



The Relationship Between the Marketing Mix and the Desire for Repeat Visits by Outpatients at Hermina Hospital Pekalongan

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ABSTRACT

Hermina Pekalongan Hospital, a new private hospital in Pekalongan City, faces challenges in maintaining outpatient loyalty. A marketing strategy using the 7Ps (product, price, promotion, place, people, process, physical evidence) is expected to influence patients' decisions to revisit. This study analyzes the relationship between marketing mix elements and patients' willingness to return. Using a quantitative cross-sectional design, 140 respondents from 14 polyclinics were selected. Data from questionnaires and interviews were analyzed with chi-square and logistic regression. Most patients had positive views on product quality and physical facilities, but rated price and promotion lower. Significant relationships were found between price, health workers, service processes, and physical facilities with willingness to revisit ($p < 0.005$), supported by multivariate results. The marketing mix significantly affects patients' intention to return. The hospital should improve affordability, promotions, service quality, and staff professionalism.

INTRODUCTION

The healthcare system in Indonesia still faces various fundamental challenges that hinder the equitable distribution and improvement of service quality. Based on data from the Ministry of Health of the Republic of Indonesia (2020), there are several main issues that need to be addressed immediately, such as the limited facilities and medical equipment, the low variation in healthcare services, and the inaccuracy of the drug and medical equipment mapping system (1). In addition, data from the 2023 Health Statistics Profile by the Central Statistics Agency shows that the doctor-to-population ratio in several provinces is still below the standard set by the World Health Organization (WHO), which is 1:1,000 (2). This gap directly impacts the quality of services, including the high maternal and infant mortality rates that remain critical issues in Indonesia compared to neighboring Southeast Asian countries.

Hospitals, as providers of advanced healthcare services, play a strategic role in addressing the community's need for quality services. However, in its implementation, many hospitals in Indonesia still face various obstacles in providing excellent services. Issues such as long queues, inefficient waiting times, and the suboptimal use of information technology are the main factors hindering patient comfort. On the other hand, the competence and professionalism of healthcare workers also remain a challenge in their own right. Although the quantity of medical personnel has increased, not all of them possess qualifications that meet the demands of modern healthcare services, resulting in low patient satisfaction levels (3).

In addition to internal challenges, hospitals also face external competition, both from government and private hospitals. Although government hospitals still dominate about 54.1% of the national market share, private hospitals still have significant opportunities due to the competitive market structure ($CR4 < 40\%$) (4). To face these challenges, private hospitals are required to develop effective marketing strategies to retain and attract new patients. These strategies include building a positive image, a strong branding approach, and a deep understanding of market needs through research and data-driven approaches.

One of the approaches widely used in service marketing strategies, including healthcare services, is the 7P marketing mix (product, price, place, promotion, people, process, physical evidence). This concept provides a comprehensive framework for designing and evaluating hospital services from various aspects: starting from the types of medical services offered, the fees charged, location and accessibility, promotional methods, the quality of human resources, the efficiency of service processes, to the physical facilities that support patient comfort. Previous research has shown that the implementation of the 7Ps has a significant relationship with patient satisfaction, loyalty, and their decision-making in choosing a hospital (5,6).

In Central Java Province, particularly at RS Hermina Pekalongan, the efforts to implement marketing mix strategies face several challenges. Although there has been an increase in patient visits over the past two years, there are several challenges such as outpatient wait times that do not meet the National Quality Index (NQI) targets, complaints about high fees, limited promotion only

on digital media like Instagram and the website, and complaints about cleanliness and discomfort due to infrastructure development. On the other hand, the location of RS Hermina Pekalongan, which is situated on the busy Pantura traffic route, also poses an access challenge for patients.

Another fact shows that the doctor tardiness rate reached 80.17% in January 2025, which has drawn attention in the "people" and "process" aspects of the marketing mix. Additionally, patient satisfaction showed fluctuations, with a decrease in the third quarter (88.35%) compared to the previous quarter (90.38%). These factors are feared to affect patients' interest in returning to use the services in the future.

Based on this phenomenon, this research was conducted to analyze the relationship between the 7P marketing mix and the desire for repeat visits by outpatient patients at RS Hermina Pekalongan. This research not only contributes academically to the development of service marketing knowledge in the healthcare sector but also provides practical benefits for hospital management in designing more targeted service and promotion strategies. Thus, hospitals are expected to enhance patient loyalty, improve service quality, and strengthen competitiveness in the increasingly competitive healthcare industry .

METHODS

This research is a quantitative study with a cross-sectional design aimed at determining the relationship between the marketing mix (7P) and the desire for repeat visits by outpatient patients at RS Hermina Pekalongan.

The population in this study consists of all outpatient patients in 2024, with a total of 42,037 patient visits. A sample of 140 respondents was determined using the Lemeshow formula and taken through proportional random sampling from 14 specialist polyclinics.

The data source is primary data obtained directly from patients through closed questionnaires and direct interviews. The research instrument measures patients' perceptions of the seven elements of the marketing mix (product, price, promotion, place, people, process, and physical facilities) using a Likert scale, as well as interest in repeat visits using a nominal scale. Data analysis includes:

1. Univariate to describe the characteristics of respondents and variables,
2. Bivariate with Chi-square test to see the relationship of each 7P element with the desire for repeat visits,
3. Multivariate using logistic regression to determine the most influential element.

