

Difference Of Community Assessment and Perception Marketing Mix (7P) on Service Satisfaction in UNISMA Hospital Malang

Dwi Ratna Sari¹, dr. Kurnia Widyaningrum, MMRS¹, dr. Tri Wahyu Sarwiyata, M.Kes²

¹, Universitas Brawijaya, Indonesia

²RSI Unisma Malang, Indonesia

aikdwi29@gmail.com

ABSTRACT

Globalization has a big impact on the development of the business world and opportunities for institutions engaged in services. Hospitals are required to find new marketing ideas/strategies in maintaining their existence and improving the quality of services for the creation of patient satisfaction. The lack of promotion of superior hospital products (50%) and the low results of patient satisfaction surveys for services (30%) indicate the need to improve aspects of the marketing mix at Unisma Hospital in Malang. This study aims to analyze public perceptions of the marketing mix (7P) in service satisfaction at Unisma Malang Hospital. This study is in the form of a survey (cross sectional study approach) with 85 respondents selected using the accidental sampling method. The data collection method was carried out through interviews and using a service satisfaction questionnaire containing a marketing mix (7P) component. The results showed that of the 7 aspects of marketing mix there were 2 dominant aspects and there was a need for improvement, namely the promotion aspect where 41 chose the lack of activities made by RSI Unisma as the promotion of RSI Unisma and the process aspect where as many as 54 chose the lack of speed and accuracy of the service. Therefore, based on these problems, it is necessary to improve the hospital marketing strategy and improve the quality of service. The solution to this problem is to promote activities that are under the auspices of the Nahdlatul Ulama as an effort to promote and review services, processes and procedures.

Keywords: Perception, Marketing Mix, Patient Satisfaction

INTRODUCTION

Nowadays, the era of globalization has had a major impact on the development of the business world. The market is becoming wider and opportunities are everywhere, but on the other hand, competition between organizations or institutions is becoming increasingly tight and difficult to predict. A hospital is an organization or institution that operates in the service sector which is impacted by the development of the business world. So this will create challenges and opportunities for hospitals to maintain their existence in providing services.

Kamaruddin et al (2012) stated that hospitals are the spearhead of health development and health services for the community, but not all hospitals have the same service standards and quality. Society currently has high demands on hospitals, where people want quality health services and affordable costs so that hospitals must be

able to meet these demands and be able to compete with other hospitals (Kamaruddin et al., 2012).

Community demands for health services encourage hospitals to continue to improve the quality of services provided so as to increase community satisfaction with the health services provided. The public's satisfaction with the hospital determines the existence of the hospital in the long term. Public trust in hospitals will have an impact on loyalty to the hospital. Patients who are satisfied with hospital services are a very valuable asset. If patients do not feel satisfied, it will form an unfavorable perception of hospital services and have an impact on decreasing visits and loyalty to the hospital (Hayasa, 2013).

In the midst of intense competition between hospitals today, hospitals need to maintain their existence by always coming up with new marketing ideas and strategies. Hospitals are required to be able to provide

quality services, more affordable costs, and be supported by adequate facilities. This of course aims to increase public interest in hospitals so that public visits can increase and people are satisfied with the health services provided.

The right hospital marketing strategies and programs can maintain a good response from the public. Several factors influence public satisfaction with hospital services, including: affordable costs, adequate facilities and quality services (Kusumo, 2011). The right marketing program requires a set of marketing tools (marketing mix) that are used to achieve goals and target the intended target. Marketing mix or marketing mix that needs to be considered includes aspects of product, price, promotion, distribution channels/place, people, process, and physical environment. (Hurriyati, 2010). Therefore, hospitals are required to be able to improve services from various aspects in order to increase patient satisfaction and attract patients' interest in using the hospital's services because patient satisfaction is a valuable aspect in the survival of the hospital and winning the competition.

The hospital's marketing mix strategy is carried out through health promotion activities. In 1994, health promotion activities became known as Hospital Community Health Extension (PKMRS). Then in 2003, the term PKMRS changed to Hospital Health Promotion (PKRS) (Hurriyati, 2010). Through health promotion activities, hospitals can introduce superior hospital products and programs implemented by the hospital so that the public will know more about it and increase public interest in the hospital to obtain health services.

Based on the results of a preliminary study at RSI Unisma Malang, it was found that several main problems related to marketing and service were: there was still a lack of promotion of the hospital's superior products at 50%, patient satisfaction surveys with services were still lacking at 30%, BOR at RSI Unisma Malang was still low at 37.4-47.9%, and the number of patients in the Peristi Unit is still low, namely 15.9%. This preliminary study was carried out using search methods,

document review, and interviews with all managers and unit heads at RSI Malang. Based on the above, one of the strategies that must be achieved by RSI Unisma Malang to increase the number of patient visits is to increase health promotion activities, provide quality services and unique Islamic services so that it differentiates it from other hospitals in Malang City. This study aims to analyze the public's assessment and perception of the Marketing mix (7P) in services at RSI Unisma Malang.

By providing assessments and public perceptions regarding the marketing mix, you can find out the public's assessment of the quality of health services and the satisfaction they feel. This is very important to use as an evaluation of the marketing strategy and service quality implemented, especially in relation to improving and improving service quality so that it can provide optimal satisfaction.

