

An analysis of the effect quality patient satisfaction services in hospital inpatient installation Aek Canopan area

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Article Info	ABSTRACT
Keywords: Service Quality, Marketing Mix, Patient Satisfaction	With the increasing number of hospitals, each hospital must have its strategy to persuade patients to want to use the hospital's services, one way is by improving the quality of service. This paper describes a quality of services provided is one of the factors for patients to choose a place for treatment. In the health industry, service quality is very important in attracting patients' interest in using the health services offered to increase patient satisfaction. Apart from that, hospitals must also maximize their marketing mix strategy, which is a strategy that includes several elements, namely product, price, promotion, location, people, physical evidence, and process. All elements must be maximized to obtain optimal results. Simultaneously or together, service quality with the dimensions of responsiveness, empathy, and tangible influence patient satisfaction in Class I, II, and II Inpatient Installations at Aek Kanopan Regional General Hospital. Simultaneously or together, the marketing mix with dimensions, namely type of service, service location, promotion, health personnel, physical appearance, service process, and hospital performance, each influences patient satisfaction in Class I, II, II Hospital Inpatient Installations General Aek Kanopan Region, while the dimensions of reliability and assurance have no effect.
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INTRODUCTION

The growing number of hospitals in North Sumatra means that people in North Sumatra have many choices to determine which hospital they will choose. Therefore, it is hoped that every hospital should be oriented toward patient satisfaction to be able to compete with other hospitals. Hospitals, namely places to obtain community medical services, also have an economic function as a medium for making profits (Hartono et al., 2019).

In an era where patient satisfaction is used as a benchmark to measure the quality of services provided by hospitals or medical institutions, the quality of service to patients must be provided (Antoinette et al, 2020). The patient's previous focus on simply securing access to medical services has shifted to increased interest in the quality of medical services (Meesala, 2018).

This phenomenon puts pressure on hospitals to satisfy patients and retain them (Antoinette et al, 2020). In other words, greater patient satisfaction results in higher patient retention. Hospitals that fail to understand the implications of providing quality services may result in patient loss which will ultimately cause patient visits to the hospital to decrease (Antoinette et al, 2020).

The quality of services provided is one of the factors for patients to choose a place for treatment. In the health industry, service quality is very important in attracting patients' interest in using the health services offered (Hastuti, 2017). The demand for quality services means that hospitals must strive to continuously improve the performance of the services provided, therefore service quality is a company priority in meeting the needs and desires of consumers in using the services offered (Titin, 2019).

This competitive competition means that marketing information is increasingly needed (Shalah, 2021). The marketing mix is a set of marketing tools that a company uses to continuously achieve one of its marketing goals, namely providing satisfaction to consumers' wants and needs and bringing profits to the company from the market mix (Maman, 2022).

The marketing mix strategy is a strategy that includes several elements, namely product, price, promotion, location, people, physical evidence, and process. All elements must be maximized to obtain optimal results. This marketing mix is important because it is taken into consideration when creating a marketing strategy. After all, all these factors are interconnected and represent existing factors in the market so that the implementation of the marketing strategy and determined positioning can be successful to obtain maximum profits (Umy, 2020).

From the explanation of the background above, the researcher wants to conduct research with the title Analysis of the Influence of Service Quality on Patient Satisfaction in the Inpatient Installation of the Aek Kanopan Regional General Hospital. From the explanation of the background above, the formulation of the problem in this research is how service quality and marketing mix influence patient satisfaction in Class I, II, III Inpatient Installations at Aek Kanopan Regional General Hospital

Literature Review

Definition of Service Quality

Good service should have a quality that is in accordance with what the public expects, so that the public always feels satisfied with the services provided by a government institution or certain institutions. According to Kotler (2017), the definition of service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership.

Service is the behavior of producers in order to fulfill the needs and desires of consumers in order to achieve consumer satisfaction. Kotler also said that this behavior can occur during, before and after a transaction occurs. In general, a high level of service will result in high satisfaction and more frequent repeat purchases.

Overview of Patient Satisfaction

Patient satisfaction is the extent to which the perceived benefits of a service are in accordance with what the patient expects. According to Tjiptono, patient satisfaction is a conscious evaluation or cognitive assessment regarding whether the performance of a product or service is relatively good or bad, or whether the product or service is suitable or not suitable for the purpose of its use. Patient satisfaction is created from the patient's past experience, when the patient visited the community health center and felt for himself how the service was provided to the patient.

