

The Influence Of Marketing Mix 4a On Patient Satisfaction At Beriman Hospital Balikpapan

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ABSTRACT

Background. Loyalty is one of the keys to success in winning today's business competition. Loyal customers can indirectly help promote services to those closest to them. *Objective.* This study aims to analyze the effect of Marketing Mix 4A on patient satisfaction at Beriman Hospital Balikpapan. *Method.* The type of research conducted is quantitative research using observational studies with a cross-sectional study design. The sample in this study were nurses at Beriman Hospital Balikpapan totaling 340 respondents. *Results.* The results showed that there was an effect of Marketing Mix 4A on satisfaction at Beriman Hospital Balikpapan. *Suggestion.* It is recommended to the hospital management to implement a comprehensive marketing mix strategy to improve patient satisfaction and loyalty. Policies should include adjustments to the health service products offered, transparent and affordable pricing, and increased accessibility and effective promotion. Involving patients in the evaluation and decision-making process, through surveys or discussion forums, can provide valuable insights into their needs and expectations. Thus, hospitals can formulate responsive and relevant policies, which not only improve patient experience but also build stronger long-term relationships with them. *Research Implications.* Research on the influence of Marketing Mix 4A on patient satisfaction can provide a basis for better decision making in improving the quality of service and patient experience, which can ultimately strengthen the hospital's position in the healthcare market

Keywords: Marketing Mix 4A, Satisfaction, Patients, Hospitals

INTRODUCTION

In the era of globalization, hospitals no longer only carry out social missions. The business aspect of hospital management has become a natural consequence of globalization. Therefore, hospitals should no longer ignore efforts to promote themselves more effectively. Companies or business organizations, in this case the hospital industry, that are able to provide highly competitive services will be able to dominate the market. A hospital must be able to formulate a smart strategy to attract the interest of patients who are increasingly critical in choosing service providers, so that hospitals can continue to grow and survive in the market. The competition that has emerged with the proliferation of new private hospitals and the continued development of government hospitals has actually had a positive impact on hospital users, namely the increasing number of choices.

However, on the other hand, this condition has caused intense competition between hospitals, forcing

them to compete to be the best. This is done in order to gain customer loyalty which is an important target in the current era of competition. Loyalty is a customer's commitment to a brand, product, or service that is based on a positive attitude, which is reflected in consistent repeat purchases. The marketing mix is a combination of various elements used by companies to influence consumer purchasing decisions. Originally known as the "7Ps" (Product, Price, Place, Promotion, People, Process, and Physical Evidence), the concept has evolved and is often simplified to the "4Ps" (Product, Price, Place, and Promotion), which focuses more on the core elements of marketing. These elements help companies design effective marketing strategies to reach target markets and meet customer needs (Kotler & Armstrong, 2016).

One of the most well-known concepts in marketing is the marketing mix, also known as the 4Ps of marketing. The main components of the 4A framework are Acceptability, Affordability, Accessibility, and Awareness, with each element having two dimensions. The components of the 4A Marketing Mix model are a set of conditions that must be met in order to achieve success with a particular product or service. If we use a food analogy, the 4Ps describe the raw ingredients available to the chef, while the 4A's describe the attributes of the food that will satisfy the diner (Baig, M. W., Qamar, S., Fatima, T., Khan, A. M., & Ahmed, 2020). This model suggests that marketing success depends on the Acceptability, Affordability, Accessibility, and Awareness of the customer (Sheth, J. N., & Sisodia, 2003). Compared to the previous approach, which focused more on the marketing tools available, the 4A approach emphasizes the desired end result from the customer's perspective. While 4P (Product, Price, Place, Promotion) emphasizes "how", 4A focuses more on "goals" in achieving marketing success (Ozturkoglu, 2016). To build a good hospital management system, a well-measured and effective management approach can be a solution amidst the tight competition among private hospitals. Increasing patient loyalty through improving service quality also plays an important role, because the success of a service provider institution depends on a good relationship with its customers, in this case patients (Kheng, 2010). Research by Leawaty & Sulistiadi (2018) shows that there is a significant relationship between the marketing mix and loyalty. Therefore, one of the efforts that has a significant impact on creating competitive advantage and increasing market share sustainably is by building good relationships with patients and generating loyalty (Deng, Z., Lu, Y., Wei, K. K., & Zhang, 2010). However, data in Indonesia based on the Hospital Information System shows that only 30% of patients stated that they were satisfied with the verbal communication of nurses, and 35-45% of patients felt dissatisfied with communication with doctors and nurses, because they did not understand the information provided (Frida, E. M., Tampubolon, P. L., & Sinaga, 2022).