METHOD

. By providing assessments and public perceptions regarding the marketing mix, you can find out the public's assessment of the quality of health services and the satisfaction they feel. This is very important to use as an evaluation of the marketing strategy and service quality implemented, especially in relation to improving and improving service quality so that it can provide optimal satisfaction.

METHOD

This study was carried out based on the results of identifying the root of the problem obtained through secondary data and observation where several problems were found. Then a Focus Group Discussion (FGD) was carried out involving the deputy director of medical and educational services, deputy director of administration, finance and HR, medical services manager, nursing manager, HR manager, unit head and members of related units to determine the focus of the problem and obtain the main problem, namely low number of patient visits to the Peristi Unit. The next stage is to create a Fishbone diagram to identify significant factors that have an impact on the low number of patient visits in the Peristi Unit and

carry out validation to find out which factors have a greater impact. From the results of validating the root of the problem, a survey was then carried out using a questionnaire to look at the dimensions of service quality and public perception in terms of the 7P marketing mix (marketing mix). After that, alternative problem solutions were identified using the CARL method and priorities for alternative problem solutions were also determined by involving related parties. After the alternative solution is selected, a Plan of Action (POA) for promotional activities is created to achieve the activity targets. Apart from that, a Gant Chart was also prepared

which shows the activity plan and program implementation time in detail and comprehensively.

This study takes the form of a survey with a cross sectional study approach. This study was conducted in the area around RSI Unisma Malang for 2 weeks. The sample in this study was 85 people in the RSI Unisma Malang area who were at the large recitation activity using the accidental sampling method. The data collection method was carried out through interviews and using a service satisfaction questionnaire which contained marketing mix components (7P).

RESULTS

Respondent Characteristics

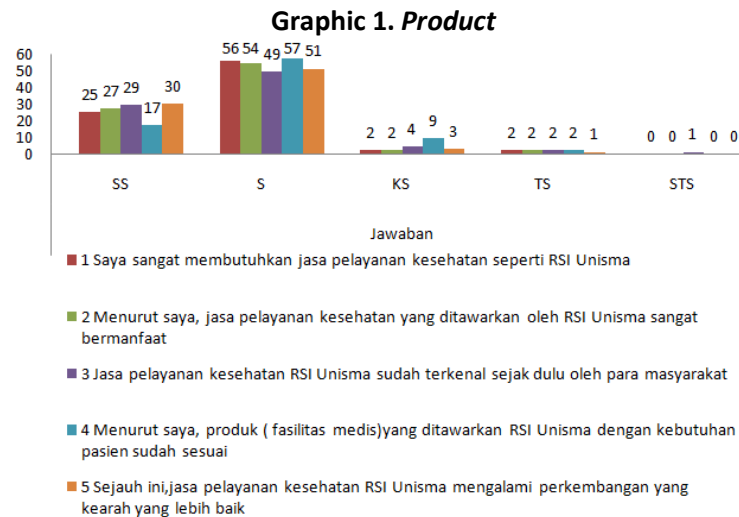
Table 1. Respondent Characteristic.

Respondent Characteristic	Total	Persentase (%)
Gender :		
- Male	3	3,53
- Female	82	96,47
Age :		
- <20 years	27	31,77
- 20-30 years	34	40
- 31-40 years	7	8,24
- 41-50 years	8	9,4
- >50 years	9	10,59
Education :		
- SD	7	8,24
- SMP	20	23,53
- SMA	50	58,82
- College	1	1,17
- Undergraduate	7	8,24
- Postgraduate	0	0
Occupation :		
- State Employee	0	0
- Employee	18	21,18
- Entrepreneur	16	18,82
- Soldier/Police	0	0
- Student	1	1,17
- College Student	38	44,71
- Mother	12	14,12
- Teacher	0	0
Income :		
- <500 thousand	43	50,59
- 500 thousand – 1 million	22	25,88
- 1 – 2 million	15	17,65
- 2 -5 million	4	4,71
- >5 million	1	1,17
UNISMA Hospital Visit :		
- 1 times	14	16,47
- 2 times	5	5,88
- 3 times	3	3,53
- 4 times	5	5,88
- >4 times	9	10,59
- Never	49	57,65

Based on the table above, it can be seen that 96.47% of the respondents in this study were women. A total of 31.77% were <20 years old, 58.82% had a high school education, 44.71% were students, 50.59% had an income of <500 thousand per month, and 57.65% had never visited/checked RSI. Unisma Malang.