Indicators of customer or patient satisfaction include:

- a. Service meets expectations.
- b. Patient's willingness to recommend to others,
- c. Satisfied with the quality of service provided and
- d. desire to use the service again.

According to Kotler and Keller, (2018) satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations.

Factors that Influence Consumer Satisfaction, according to Tjiptono, (2018) satisfaction assessment factors, namely:

1. Reliability satisfaction is the conformity between expectations and acceptance of the ability to carry out promised services accurately and reliably.
2. Responsive satisfaction is the conformity between expectations and acceptance of the ability to help customers and provide services quickly.
3. Confidence satisfaction is the conformity between expectations and acceptance of knowledge and abilities to generate trust and confidence
4. Empathic satisfaction is the conformity between expectations and acceptance of the conditions for caring, providing high personal attention to customers.
5. Tangible satisfaction is the conformity between expectations and acceptance of physical appearance, equipment, personnel and communication media.

Health Services

Health services are any efforts carried out individually or collectively within an organization to maintain and improve health, prevent and cure disease and restore the health of individuals, families, groups and/or communities (Supartiningsih, 2017).

Public health services are part of health services whose main aim is to improve health and prevent disease with the main target being the community. Public health services are characterized by a way of organizing which is generally carried out jointly within an organization (Supartiningsih, 2017). Health services must have basic requirements. The main conditions in question

is :

- a. Available and Continuous

The first basic requirement for good health services is that the health services must be available in the community (available) and be continuous. This means that all types of health services needed by the community are not difficult to find, and they are available in the community whenever they are needed.

b. Acceptable and Reasonable

The second basic requirement for good health services is that they are acceptable (acceptable) by the community and are reasonable (appropriate), meaning that the health services do not conflict with the customs, culture, beliefs and beliefs of the community, and are unreasonable, and are not inappropriate health services. Good.

c. Easy to Achieve

The third basic requirement for good health services is that they are easily accessible (accessible) to the community. The definition of achievement referred to here is mainly from the location perspective. Thus, to be able to achieve good health services, regulating the distribution of health facilities is very important. Health services that are too concentrated in urban areas, and meanwhile are not found in rural areas, are not good health services.

d. Reachable

The fourth basic requirement for good health services is that they are easily accessible (affordable) to the community. The definition of affordability is from a cost perspective. To be able to realize a situation like this, efforts must be made to ensure that the costs of health services are in accordance with the economic capacity of the community. Health services that are expensive and therefore only possible for a small portion of the population to enjoy, are not good health services.

e. Quality

Good health services are quality. The definition of quality referred to here refers to the level of perfection of the health services provided, which on the one hand can satisfy service users, and on the other hand the procedures for providing them are in accordance with the code of ethics and standards that have been determined.

Marketing Mix

The marketing mix is to create, communicate, and deliver value to customers and to manage customer relationships in a way that benefits the organization and its stakeholders." According to Tjiptono (2018), to carry out service marketing, a marketing mix is needed, "The marketing mix is a set of tools that marketers can use to shape the characteristics of the services offered to customers. According to Kotler (2018), the marketing mix is a group of marketing tips that a company can use to achieve its marketing targets in the target market or target market.

From the opinions of the experts above, it can be concluded that the marketing mix is a good marketing medium to use in companies in order to influence and satisfy the target group. The marketing mix consists of a method or strategy that a company can use to influence demand for its products.

Hospital Theory

A hospital is a unique and complex form of organization and has special characteristics, characteristics and functions because there are various professions involved in producing medical service products, so in its development both science and technology must be able to see various aspects that can influence the organization in its development. providing health services (Flowers, 2019).

According to WHO (2017) a hospital is a health service institution that organizes medical staff and other professional staff, has patient inpatient facilities, and provides services 24 hours a day, 7 days a week. The hospital provides services for acute patient conditions, patients on the road to recovery and patients in terminal care, using diagnostic and curative services.

Based on the type of service provided, hospitals are categorized:

a. General Hospital

General hospitals are hospitals that provide health services in all fields and types of diseases. Health services provided by public hospitals consist of at least:

1. Medical services and medical support

Medical and medical support services consist of general medical services, specialist medical services and subspecialist medical services. Medical services consist of basic medical services. Specialist medical services consist of basic specialist medical services and other specialist medical services. Basic specialist medical services include internal medicine, pediatrics, surgery, and obstetrics and gynecology services. Subspecialty medical services include basic subspecialty medical services and other subspecialty medical services.