Data from RSUD Beriman Balikpapan shows a decrease in the number of general patient visits to the outpatient department of RS Beriman Balikpapan throughout 2023. This decrease occurred in several periods, namely February to May decreased by 470 patients (16.48%), June to July decreased by 27 patients (2.18%), and September to December decreased by 294 patients (11.18%). This shows that the patient's decision to utilize outpatient services at RS Beriman Balikpapan is still low. The less than optimal utilization of outpatient services by the community has resulted in the utilization of outpatients not being in accordance with management expectations, thus impacting patient loyalty to return to the hospital if they or their families are sick. This decrease in visits can be caused by various factors, including the perception of low service quality, unaffordable medical costs, difficult access to services, and minimal public awareness of the services available. This analysis is the basis for identifying potential operational problems in the hospital and formulating more effective marketing strategies to increase patient visits (Cheung, 2019). Based on several patient complaints on the hospital website, nurses were reported to be unfriendly to patients, and several room facilities were found damaged. The hospital also did not differentiate between complaints from general patients and BPJS patients. Complaints were only submitted through the hospital's social media, such as the website or Instagram. This is a problem because the hospital cannot determine the priority of the problems that must be resolved. Based on these problems, the researcher intends to conduct a study entitled "The Effect

of the 4A Marketing Mix on Patient Satisfaction at Beriman Hospital Balikpapan".

Research methods

Location and Research Design

This type of research is quantitative using an observational analytical design with a cross-sectional approach. This research will be conducted at RSUD Beriman Balikpapan in July - August 2024.

Population and Sample

The population in this study were all general patients at the Outpatient Installation of RSUD Beriman Balikpapan in December 2023, totaling 340 people. Researchers chose general patients to gain a deeper understanding of how certain factors influence patient decisions in using health services at the hospital, so that the hospital's marketing strategy can be adjusted to patient needs and preferences. The total sample size in this study was 340 samples. The sampling technique used in this study was proportional sampling. Proportional sampling involves selecting representatives from each group in the population, with the number of representatives adjusted to the number of subjects in each group.

Data Collection Method

The instrument used in data collection was a questionnaire. The questionnaire used in this study was first tested for validity and reliability. Based on the results of the validity and reliability test using the SPSS program where from the statement items in the questionnaire, all statements were declared valid and reliable.

Data Analysis

Univariate analysis was conducted to obtain a general overview of the research problem by describing each variable used in the study and the characteristics of the respondents. Univariate analysis consists of descriptive analysis of respondent characteristics, descriptive analysis of research variables and cross-tabulation analysis between respondent characteristics and research variables. Bivariate analysis was conducted to see the relationship between the two variables, namely between the independent variable and the dependent variable with the chi-square statistical test.

Research Ethics

This study was conducted in accordance with the principles of research ethics. Prior to data collection, ethical approval was obtained from **the Ethics Committee of the Faculty of Public Health, Hasanuddin University**. All respondents were given informed consent and explained that participation was voluntary and anonymous. The data collected were used only for research purposes and kept confidential.

Results

Respondent Characteristics:

Univariate Analysis

a. Respondent Characteristics

The characteristics of respondents studied include age, gender, profession, last education, place of residence, income, and number of visits.

Table 1. Distribution of Respondents Based on Respondent Characteristics at RSUD Beriman Balikpapan

No	Respondent Characteristics	n	Percentage (%)	Total
1	Age	17-25	8.2	340
		26-35	47.9	
		36-45	32.6	
		46-55	7.6	
		>55	3.5	
2	Gender	Man	18.5	340
		Women	81.5	
3	Profession	Jobseeker	29.7	340
		Student	15.6	
		Private employees	30.9	
		Civil Servants/TNI/POLRI	23.8	
4	Last Education	Not School	2.6	340
		Elementary school	7.1	
		Junior High School	22.6	
		Senior High School	27.6	
		Diplom	16.8	
		Bachelor/Profession	23.2	
5	Residence	Balikpapan	48.5	340
		Outside Balikpapan	51.5	
6	Income	Rp 0-2,5 jt/ month	18.2	340
		Rp 2,5jt-5 jt/ month	37.4	
		Rp 5Jt-10Jt/ month	39.1	
		Rp >10 Jt/ month	5.3	
7	Number of Visits	First Time	13.8	340
		Repeatedly	86.2	