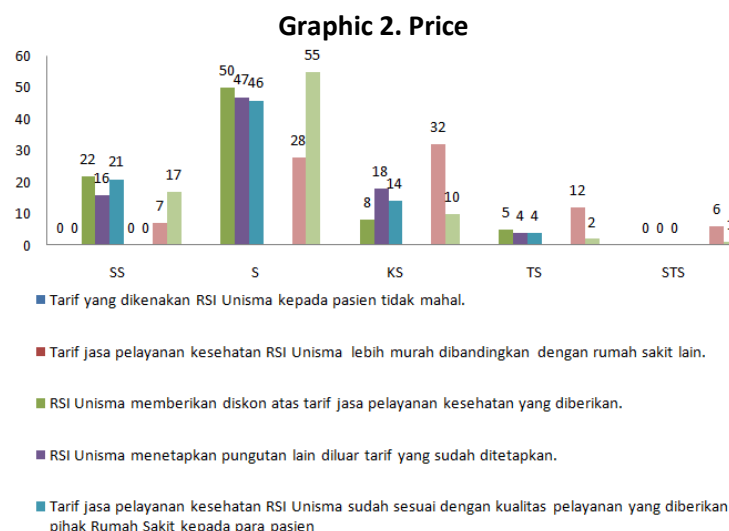
Service Satisfaction Questionnaire Results Based on Marketing Mix

The results of the service satisfaction questionnaire based on the marketing mix which includes product, price, promotion, distribution channels/place, people, process, and physical environment are presented in the following graph:



Based on Graph 1, the majority of people chose to answer in the affirmative to the questionnaire options with the largest number being 57 agreeing that the products

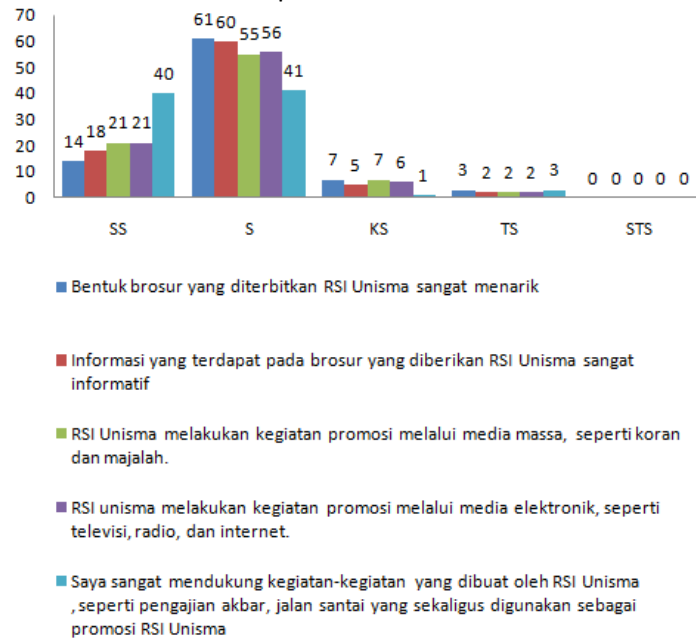
(medical facilities) offered by RSI Unisma were appropriate to patient needs. Meanwhile, the least option is the RSI Unisma health service, which has been well known for a long time among the public, numbering 49.



Based on Graph 2, the majority of people chose the answer agreeing with the largest number, namely choosing that RSI Unisma's health service rates were in accordance with the quality of service provided by the hospital

to patients, 55. Meanwhile, at least 28 chose that RSI Unisma set other fees apart from the tariff. which has been set.

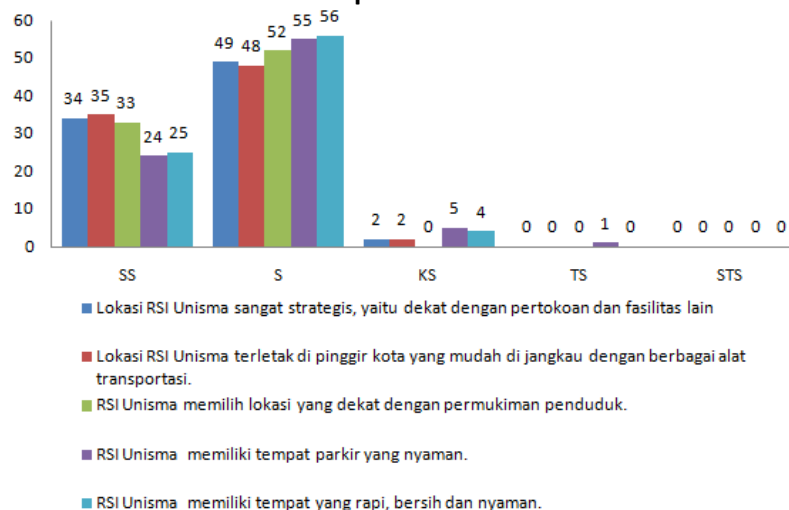
Graphic 3. Promotion



Graph 3 shows that the majority of people chose an affirmative answer with the most choices being that the form of brochures published by Unisma was very attractive at 61

