



## The Influence of Marketing Mix (7P) on Patient Satisfaction in Hospitals: A Literature Review

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### Abstrak

Layanan kesehatan di rumah sakit saat ini berkembang cepat. Untuk mengatasi perubahan ini, rumah sakit dituntut untuk melakukan strategi yang optimal untuk bersaing dan beradaptasi. Pemasaran rumah sakit menjadi semakin kompetitif di seluruh dunia. Strategi bauran pemasaran dianggap sebagai salah satu konsep inti dari teori pemasaran. Literatur review ini bertujuan untuk menganalisis pengaruh bauran pemasaran terhadap kepuasan pasien di berbagai rumah sakit. Metode penelitian yang digunakan dalam penelitian ini dengan *Systematic Literature Review* (SLR). Pencarian dari *google scholar*, *PubMed*, *google.com*, Portal Garuda dengan kata kunci pencarian "bauran pemasaran", "kepuasan pasien" dan "rumah sakit". Artikel yang dipublikasikan tahun 2019-2024. Dari 70 artikel yang didapat, kemudian artikel yang digunakan sebanyak 8 artikel yang memenuhi kriteria inklusi. Secara keseluruhan, hasil literatur review ini menunjukkan bahwa penerapan strategi bauran pemasaran yang komprehensif berperan penting dalam meningkatkan kepuasan pasien dan mengindikasikan bahwa kepuasan pasien dapat dioptimalkan melalui pengelolaan komponen bauran pemasaran yang terintegrasi. Adanya pengaruh bauran pemasaran (*product, price, place, promotion, people, process, physical evidence*) terhadap kepuasan pasien di rumah sakit.

**Kata Kunci:** Bauran Pemasaran, Kepuasan Pasien, Rumah Sakit

### Abstract

*Healthcare services in hospitals are rapidly developing. To cope with these changes, hospitals are required to implement optimal strategies to compete and adapt. Hospital marketing is becoming increasingly competitive worldwide. Marketing mix strategy is considered one of the core concepts of marketing theory. This literature review aims to analyze the effect of the marketing mix on patient satisfaction in various hospitals. The research method used in this study is a Systematic Literature Review (SLR). Search from google scholar, PubMed, google.com, Portal Garuda, with search keywords "marketing mix", "patient satisfaction" and "hospital". Published articles from 2019 to 2024. Reference From the 70 articles obtained, then the articles used were 8 articles that met the inclusion criteria. Overall, the results of this literature review indicate that the implementation of a comprehensive marketing mix strategy plays an important role in improving "patient satisfaction" and indicates that "patient satisfaction" can be optimized through integrated management of "marketing mix" components. All articles studied show the results of the influence of the marketing mix (product, price, place, promotion, people, process, physical evidence) on patient satisfaction in hospitals.*

**Keywords:** Marketing Mix, Patient Satisfaction, Hospitals

## INTRODUCTION

Patient satisfaction is one of the main indicators in evaluating the quality of service in hospitals. In an increasingly competitive context, hospitals need to implement effective marketing strategies to meet patient needs and expectations. One commonly used approach is the marketing mix concept which includes seven main elements, namely product, price, place, promotion, people, process, and physical evidence (7P). This strategy allows hospitals to not only improve service quality but also strengthen patient satisfaction and loyalty (Nasution et al., 2020).

The role of the marketing mix today is not only to offer products or services to consumers but also how these products or services can provide satisfaction to consumers or customers so that it will attract consumer interest to continue buying the products and services offered to generate profits (Huda & Yuliati, 2022). Patient satisfaction is the level of conformity between patient expectations regarding the health services received and the reality felt during the service process (Chana et al., 2022).

Various studies have discussed the influence of the marketing mix on patient satisfaction in various types of hospitals. Nasution et al. (2020) examined the influence of the marketing mix on patient satisfaction at Prima Vision Special Hospital Medan and found that all 7P elements have a significant role in increasing patient satisfaction. Similar research by Budiman and Achmadi (2023)

shows that consistent implementation of the marketing mix can increase patient satisfaction and loyalty in hospital inpatient units.

In addition, Kurniasih et al. (2020) at Bhayangkara Hospital Class II Medan highlighted the importance of an integrated marketing strategy to improve the overall patient experience. Octaviana et al. (2023) underlined the relationship between customer value perception and marketing mix in creating patient satisfaction at Grestelina Hospital, Makassar. Meanwhile, Lubis et al. (2022) discuss how marketing mix elements influence outpatient satisfaction at Haji General Hospital, Medan.