Source: Primary Data, 2024

Based on Table 10 above, the characteristics of respondents based on age are mostly in the range of 26-35 years, which is 163 people (47.9%). The characteristics of respondents based on gender show that there are more women, which is 277 people (81.5%), compared to men, which is 63 people (18.5%). Based on profession,

the majority of respondents are Private Employees, which is 105 people (30.9%), followed by those who are unemployed, which is 101 people (29.7%), and private employees, which is 81 people (23.8%). Based on the last education, the majority of respondents are high school graduates, which is 94 people (27.6%), followed by S1/Professional, which is 79 people (23.2%). Based on place of residence, most respondents live in Balikpapan, which is 165 people (48.5%), while the other 175 people (51.5%) live outside Balikpapan. Respondent characteristics based on monthly income show that most are in the range of IDR 5 million to 10 million per month, with a total of 133 people (39.1%). Based on the number of visits, the majority of respondents are repeat visitors, namely 293 people (86.2%).

Frequency Distribution of Research Variables

Table 2. Distribution of Respondents Based on Marketing Mix at RSUD Beriman Balikpapan

Marketing Mix	n	(%)
Good	270	79.4
Not Good	70	20.6
Total	340	100

Source: Primary Data, 2024

Based on table, of the 340 respondents at Beriman Balikpapan Regional Hospital, 270 respondents (79.4%) considered the marketing mix level to be good, while 70 other respondents (20.6%) considered the marketing mix to be poor.

Table 3. Distribution of Respondents Based on Satisfaction at Beriman Balikpapan Regional Hospital

Satisfaction	n	(%)
satisfied	221	65.0
Not satisfied	119	35.0
Total	340	100

Source: Primary Data, 2024

Based on table, of the 340 respondents at Beriman Balikpapan Regional Hospital, 221 respondents (65.0%) were classified as satisfied, while 119 other respondents (35.0%) were classified as less satisfied.

Bivariate Analysis

a) The Influence of Marketing Mix on Satisfaction

The results of the analysis of the influence of Marketing Mix on satisfaction are shown in the following table.

Table 3 The Influence of Marketing Mix on Satisfaction at RSUD Beriman Balikpapan in 2024

Marketing Mix	Satisfaction		Total	P
	satisfied	Not satisfied		

	n	%	n	%	N	%	0.000
Good	213	78.9%	57	21.1%	270	100.0%	
Not Good	8	11.4%	62	88.6%	70	100.0%	
Total	221	65.0%	119	35.0%	340	100.0%	

Source: Primary Data, 2024

Table shows that out of 270 respondents with a marketing mix that is classified as good and feels satisfied, 213 respondents (78.9%) and 57 respondents (21.1%) feel less satisfied. Meanwhile, out of 70 respondents with a marketing mix that is classified as less good and feels satisfied, 8 respondents (11.4%) and 62 respondents (88.6%) feel less satisfied.

The results of the statistical test obtained a p value = 0.000, because the p value $< \alpha = 0.001 < 0.05$ then H_0 is rejected, this means that there is a statistically significant effect of the marketing mix on satisfaction at RSUD Beriman Balikpapan.

Discussion

Marketing strategies use tools to get the desired response from the target market. These tools form a marketing mix. Consumer perception of the quality of service provided by the hospital is good, then the consumer image of the hospital will be positive (customer satisfaction). The impact of patient satisfaction is consumer loyalty, which is consumer behavior as a result of the services provided (Anfal, 2020). The influence of the 4A Marketing Mix (Access, Accommodation, Acceptability, and Awareness) on patient satisfaction in hospitals. Good access can reduce waiting times and make patients feel more comfortable. When patients do not have difficulty accessing services, they tend to be more satisfied. For example, a hospital that is strategically located and has good transportation facilities can increase patient satisfaction (Hwang, 2016). Good and comfortable facilities can create a positive experience for patients. For example, a hospital that is clean, comfortable, and has complete facilities will make patients feel more appreciated and satisfied (Duman, 2005). If patients feel that the services they receive are in accordance with their expectations, their satisfaction will increase. For example, good communication between patients and doctors can increase trust and satisfaction (Ladhari, 2010). A high level of awareness about health services can encourage patients to use them, which can contribute to their satisfaction. Hospitals that are proactive in providing information to patients are more likely to gain trust from patients (Cottam, 2009).