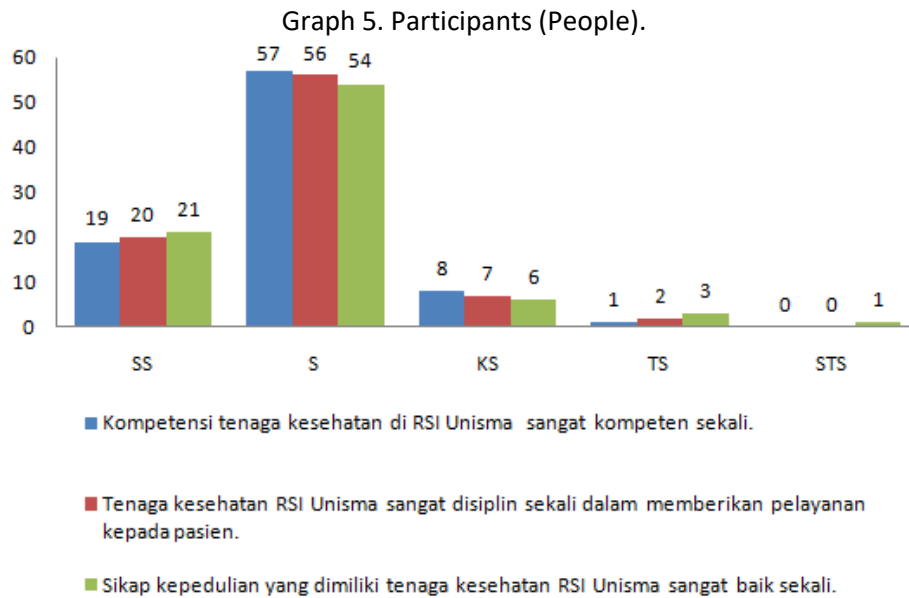
and the fewest choices were related to activities created by RSI Unisma as a promotion for RSI Unisma (grand recitations, leisure walks) at 41 .

Graphic 4. Place



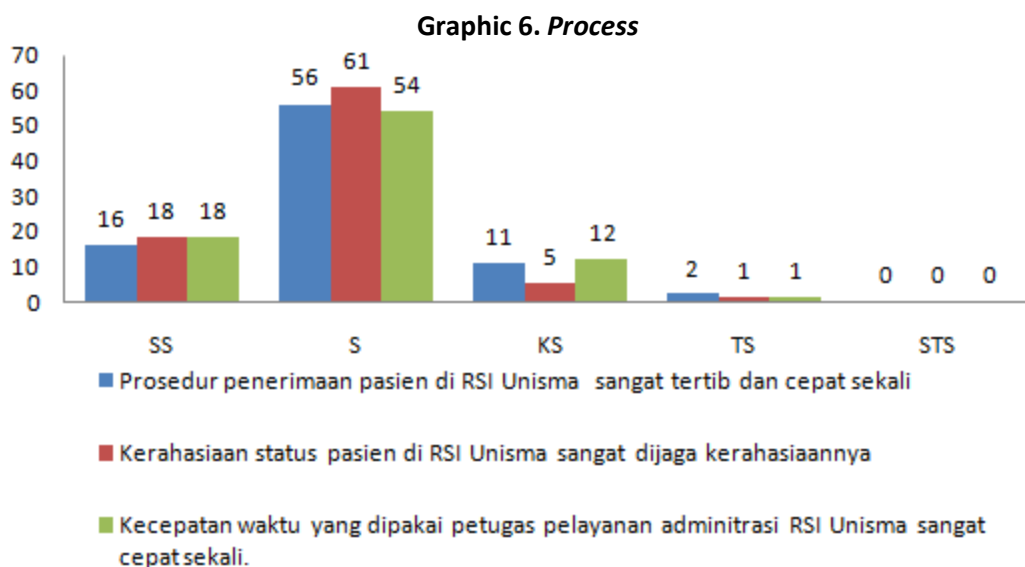
Based on Graph 4, the people's highest choice was agreeing with the most answers, namely that RSI Unisma has a neat, clean and comfortable place, 56 and the least answer

was choosing the location of RSI Unisma, which is located on the edge of the city which is easy to reach by various means of transportation, 48.



Based on Graph 5, it can be seen that the majority of people chose the affirmative answer with the most choices being that the competence of the health workers

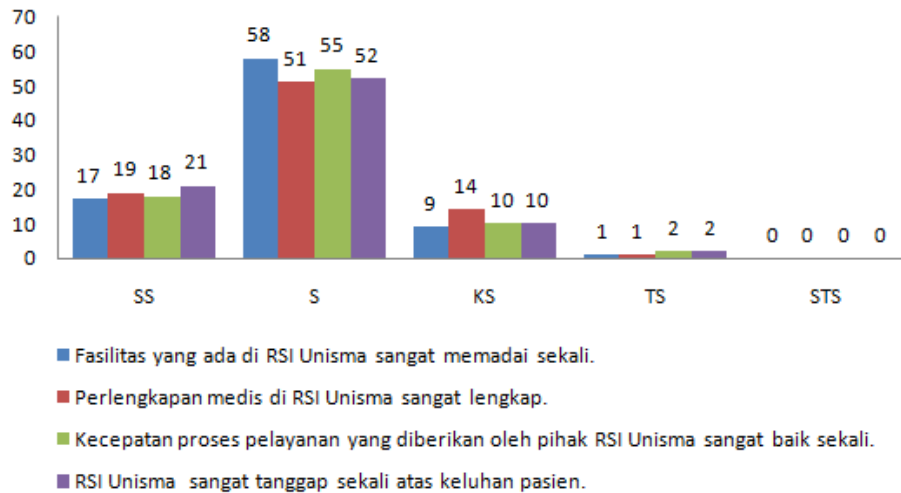
at RSI Unisma was very competent at 57 and the least was the caring attitude of the health workers at RSI Unisma that was very good at 54.