Based on the review of these studies, it can be concluded that the marketing mix has a significant impact on patient satisfaction in various types and locations of hospitals. This study aims to conduct a systematic literature review to describe the influence of the marketing mix (7P) on patient satisfaction in hospitals, while providing insights that can be used as a basis for developing marketing strategies in the health sector.

## METHOD

The data for this study was collected from scientific articles published between 2019 and 2024, sourced from Google Scholar, PubMed, Google.com, and Portal Garuda, using the keywords "marketing mix", "patient satisfaction", and "hospital". Initially, 70 articles were retrieved, but after applying the inclusion and exclusion criteria, 8 articles were selected for use. The

inclusion criteria specified journals that discussed the impact of the marketing mix (7P) on patient satisfaction, conducted in hospital settings, published in Indonesian or English, and based on quantitative research methods. Exclusion criteria eliminated articles irrelevant to healthcare, non-hospital settings, publications before 2019, non-full-text articles, and qualitative studies.

The data collection process involved three main stages: identification, selection, and data extraction. Relevant journals were accessed from electronic databases, and articles were screened for eligibility based on the established criteria. Essential information, including research objectives, methods, results, and conclusions, was extracted from each article. The analysis focused on examining the individual and collective impact of the marketing mix elements (product, price, place, promotion, people, process, physical evidence) on patient satisfaction. The results of the analysis were then presented in both narrative and tabular formats to provide a comprehensive understanding of the marketing mix's influence on patient satisfaction in hospitals.

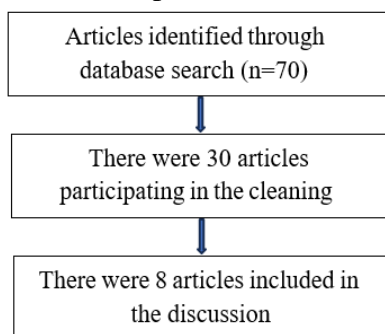


Figure 1.1 Journal Review Flowchart Researched

## RESULT AND DISCUSSION

This study analyzed eight journals related to the influence of the marketing mix (7P) on patient satisfaction in hospitals. Based on a systematic literature review, it was found that each element in the marketing mix has a significant contribution to patient satisfaction. The following is a summary of the results based on the elements of the marketing mix:

1. Products: Research by Nasution (2020) and Budiman (2023) shows that the quality of health products or services offered by hospitals is the main factor influencing patient satisfaction. Services that focus on patient needs, such as quality medical care and adequate supporting facilities, have a positive impact on patient perceptions of the hospital (Kurniasih et al., 2020; Budiman & Achmadi, 2023).
2. Price: Studies by Kurniasih (2020) and Salsabila (2023) identified that the suitability between the price of services and the quality received by patients plays an important role in determining satisfaction. Transparency in cost information and competitive pricing policies contribute to positive patient experiences in hospitals (Kurniasih et al., 2020; Salsabila et al., 2023).
3. Place: Octaviana (2023) and Lubis (2022) found that strategic location, accessibility, and comfort of hospital facilities greatly influence patient decisions in choosing health services. Patients tend to be more

satisfied with hospitals that offer easy access and an environment that supports healing (Octaviana et al., 2023; Lubis et al., 2022).

4. Promotion: Studies by Fuad (2019) and Hapsa (2019) highlight the importance of effective communication through promotion. Clear information and relevant marketing campaigns increase patient understanding of available services and build trust in the hospital (Fuad, 2019; Hapsa, 2019).
5. People: The performance and attitude of hospital staff, such as doctors, nurses, and administrative staff, play an important role in building patient satisfaction. Research by Budiman (2023) and Salsabila (2023) shows that positive interactions between staff and patients create a better service experience (Budiman & Achmadi, 2023; Salsabila et al., 2023).
6. Process: Kurniasih (2020) and Lubis (2022) emphasize the importance of efficiency in the service process, such as minimal waiting time and simple administrative flow. A well-

designed process helps increase patient comfort and reduce stress (Kurniasih et al., 2020; Lubis et al., 2022).

7. Physical Evidence: Physical evidence, such as cleanliness, aesthetics, and hospital layout, are important indicators in research by Nasution (2020) and Octaviana (2023). Modern facilities and a clean environment provide a positive impression that supports patient satisfaction (Nasution et al., 2020; Octaviana et al., 2023).

