmiati, R., Suryawati, C., & Shaluhiyah, Z. (2021). Faktor-Faktor Yang Mempengaruhi Keputusan Pilihan Pasien Rawat Inap Di Rumah Sakit Syariah. JKM (Jurnal Kesehatan Masyarakat) Cendekia Utama, 8(2), 152–164. https://doi.org/10.31596/JKM.V8I2.680

Tae, V. H., Hariyanti, T., & Rasyid, H. Al. (2017). Segmentasi Geografi dan Perilaku Berpengaruh terhadap Keputusan Memilih Layanan Rawat Inap di Rumah Sakit. Jurnal Kedokteran Brawijaya, 29(3), 255–260. https://doi.org/10.21776/ub.jkb.2017.029.03.13

Tjiptono, F. (2019). Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian (Cetakan 1).

Ulinnuha, U. Z., & Wijaya, S. (2023). Gambaran Segmentation, Targetting, dan Positioning di Rumah Sakit. Jurnal Widyaloka, 10(1), 44–54. http://jurnal.ikipwidyadarmasurabaya.ac.id/index.php/widyaloka/article/view/121/100

Wahyuni, N. P. S. (2019). Analisis produk layanan rawat inap di RSUDWangaya Denpasar berdasarkan STP (segmenting, targeting, positioning) dan 4P (product, price, place, promotion). Jurnal Administrasi Rumah Sakit Indonesia, 6(1). https://doi.org/10.7454/arsi.v6i1.3666

Abdulaziez Mufakhhir*, Sutopo Patria Jati, Septo Pawelas Arso

Magister Kesehatan Masyarakat, Fakultas Kesehatan Masyarakat, Universitas Diponegoro Semarang Indonesia
Corresponding author: *E-mail: aziezmufakhhir@gmail.com

Marketing Strategy Analysis Based on Segmenting and Targeting in Hospital: A literature review