2. Nursing and midwifery services

Nursing and midwifery services include generalist nursing care and/or specialist nursing care, and midwifery care.

3. Non-medical services

Non-medical services consist of pharmaceutical services, laundry/laundry services, food processing/nutrition, maintenance of medical infrastructure and equipment, information and communication, post-mortem services, and other non-medical services.

Human resources at public hospitals in the form of permanent staff include:

1. medical personnel,
2. clinical psychology staff;
3. nursing staff;
4. midwifery staff;
5. pharmaceutical personnel;
6. public health workers;
7. environmental health workers;
8. nutritional staff;
9. physical therapy staff;
10. medical technicians;
11. biomedical engineering staff;
12. other health workers; And
13. non-health workers.

General Hospital Classification consists of:

1. Class A general hospital

A class A general hospital is a general hospital that has a minimum number of 250 (two hundred and fifty) beds.

2. Class B general hospital

Class B general hospitals are general hospitals that have a minimum number of 200 (two hundred) beds.

3. Class C general hospital

Class C general hospitals are general hospitals that have a minimum number of 100 (one hundred) beds.

4. Class D general hospital

Class D general hospitals are general hospitals that have a minimum of 50 (fifty) beds.

b. Special Hospital

A specialized hospital is a hospital that provides primary services in one particular field or type of disease based on scientific discipline, age group, organ, type of disease, or other specialty.

General Hospital Classification consists of:

1. Class A specialty hospital

A class A special hospital is a special hospital that has at least 100 (one hundred) beds.

2. Class B specialty hospital

Class B special hospitals are special hospitals that have a minimum number of 75 (seventy five) beds.

3. Class C specialty hospital

A class C special hospital is a special hospital that has a minimum of 25 (twenty five) beds.

Hospitalization

Inpatient care is a service for patients admitted to hospital who use beds for observation, diagnosis, therapy, medical rehabilitation and other medical support (Ministry of Health of the Republic of Indonesia, 2017). Inpatient rooms are wards that are occupied by several patients at once, but some hospitals also provide class categories for inpatient rooms. The higher the class, the inpatient room will have facilities and services that exceed the standard facilities and services of the ordinary class.

General Criteria for Inpatient Services

The general criteria for inpatient services according to the Minister of Health Regulation (2020) are:

1. Accommodation and services are available every day for 24 hours continuously. 7 days a week
2. Services must be patient-oriented (PCC) and comprehensive and integrated between scientific disciplines.
3. Services must refer to the Clinical Practice Guide (PPK), nursing care guide (PAK), clinical pathways and related SPOs.

4. Services must comply with infection prevention and control (PPI), quality and patient safety standards
5. Availability of a Doctor in Charge of Service (DPJP) who is informed about the patient-family being treated for each inpatient
6. Inpatient services must be carried out by health workers who are in accordance with their competence
7. In providing inpatient services, hospitals must maintain the privacy and confidentiality of patient information
8. Inpatient services are supported by medical and non-medical support services which are available 24 hours
9. Inpatient services are provided to patients according to medical indications for inpatient care and other needs

Inpatient Guidelines

Guidelines for inpatient care according to Minister of Health Regulation (2020) are:

1. Room temperature 24 ± 2 °C
2. Room humidity $55\pm 5\%$
3. Lighting 250 lux for lighting and 50 lux for sleeping
4. The distance between the edges of the bed is at least 1.5 meters
5. The treatment room has 6 – 12 air changes per hour
6. Curtains between TTs are made from non-porous materials and are easy to decontaminate, the curtain rails must be embedded/attached to the ceiling
7. Two electrical contact boxes on each bed and no direct branching/connection without current protection
8. Oxygen outlets on each bed
9. Safe window openings for natural lighting and ventilation needs
10. Nurse call at each bed connected to the nurse station.

METHODS

The type of research used is quantitative research with a cross sectional approach. According to Sugiyono (2018), quantitative research is a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses.

Cross Sectionalis a study that uses data collected only once (can be collected over a period of several days, several weeks or several months) to get the answers needed in the research (Sugiyono, 2018). This research conducted in Aek Kanopan Regional General Hospital which is located at Jl. General Sudirman No. 25, Aek Kanopan Timur, Kualuh Hulu, North Labuhan Batu, North Sumatra.