Graph 6 shows that the public's highest choice of answers was agree with the largest number choosing the confidentiality of patient status at RSI Unisma, which is very

confidential, 61 and the least, choosing the speed of time used by RSI Unisma administrative service officers as very fast, 54.

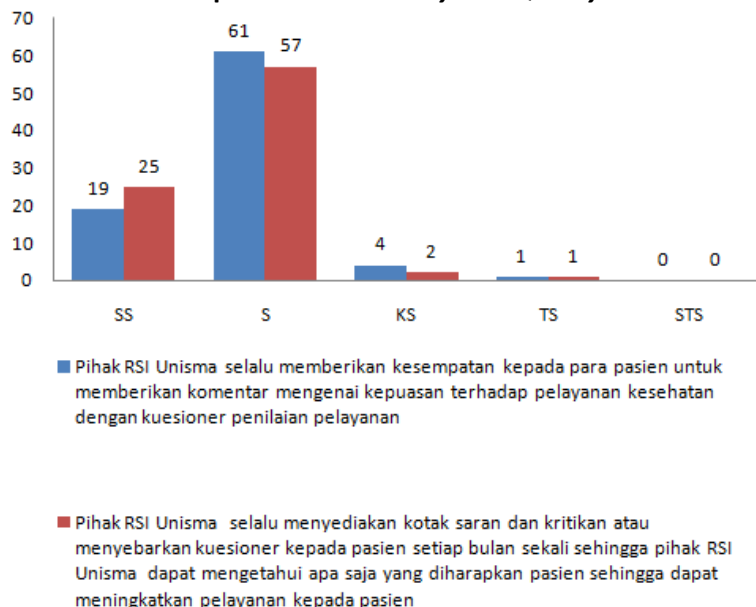
Graph 7. Physical Environment (Physical Evidence).

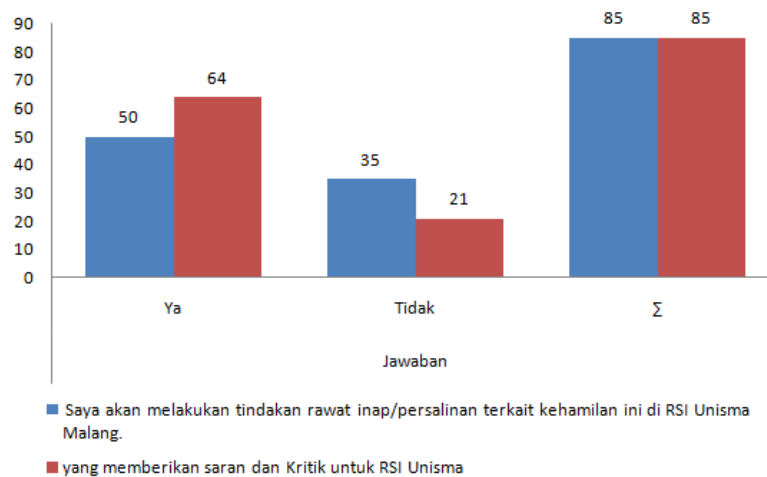


Grafik 7 menunjukkan bahwa sebagian besar masyarakat memilih jawaban setuju dengan pilihan terbanyak 58 yaitu fasilitas yang ada di RSI Unisma sangat memadai

sekali dan pilihan paling sedikit sebanyak 51 memilih perlengkapan medis di RSI Unisma sangat lengkap.

Graphic 8. Productivity and Quality.





Based on Graph 8, it can be seen that as many as 61 people agreed that RSI Unisma always provides opportunities for patients to provide comments regarding satisfaction with health services using service assessment questionnaires. A total of 51 people stated that RSI Unisma always provides a suggestion and criticism box or distributes

questionnaires to patients once every month so that RSI Unisma can know what patients expect. Apart from that, as many as 50 people stated that they would carry out inpatient/delivery procedures at RSI Unisma Malang and as many as 64 people had provided suggestions and criticism for RSI Unisma Malang

Table 2. Suggestion and Critic

No	Saran	Kritik
1	Work According Procedure	Hospital UNISMA had Good Services
2	More Diligent in Maintenance	Good service but still Expensive
3	Good Service	Obstetrician always late
4	Very Supportive	Civil Service Support
5	More Prosperous	
6	More Facilities	
7	More affordable	
8	More cleaning	
9	Good enough	
10	Lebih baik lagi dan sabar terhadap pasien	
11	Semoga bisa membantu masyarakat malang menjadi sehat dan sejahtera	
12	Semoga bisa menjaga ke Syar'Il an pelayanan	

DISCUSSION

A hospital is an organization or institution that operates in the service sector, especially health services for the community. Each hospital has managers who have their own roles and functions. As a type of health services industry, hospitals have unique characteristics and differences from other organizations or institutions so that different

approaches are needed in carrying out their activities. Hospitals are required to have appropriate marketing analysis to maintain their existence amidst competitive competition with other hospitals (Sudarto, 2011). Therefore, with the right marketing analysis of superior products and hospital programs, it will be possible to increase hospital promotion in the community.

Hospitals as providers of health services must implement appropriate marketing strategies to achieve the main goal, namely optimal health services so as to create satisfaction for patients. In this study, the dimensions of public perception are seen based on the marketing mix (7P) components which include: product, price, promotion, distribution channels/place, people, participants, process, and the physical environment (physical evidence).