RESULTS

Table 1 Univariate

No	Variable	Category	Frequency (n)	Percentage (%)
1	Gender	Male	66	47,1%
		Female	74	52,9%
2	Age	0-17 years	54	38,6%
		18-50 years	45	32,1%
		>50 years	41	29,3%
3	Patient Follow-Up Visit	<2 visits	40	28,6%
		>2 visits	100	71,4%
4	Product	Poor	15	10,7%
		Good	125	89,3%
5	Price	Poor	78	55,7%
		Good	62	44,3%
6	Promotion	Poor	73	52,1%
		Good	67	47,9%
7	Place	Poor	89	63,6%
		Good	51	36,4%
8	People	Poor	31	22,1%
		Good	109	77,9%
9	Process	Poor	52	37,1%
		Good	88	62,9%
10	Physical Facility	Poor	52	37,1%
		Good	88	62,9%
11	Desire for a follow-up visit	Poor	7	5%
		Good	133	95%

Table 2 Bivariate

No	Variable	<i>p-value</i>	Contingency Coefficient (CC)	Relationship Strength
1	Product	0,540	0,052	Very Weak
2	Price	0,001	0,265	Weak
3	Promotion	0,378	0,074	Very Weak
4	Place	0,313	0,085	Very Weak
5	People	0,004	0,234	Weak
6	Process	0,005	0,229	Weak
7	Physical Facility	0,005	0,229	Weak

Table 3 Multivariate

No	Variable	<i>p-value</i>	Significance
1	Price	0,012	Significant
2	People	0,042	Significant
3	Process	0,027	Significant
4	Physical Facility	0,006	Significant

DISCUSSION

Based on the results of the univariate analysis, the majority of respondents in this study are female (52.9%) and most are in the age range of 0–17 years (38.6%). As many as 71.4% of respondents have been recorded as having made more than two return visits, indicating a fairly high level of loyalty to the services of RS Hermina Pekalongan (7). The assessment of the marketing mix shows that the majority of patients have a positive perception of the service products (89.3% rated them as good), healthcare staff (77.9%), service processes (62.9%), and physical facilities (62.9%). However, the aspects of pricing (55.7%), promotion (52.1%), and location (63.6%) were rated as still lacking by most respondents, particularly regarding price affordability, the effectiveness of promotional media, and the comfort of the parking area (8).

In the bivariate analysis with the Chi-square test, it was found that four elements in the marketing mix have a significant relationship with patients' desire for repeat visits, namely price ($p = 0.001$), healthcare staff ($p = 0.004$), service process ($p = 0.005$), and physical facilities ($p = 0.005$). This indicates that the better the patients' perception of these four elements, the greater the likelihood they will return to use the services at RS Hermina Pekalongan. Meanwhile, the other three elements, namely product ($p = 0.540$), promotion ($p = 0.378$), and location ($p = 0.313$), do not show a significant relationship with the desire for a repeat visit. These findings indicate that although the service is generally rated well, not all aspects of the marketing mix directly influence patients' decisions to make a return visit (9).

In the multivariate analysis, the results of the logistic regression test indicate that there are four simultaneous variables that have a significant influence on the patients' desire for a return visit. Physical facilities are the most dominant factor, indicating the importance of comfort and the completeness of amenities in encouraging patient loyalty (10). Price, healthcare professionals, and process efficiency also play an important role in shaping patients' decisions to return for treatment (11).

The research results show that the majority of outpatient patients at RS Hermina Pekalongan have a desire to make a return visit. These findings reinforce the importance of the marketing mix (7P) in influencing patient loyalty, although not all elements show a significant relationship (12). Bivariate and multivariate analyses revealed that four elements price, people, process, and physical facility significantly influence patients' desire for repeat visits (13).

CONCLUSIONS

This study shows that not all elements of the marketing mix (7P) play a significant role in shaping the desire for repeat visits by outpatient patients at RS Hermina Pekalongan. Of the seven elements analyzed, four of them were found to have a significant influence, namely: service rates (price), healthcare personnel (people), service process (process), and physical facilities (physical facility). These four factors become the main indicators that shape positive patient perceptions and contribute to loyalty in using hospital services .

Meanwhile, the elements of service product, promotion, and location do not show a significant relationship, indicating that these factors have not yet become a priority in patients' decisions to return for treatment (14). These findings underscore the importance for hospitals to focus their marketing strategy reinforcement on service aspects that directly touch the patient experience, such as cost affordability, personal interaction with healthcare staff, process efficiency, and facility comfort (12).

Consequently, improving the quality of these significant aspects becomes key in maintaining and increasing patient revisit interest at RS Hermina Pekalongan amidst the increasingly competitive healthcare service competition.

ADVANCED RESEARCH

Based on the research findings, RS Hermina Pekalongan is advised to prioritize improvements in service tariff aspects, human resource quality, service process efficiency, and physical facility comfort, as these four elements have been proven to significantly influence patients' desire for repeat visits (15). More transparent and affordable price adjustments, regular staff training, the implementation of a digital-based service system to expedite processes, and the maintenance of a clean and comfortable hospital environment are the main strategies that need to be strengthened. Although service products, promotions, and locations have not yet shown a significant relationship, evaluation and development of these three aspects remain necessary to maintain patient satisfaction and loyalty in the long term.

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