This research was carried out in September 2022 until completion. Research data sources can be classified into primary sources and secondary sources. Obtaining the data needed to prepare this research was carried out in the following way:

Primary data is data taken directly from research to the source, without any intermediaries. The research was carried out by giving a questionnaire. A questionnaire is collecting data by giving a set of statements to respondents to answer. In this research, questionnaires were distributed (Sugiyono, 2018).

Secondary data is data that the researcher has not attempted to collect himself, for example from statistical bureaus, magazines, newspapers, statements or other publications. Secondary data is primary data that has been further processed and has been presented by other parties, for example in the form of tables or in the form of diagrams. This research includes research through all written materials (library study) in the form of books, literature, internet and other written sources that are relevant to the research title and can be verified for their veracity (Sugiyono, 2018)

The variables in the research consist of two independent variables (X) and one dependent variable (Y). The independent variables in this research are service quality (X1) and marketing mix (X2), and the dependent variable in this research is patient satisfaction (Y).

RESULTS AND DISCUSSION

General description of the research location

An Aek Kanopan Regional Hospital is a regional general hospital located at Jl. General Sudirman No. 25, Aek Kanopan Timur, Kualuh Hulu, North Labuhan Batu, North Sumatra. The vision and mission of Aek Kanopan Regional Hospital are as follows:

Vision:

The vision of RSUD Aek Kanopan is "The realization of RSUD Aek Kanopan with excellent and quality services towards a healthier and more prosperous Labura".

Mission:

1. Carry out excellent and quality service in a professional, dynamic, innovative and trusted team.
2. Continuously improve the quality and quantity of service facilities and infrastructure in all fields.
3. Improving the quality and quantity of human resources in accordance with developments in science and technology (IPTEK).
4. Creating a conducive, healthy and harmonious work environment.

Research Results

Table 1. Distribution of Patient Characteristics Based on Age

Age	n	%
< 20 Years	15	7.5
21-30 Years	48	24
31-40 Years	42	21
> 40 Years	95	47.5
Total	200	100

Table 1 explains the distribution of patient characteristics based on patient age. Patients aged <20 years were 15 people with a percentage of 7.5%, patients aged 21-30 years were 48 patients with a percentage of 24%, patients aged 31-40 years were 42 patients with a percentage of 21% and patients with age >40 years there were 95 patients with a percentage of 47.5% of the total 200 patients in this study.

Table 2. Distribution of Patient Characteristics by Gender

Gender	n	%
Man	78	39
Woman	122	61
Total	200	100

Source: Primary data processed in 2023

Table 2 explains the distribution of patient characteristics based on patient gender. There were 78 male patients with a percentage of 39% and 122 female patients with a percentage of 61% of the total 200 patients in this study.

Table 3. Distribution of Patient Characteristics Based on Education

Education	n	%
elementary school	2	1
JUNIOR HIGH SCHOOL	3	1.5
SENIOR HIGH SCHOOL	27	13.5
D3	11	5.5
S1	157	78.5
Total	200	100

Source: Primary data processed in 2023

Table 3 explains the distribution of patient characteristics based on patient education. There were 2 patients with primary school education with a percentage of 1%, 3 patients with junior high school education with a percentage of 1.5%, 27 patients with high school education with a percentage of 13.5%, patients There were 11 patients with a final education of D3 with a percentage of 5.5% and patients with a final education of S1 as many as 157 patients with a percentage of 78.5% of the total of 200 patients in this study.

Table 4. Distribution of Patient Characteristics Based on Occupation

Work	n	%
Civil servants	87	43.5
Private employees	38	19
IRT	6	3
Self-employed	60	30
Doesn't work	9	4.5
Total	200	100

Source: Primary data processed in 2023

Table 4 explains the distribution of patient characteristics based on patient occupation. Patients who work as civil servants are 87 patients with a percentage of 43.5%, patients who work as private employees are 38 patients with a percentage of 19%, patients who work as housewives are 6 patients with a percentage of 3%, patients with 60 patients worked as entrepreneurs with a percentage of 30% and 9 patients who did not work with a percentage of 4.5% of the total of 200 patients in this study.