A product is something offered to the market in the form of services, people, places, organizations or ideas to be used, owned or consumed so that consumer satisfaction can be met (Rifai and Susanto, 2016). Based on the results of the study, it was found that the majority of people chose to answer in the affirmative to the questionnaire options with the largest number, namely 57, agreeing that the products (medical facilities) offered by RSI Unisma were appropriate to patient needs. Meanwhile, the least choice is RSI Unisma's health services, which have long been well-known among the public at 49. In terms of product dimensions, RSI Unisma has provided products (medical facilities) that suit patient needs. However, this also needs to be improved because patient satisfaction is the main key along with good hospital management. Patients who are satisfied with the health services obtained from experience will also have a good perception of the hospital. So patients will tend to tell good things related to their experiences with other people (Rismiati and Suratno, 2009).

Patient satisfaction with the health services provided by the hospital will influence their perception of the quality of services and products provided by the hospital. There are several underlying reasons, including: 1) patients who have no previous experience regarding health service providers, their perception of the quality of health services will only be based on their expectations without being based on real evidence or experiencing the health services; 2) The interactions that occur between patients and health service providers will cause patients to try to confirm and revise their perceptions with real evidence of the

health services they receive; 3) Interaction with health service providers will form two things, namely strengthening perceptions or changing patient perceptions of the quality of health services; and 4) The perception that has been formed regarding the quality of health services will influence the patient's interest in returning to the health service facility in the future (Tjiptono and Chandra, 2011).

Price is the value given by consumers from the activity of consuming, using or owning goods and services so that consumers benefit from these goods or services. So value can take the form of money, goods, energy, time and expertise (Rifai and Susanto, 2016). The results of the study show that the majority of people chose the answer that agreed with the largest number, namely choosing that RSI Unisma's health service rates were in accordance with the quality of services provided by the hospital to patients, 55. Meanwhile, at least 28 people chose that RSI Unisma set other fees apart from the tariff, which has been set. Based on the results above, it shows that the public agrees that RSI Unisma has set service rates that are in accordance with the quality of services provided. However, there are still people who have the perception that RSI Unisma sets other fees apart from the rates that have been set.

Public trust in hospitals can grow from fulfilling patient expectations and needs for providing quality health services. Health is vital for humans, because having good health can have an impact on human welfare. Therefore, hospitals as health service providers are expected to be able to provide quality services. The public will assess the quality of services provided by the hospital through the level of satisfaction they feel. Quality health services are related to the marketing mix where both are linked and support each other. By setting service rates that are adjusted to hospital rules and policies and quality health services, trust and loyalty to the hospital will increase (Sani, 2015).

According to research conducted by Amelia et al, it shows that the results of

statistical tests using the Chi Square test with the Fisher Exact Test value show that there is a relationship between the marketing mix in the price aspect and patient loyalty ($p=0.002$). Meanwhile, the results of bivariate logistic regression analysis show a value of $p=0.001$ ($p<0.05$), $\text{Exp.B}=14.167$, which means H_0 is rejected, so the price aspect influences patient loyalty (Amelia et al., 2014). Therefore, setting service rates in accordance with hospital rules and policies can increase patient trust and satisfaction which will influence patient loyalty.

Promotion is a form of communication used to provide information, persuade or remind people about the products produced by an organization. Promotion is a persuasive flow of information created to direct a person or organization to an action that creates an exchange of services or goods in marketing (Rifai and Susanto, 2016). The results of this study show that the majority of people chose the affirmative answer with the most choices being that the brochures published by Unisma were very attractive at 61 and the fewest choices were related to activities created by RSI Unisma as a promotion for RSI Unisma (grand recitations, leisure walks) at 61 41. This shows that the media used by RSI Unisma in carrying out promotions is quite good, but RSI Unisma's promotional activities need to be improved through various activities around RSI Unisma and especially activities under the auspices of Nahdlatul Ulama. So that promotional activities will be wider, both through electronic media, mass media, and direct promotion in various activities.

Based on the statement put forward by Wu, promotion is a communication technique which is delivered using media in the form of: press, television, radio, signboards, posters and others. The purpose of providing this information is to attract consumer (patient) interest in the production of a company (hospital). Promotional activities include product or service marketing activities by disseminating information, influencing or persuading and reminding the target market to be willing to accept, buy and be loyal to the product or service offered (Wu,

2011). Therefore, by having good promotions regarding superior products and hospital services, it will attract public interest in undergoing treatment at the hospital.

Apart from promotional activities, what is no less important is promotional program evaluation activities. Promotional program evaluation activities are carried out to assess and measure the achievements of programs that have been implemented both objectively and systematically by involving related parties, identifying problems and efforts to solve them. Things that need to be considered when carrying out an evaluation include: the objectives and benefits of the program, the existence of supporting and inhibiting factors, and follow-up plans. Evaluation activities are carried out from the start of the program regarding program preparation and progress to assessing the results or impact of the promotional program. With good evaluation monitoring activities, the promotional program being implemented will develop even better with continuous improvements, so that it will have a significant impact or benefit on the targets.