High-quality products that meet customer needs increase satisfaction, while fair and competitive pricing strategies ensure value for customers. Efficient distribution channels facilitate product access, and effective promotions increase awareness and strengthen customer relationships. The combination of these elements creates a positive experience, meets expectations, and ultimately increases customer satisfaction with the brand or company (Kotler & Keller, 2017).

Based on the results of the statistical analysis carried out, it is known that the marketing mix has an influence on satisfaction at RSUD Beriman Balikpapan. The influence is indicated by the p value = 0.000, because the p value $< \alpha = 0.000 < 0.05$ so that in this case H_1 is accepted (H_0 is rejected). The results of this study are in line with the research conducted by Paradilla & Janna (2023) which states that in research hypothesis 1 (H_1) it is stated that there is a direct influence of the marketing mix on patient satisfaction at the RSSM Inpatient Installation. Based on the statistical analysis carried out, it is known that the marketing mix has a significant effect on patient satisfaction. The significant influence is indicated by a significance value of 0.016 so that in

this case research hypothesis 1 (H1) is accepted.

This study is also in line with the study conducted by Yuliantine (2018) which analyzed the relationship between the marketing mix and patient satisfaction in the inpatient unit of the Muhammadiyah Ahmad Dahlan Hospital, Kediri, where the results of her study showed that the marketing mix had a significant effect on patient satisfaction. Hassan's (2022) study found that all elements of the 4A Marketing Mix contributed positively to patient satisfaction. In particular, accessibility and acceptance play a key role in improving the patient experience in the hospital. Ahmed's (2020) study showed that the 4A Marketing Mix strategy, especially awareness and acceptance, had a significant effect on patient satisfaction. This study compared the effects between public and private hospitals. Sadeghi's (2022) study found that all elements of the 4A Marketing Mix contributed to patient satisfaction, with an emphasis on the affordability factor related to the price and cost of health services. Jabeen's (2021) study confirmed that the 4A Marketing Mix elements play an important role in increasing patient satisfaction, with a particular focus on the acceptability and accessibility aspects that influence patient decisions in choosing a hospital. Bachmann's (2020) research shows that the Marketing Mix 4A dimensions have a significant impact on patient satisfaction in hospitals, with an emphasis on the importance of awareness and accessibility in creating a positive patient experience.

A well-integrated marketing mix strategy can influence customer perceptions of the value and overall quality of the purchasing experience. When all elements of the marketing mix are well managed, customers tend to feel that they are getting more value from the product or service they are purchasing. This creates a lasting positive impression and influences long-term satisfaction. The right promotional strategy that clearly communicates the benefits of the product, together with efficient distribution and high-quality products, creates a harmonious and satisfying customer experience. This positive experience is often followed by customer loyalty and positive recommendations to others, which in turn can improve brand image and attract more customers (Kotler & Armstrong, 2017). Based on the results of the study, it was found that out of 270 respondents with a marketing mix that was classified as good and felt satisfied, 213 respondents (78.9%) and 57 respondents (21.1%) felt less satisfied. Meanwhile, out of 70 respondents with a marketing mix that was classified as less good and felt satisfied, 8 respondents (11.4%) and 62 respondents (88.6%) felt less satisfied. These results indicate that the quality of the marketing mix significantly influences the level of respondent satisfaction, with a good marketing mix tending to result in higher levels of satisfaction.

This study is in line with Philip Kotler's theory which states that the marketing mix is a set of marketing tools used by companies in order to achieve marketing goals according to the target market that has been set. This means that the marketing mix greatly influences consumer satisfaction because with the right marketing mix or marketing strategy, the company can increase consumer demand. And one measure of a company's success is seen from its consumer satisfaction.

Research by Ravangard et al. (2020) explores how marketing mix components influence hospital selection by patients in low-income countries. The results showed that service quality, price, and promotional activities have a significant impact on patient satisfaction and their choices in choosing health facilities. This study emphasizes the importance of a comprehensive marketing strategy in the context of health services. In the study by Dewi et al. (2022), the authors investigated customer perceptions of the marketing mix and its impact on customer loyalty at Hermina Galaxy Hospital. Research by Musa et al. (2021) found that all elements of the marketing mix contributed significantly to patient satisfaction. This study analyzes the relationship between the marketing mix and patient satisfaction in hospitals. The results of the study show that all elements of the marketing mix have a positive influence, indicating that hospitals need to optimize these elements to improve service quality and patient retention

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