**Key Findings:**

1. Each element of the marketing mix has a significant role in improving patient satisfaction, although the level of influence may vary depending on the hospital context.
2. The combination of quality products, affordable services, strategic location, and competent staff are key factors in creating a positive patient experience.
3. Emphasis on the elements of "process" and "physical evidence" becomes an important aspect in health facilities that compete fiercely in increasing patient satisfaction.

**Table 1.** Article Review Table

No.	Researcher	Title and Year	Research Variables	Research Methods	Results
1	Noviza Rizkha A. Nasution	<i>The Influence of Marketing Mix on Patient Satisfaction at Prima Vision Special Hospital Medan</i> (2019)	Independent: Marketing mix Dependent: Patient satisfaction	Quantitative approach with cross-sectional design, sample of 164 respondents	All marketing mix elements have a significant impact on patient satisfaction.

No.	Researcher	Title and Year	Research Variables	Research Methods	Results
2	Catherine Budiman	<i>The Influence of Marketing Mix on Satisfaction and Loyalty Patients in Inpatient Hospital (2023)</i>	Independent: Marketing mix Dependent: Patient satisfaction, patient loyalty	Quantitative research with analytical observational design using a cross-sectional approach	The 4Ps significantly and positively influence patient satisfaction, which subsequently impacts loyalty.
3	Annisa Maicie Kurniasih	<i>Analysis Influence Strategy Marketing Mix to Patient Satisfaction in Hospitals Bhayangkara Class II (2020)</i>	Independent: Marketing mix Dependent: Patient satisfaction	Quantitative analysis using a cross-sectional method, accidental sampling technique	The process variable (X6) has the most dominant influence on patient satisfaction.
4	Firsty Octaviana	<i>Analysis of the Influence of Customer Perception Value and Product Marketing Mix Towards General Patient Satisfaction at Grestelina Hospital (2023)</i>	Independent: Customer perception value, marketing mix Dependent: Patient satisfaction	Quantitative study with cross-sectional design, sample of 400 patients	Customer perception value and the marketing mix significantly affect patient satisfaction.
5	Julia Damayanti Lubis	<i>Marketing Mix Analysis on Outpatient Satisfaction at Haji General Hospital Medan (2022)</i>	Independent: Marketing mix (price, place, people, process) Dependent: Patient satisfaction	Quantitative method with cross-sectional design, sample of 74 patients, purposive sampling	Price, place, people, and process significantly influence outpatient satisfaction.
6	Lu'luatul Fuad	<i>Analysis Multi-level about Influence Strategy Marketing Mix towards Patient Satisfaction in Magelang (2019)</i>	Independent: Marketing mix Dependent: Patient satisfaction	Cross-sectional study, multilevel multiple logistic regression, sample of 200 patients	Patient satisfaction increases with good products, low prices, the right place, attractive promotions, and effective processes.

No.	Researcher	Title and Year	Research Variables	Research Methods	Results
7	Suci Safwa Salsabila	<i>Analysis Influence Marketing Mix on Satisfaction Patients with Type 2 Diabetes Mellitus Installation at Haji General Hospital (2023)</i>	Independent: Marketing mix Dependent: Patient satisfaction	Quantitative study with cross-sectional design, sample of 81 patients with type 2 diabetes mellitus	Process, promotion, place, and strengths influence patient satisfaction.
8	Hapsa	<i>Connection Marketing Mix With Patient Loyalty in the Inpatient Unit of Undata Hospital (2019)</i>	Independent: Marketing mix Dependent: Patient loyalty	Quantitative research with a cross-sectional approach, stratified proportional sampling, sample of 1,255 patients	All marketing mix elements (product, price, place, promotion, people, process, physical evidence) are connected to patient loyalty.

Based on the analysis results of eight reviewed journals, the influence of the marketing mix (7P) on patient satisfaction in hospitals reflects the relevance of a holistic marketing strategy in improving patient experience. The following discussion integrates key findings based on marketing mix elements:

#### 1. Product as a Key Factor in Patient Satisfaction

Product quality, which includes core healthcare services such as diagnostics, treatment, and medical facilities, is a major factor influencing patient satisfaction. Research by Nasution (2020) and Budiman (2023) shows that hospitals that provide high-quality health services with modern facilities are able to increase positive patient perceptions. This emphasizes the importance of innovation in medical services to meet the increasingly complex needs of patients (Budiman & Achmadi, 2023; Kurniasih et al., 2020).