Place is a place/location related to the process of delivering products or services to consumers. If a product is delivered at the right time and place, the product or service will be very meaningful to consumers. So what is meant by this concept is that a product must have good distribution channels so that it is easy for consumers to obtain (Rifai and Susanto, 2016). Based on the study results, it shows that the people's highest choice was agreeing with the most answers, namely that RSI Unisma has a neat, clean and comfortable place, 56 and the least answer was choosing the location of RSI Unisma, which is located on the edge of the city which is easy to reach by various means of transportation, 48. This shows that RSI Unisma has a strategic location with a neat, clean and comfortable place. This result is supported by survey results which show that as many as 72% of patients stated that the hospital had a beautiful and clean building. Of course, this will increase patient comfort in carrying out examinations and hospitalization at RSI Unisma Malang. Apart from that, the

strategic location in the city and close to various campuses which have many students provides an advantage for RSI Unisma because it is very easy to reach by the surrounding community.

The results of this study are supported by research conducted by Amelia et al that the results of statistical tests using the Chi Square test with Fisher Exact Test values show that there is a relationship between the marketing mix in the place aspect and patient loyalty ($p=0.000$). And the results of bivariate logistic regression analysis show the value $p=0.000$ ($p<0.05$), $Exp.B=14,000$ so that H_0 is rejected, which means that place has an effect on patient loyalty (Amelia et al., 2014). This shows that the place aspect has an important role in increasing the number of patient visits and loyalty to the hospital. Service location is often a dominant factor because it influences the form of the marketing mix because one of the patient market segmentations is according to proximity to medical services. This shows that an important reason for choosing a hospital is its proximity to where you live.

Personal traits are the abilities or competencies of health service provider personnel which will determine the smoothness of the service process because in service marketing there is direct interaction between consumers and personnel from health service providers. Personal traits are also called people or participants (Rifai and Susanto, 2016). The results of the study show that the majority of people chose the affirmative answer with the most choices being that the competence of the health workers at RSI Unisma was very competent at 57 and the least chose was that the caring attitude of the health workers at RSI Unisma was very good at 54. The competence of health workers plays an important role. important because it is directly related to actions towards patients. Good competency and public perception regarding confidence in the abilities of health workers will greatly influence the process of providing health services. However, things that should not be

ignored are related to attitudes and feelings of empathy towards patients.

This is supported by research conducted by Bustan which states that there are several things that influence patient satisfaction related to aspects of providing quality services, namely: reliability, responsiveness, empathy, and guaranteed competency of health workers (Bustan, 2012). This is supported by the results of the initial survey where from the reliability aspect, 83% of health workers provided complete information regarding disease and treatment, from the responsiveness aspect, 89% of health workers responded to patient complaints, from the empathy aspect, 67% understood patient needs and provided services. as desired, and from a guarantee aspect, 72% have good skills and knowledge and answer patient questions convincingly. Apart from that, in Agustiono and Sumarno's research, patient satisfaction will increase as the quality of health service delivery by competent health workers increases (Agustiono and Sumarno, 2009). Service providers who provide high quality and excellent service are an effort to provide patient satisfaction with health services.

Process is the main factor in the marketing mix in creating and providing services to consumers because consumers will assume that having a good service delivery system will have an impact on good perceptions of the hospital. Apart from that, an important role in the success of marketing services is the existence of supportive operational management. Thus, solid coordination between the marketing field and the operational management field is very important for success in service marketing (Rifai and Susanto, 2016). The results of the study showed that the public's highest choice of answers was agree with the highest number choosing the confidentiality of patient status at RSI Unisma, which is very confidential, 61 and the least, choosing the speed of time used by RSI Unisma administrative service officers as very fast, 54.

A process plays an important role in shaping patient perceptions, because in a process there is direct interaction between

health service providers and health service recipients (patients). Having a good process will have an impact on the loyalty and trust of health service recipients. The patient's perception regarding a process that occurs in the hospital is in the form of the patient's assessment of procedures, routine service mechanisms which include the registration administration process, accuracy in providing service procedures, and speed in providing services. If it is related to patient loyalty, process mix becomes an important marketing strategy. Relying on good service processes will increase patient satisfaction and loyalty. However, service processes that are considered poor should pay more attention, such as the length of waiting time. This is in accordance with research conducted by Amelia et al which stated that the results of statistical tests using the Chi Square test showed that there was a relationship between the marketing mix in the process aspect and patient loyalty ($p=0.001$). The results of the analysis of the influence of bivariate logistic regression also show that there is an influence of process aspects on patient loyalty ($p=0.001$, $Exp.B=12.103$) (Amelia et al., 2014).

Physical evidence or physical evidence is a place where health service providers and service recipients (patients) interact with each other. Physical evidence is very necessary in marketing services because the provision of services has no form. This physical evidence will influence consumers' assessments of the quality of the services provided (Rifai and Susanto, 2016). Based on the results of the study, it shows that the majority of people chose the affirmative answer with the most choices being 58, namely that the facilities at RSI Unisma were very adequate and the least choice was 51 choosing that the medical equipment at RSI Unisma was very complete. Medical facilities and equipment are the main support in providing health services. With complete facilities, patient needs can be met and patient satisfaction will increase with the services provided. This is also supported by research conducted by Sudarto (2011), that the calculated t value for the physical

evidence variable is dominant at 5.350, which shows that the physical evidence/environment aspect has a dominant influence on patient satisfaction with the health services they receive.

In addition, the results of this study show that as many as 61 people agreed that RSI Unisma always provides opportunities for patients to provide comments regarding satisfaction with health services using service assessment questionnaires. A total of 51 people stated that RSI Unisma always provides a suggestion and criticism box or distributes questionnaires to patients once every month so that RSI Unisma can know what patients expect so that they can improve services to patients. Criticism and suggestions given include: health services which are quite good but must still be improved, regarding tariffs which need to be paid attention to so that they are affordable for less fortunate people, improving facilities and infrastructure, as well as related processes in services which need to be clearly improved.

All aspects of the marketing mix must be improved carefully by involving various parties in the hospital so that marketing strategies can be implemented well to increase patient satisfaction. According to research conducted by Sani, a good marketing mix will influence patient satisfaction with the health services provided. If the patient's perception of the quality of health services is good, then this will also have an impact on a good view of the hospital. This condition can increase patient satisfaction (Sani, 2015).

Providing quality health services is vital for the survival of hospitals. Apart from that, another thing that is needed by hospitals which is no less important than the quality of services provided is the marketing mix. In the marketing mix there are various elements that are interrelated, mixed, organized and used appropriately so that the hospital's marketing objectives can be achieved effectively and satisfy the needs and expectations of patients.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions from this study include:

1. The main problem is related to the lack of promotion of the hospital's superior products and patient satisfaction surveys regarding services which are still lacking, which requires improving the hospital's marketing strategy and improving the quality of services provided.

2. Marketing mix which includes product, price, promotion, distribution channels/place, people (participants), process and (physical evidence) the physical environment It has been going quite well at RSI Unisma Malang, but it needs to be further improved regarding promotional and process aspects.

Suggestions in this research include that hospital promotional activities still need to be further encouraged, especially activities under the auspices of Nahdlatul Ulama as well as process aspects that need to be improved, including routine service mechanisms, registration administration processes, accuracy in providing service procedures, and speed in providing services.

BIBLIOGRAPHY

1. Kamaruddin, Mujuono, Yunelli A. Analisis Persepsi Konsumen tentang Kualitas Layanan Jasa Rumah Sakit pada RSUD Bengkalis. *Jurnal Ilmiah Mahasiswa Volume 1, No 1, Des, 2012* hlmn 28-37.
2. Hayasa YT. Analisis kepuasan pasien terhadap kualitas pelayanan kamar obat di Puskesmas Surabaya Utara. *Jurnal Ilmiah Mahasiswa Universitas Ubaya 2013; 2(2)*.
3. Kusumo, Mahendra Prasetyo. (2011). *Pengaruh Faktor Bauran Pemasaran Terhadap Loyalitas Pasien Rawat Inap Rumah Sakit PKU Muhammadiyah Bantul*.
4. Hurriyati, Ratih. (2010). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: CV Alfabeta
5. Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. (13th ed.). *United States Of America*: Pearson.
6. Sudarto, T. Analisis Pengaruh Bauran Pemasaran Terhadap Kepuasan Pasien Rawat Inap Di Rumah Sakit Kelas VIP. *Balance Economics, Bussiness, Management and Accounting Journal No. 14/Th.VII/Jan /2011. Published by Faculty of Economic Muhammadiyah Surabaya ISSN 1693-9352*.
7. Rifai, M. I, Susanto. Pengaruh Kualitas Pelayanan dan Bauran Pemasaran Terhadap Kepuasan Pasien Rumah Sakit. *Kes Mas: Jurnal Kesehatan Masyarakat, Vol. 10, No. 1, March 2016, pp. 33 ~ 38*
8. Rismiati C, Suratno B. *Pemasaran Barang dan Jasa*. Yogyakarta: Kanisius; 2009.
9. Tjiptono F, Chandra G. *Service, Quality & Satisfaction*. 3rd ed. Yogyakarta: Andi Offset; 2011.
10. Sani A. Pengaruh Bauran Pemasaran terhadap Kepuasan Pasien di Instalasi Rawat Inap Rumah Sakit Islam Faisal Makassar [Tesis]. Universitas Hasanuddin; 2015.
11. Amelia, R. Hamzah, A., Syafar, M. Pengaruh Bauran Pemasaran Terhadap Loyalitas Pasien Rawat Jalan di Rumah Sakit Universitas Hasanuddin Makassar 2013. *Jurnal AKK, Vol 3 No 1, Januari 2014, hal 1-8*.
12. Wu, Chao-Chan. (2011). *The impact of hospital brand image on service quality, patient satisfaction and loyalty*. *African Journal of Business Management Vol. 5(12), pp. 4873-4882, 18 June, 2011*
13. Bustan J. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Rumah Sakit Pemerintah dan Swasta di Kota Palembang. *Orasi Bisnis. 2012;7(1):84-92*.

14. Agustiono A, Sumarno S. Analisis Pengaruh Kualitas Pelayanan Jasa terhadap Kepuasan dan Loyalitas Pasien Rawat Inap di Rumah Sakit St. Elisabeth Semarang. *Jurnal Eksplanasi*. 2009 Apr;1(1).