#### 2. Price and Affordability

Competitive and transparent pricing plays an important role in increasing patient satisfaction. The findings of Kurniasih (2020) and Salsabila (2023) show that patients tend to be more satisfied if the cost

of services is in accordance with the perceived value. In the context of inpatients and patients with chronic diseases, affordability is directly related to patient loyalty and trust in the hospital (Huda & Yuliati, 2022; Salsabila et al., 2023).

#### 3. Location and Accessibility

The strategic location of the hospital and easy accessibility, as stated by Octaviana (2023) and Lubis (2022), are the main considerations for patients. Hospitals that are located close to population centers or have good transportation access increase patient convenience in obtaining health services (Lubis et al., 2022; Octaviana et al., 2023).

#### 4. The Importance of Communication in Promotion

Effective promotion increases patient awareness of hospital services. Research by Fuad (2019) and Hapsa (2019) shows that clear and easy-to-understand information about services, both through digital media and direct communication, can increase patient trust. This strategy can also help hospitals compete in an increasingly competitive market (Fuad et al., 2019; Hapsa, 2019).

## 5. Performance and Competence of Health Workers

The competence and attitude of health workers are important indicators in building patient satisfaction. Findings from Budiman (2023) and Salsabila (2023) show that positive interactions with doctors, nurses, and support staff create a sense of trust and patient comfort. This emphasizes the importance of ongoing training for healthcare workers (Budiman & Achmadi, 2023; Salsabila et al., 2023).

## 6. Service Process Efficiency

Efficiency in service processes, such as reduced waiting times and simplified administrative flows, directly contribute to positive patient experiences. The findings of Kurniasih (2020) and Lubis (2022) highlight that well-organized processes provide a sense of comfort and reduce patient dissatisfaction (Kurniasih et al., 2020; Lubis et al., 2022).

## 7. Physical Evidence as a Representation of Service Quality

The physical appearance of the hospital, such as cleanliness, aesthetics, and completeness of facilities, are important aspects in creating a positive first impression. Nasution (2020) and Octaviana (2023) emphasized that patients are more satisfied with hospitals that have a clean, well-maintained, and modern environment (Octaviana et al., 2023; Nasution et al., 2020).

## Research Limitations

This study has limitations in terms of geographical coverage and types of hospital services reviewed. The majority of studies focused on hospitals in Indonesia, so generalization to an international context requires further study. Through this discussion, it can be concluded that the implementation of an effective marketing mix significantly affects patient satisfaction and can be the basis for developing hospital marketing strategies in the future.

## CONCLUSION

Based on a literature review of eight journals, this study concludes that the implementation of the marketing mix (7P) has a significant effect on patient satisfaction in hospitals. Each element of the marketing mix has a unique contribution in shaping the patient experience:

1. Products are the main element that determines the quality of health services, including facilities, medical care and service innovation.
2. Price influences patient perception of the value of the service received. Cost transparency is essential in increasing patient trust.
3. The location (place) and accessibility of the hospital affect patient comfort in accessing health services.
4. Promotion, through effective communication, increases patient awareness of the services offered.
5. People, namely competent and friendly health workers, are the main determining factor in building patient trust and satisfaction.
6. Efficient service processes, such as minimal waiting times, reinforce positive patient experiences.
7. Physical evidence, such as cleanliness, comfort, and aesthetics of the hospital, forms a strong first impression for patients.

Overall, effective integration of marketing mix elements can increase patient satisfaction while supporting their loyalty to the hospital.

## Suggestion

1. For Hospitals: Hospitals need to consistently improve the quality of core

services, including updating facilities and providing training to health workers to meet patient expectations.

2. Ensuring price transparency and providing flexible service options to reach different segments of society.
3. Improving digital-based communication and promotion to reach patients more widely and efficiently.

For further research

1. Further research can be conducted by expanding the geographical scope and comparing results across different types of hospitals (government, private, specialist).
2. Integrating quantitative and qualitative methods to dig deeper into patient perceptions of specific elements in the marketing mix.
3. Analyze the influence of marketing mix elements on patient loyalty in more depth.

By implementing these suggestions, it is hoped that hospitals will be able to increase their competitiveness in meeting patient needs while creating high-quality health services.

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