Distribution of Patient Answers Based on Satisfaction at Aek Kanopan Regional Hospital

Table 5. Distribution of Patient Answers Based on Satisfaction at Aek Kanopan Regional Hospital

Patient Satisfaction	n	%
Satisfied	166	83
Not satisfied	34	17
Total	200	100

Source: Primary data processed in 2023

Table 5 explains the distribution of patient answers based on satisfaction with Aek Kanopan Regional Hospital. There were 166 patients who said they were satisfied with Aek Kanopan Regional Hospital with a percentage of 83% and 34 patients who were dissatisfied with Aek Kanopan Regional Hospital with a percentage of 17% of the total of 200 patients in this study.

The Influence of Service Quality on Patient Satisfaction in Class I, II, II Inpatient Installations at Aek Kanopan Regional General Hospital Based on Service Quality Dimensions

Following are the resultsThe influence of service quality on patient satisfaction in Class I, II, II Inpatient Installations at Aek Kanopan Regional General Hospital based on the dimensions of service quality, namely reliability, responsiveness, assurance, empathy and tangible.

Table 6. The Influence of Service Quality on Patient Satisfaction in Class I, II, II Inpatient Installations at Aek Kanopan Regional General Hospital Based on Service Quality

Dimensions		
Service quality		
Dimensions	P-Value	Information
<i>Reliability</i>	0.792	No effect
<i>Responsiveness</i>	0.011	Influential
<i>Assurance</i>	0.229	No effect
<i>Empathy</i>	0,000	Influential
<i>Tangible</i>	0.006	Influential

Source: Primary data processed in 2023

Table 6 explains the results regarding the influence of service quality on patient satisfaction at Class I, II, II Inpatient Installations at Aek Kanopan Regional General Hospital

based on the dimensions of service quality, namely reliability, responsiveness, assurance, empathy and tangible.

p-value *value* The reliability dimension of service quality is $0.792 > 0.05$, which means that the reliability dimension of service quality has no effect on patient satisfaction at Aek Kanopan Hospital.

p-value *value* The responsiveness dimension in service quality is $0.011 < 0.05$, which means that the responsiveness dimension in service quality influences patient satisfaction at Aek Kanopan Hospital.

p-value *value* the assurance dimension on service quality is $0.229 > 0.05$, which means the assurance dimension on service quality has no effect on patient satisfaction at Aek Kanopan Hospital.

p-value *value* The empathy dimension in service quality is $0.000 < 0.05$, which means that the empathy dimension in service quality influences patient satisfaction at Aek Kanopan Hospital.

p-value *value* The tangible dimension of service quality is $0.006 < 0.05$, which means that the tangible dimension of service quality influences patient satisfaction at Aek Kanopan Hospital.

The Influence of Service Quality on Patient Satisfaction in Class I, II, II Inpatient Installations at Aek Kanopan Regional General Hospital Based on Service Quality Dimensions

The research results show that the p-value of the reliability dimension of service quality is $0.792 > 0.05$, which means that the reliability dimension of service quality has no effect on patient satisfaction at Aek Kanopan Regional Hospital. The p-value of the responsiveness dimension in service quality is $0.011 < 0.05$, which means that the responsiveness dimension in service quality influences patient satisfaction at Aek Kanopan Regional Hospital. The p-value of the assurance dimension on service quality is $0.229 > 0.05$, which means that the assurance dimension on service quality has no effect on patient satisfaction at Aek Kanopan Hospital. The p-value of the empathy dimension in service quality is $0.000 < 0.05$, which means that the empathy dimension in service quality influences patient satisfaction at Aek Kanopan Hospital. The p-value of the tangible dimension of service quality is $0.006 < 0.05$, which means that the tangible dimension of service quality influences patient satisfaction at Aek Kanopan Hospital. The results of this research are in line with research conducted by Mahfudhoh (2020) whose results show that there is an influence of service quality on patient satisfaction at the Cilegon City Regional General Hospital (RSUD).

The quality of health services needs to be improved because of the community's or individual's need for health that meets standards with reasonable, efficient, effective use of resources within the limited capacity of the government and society, and is carried out safely and satisfactorily in accordance with good norms and ethics. Health services, whether in hospitals or other health service institutions, are a system consisting of various components that are interrelated, interdependent, and mutually influence each other. The quality of health services in hospitals is the final product of the interaction and interdependence of service aspects.

Hospitals have a very strategic role in efforts to accelerate improvements in public health status. The new paradigm of health services requires hospitals to provide quality services according to patients' needs and desires while still referring to professional and medical codes of ethics. In the rapid development of technology and increasingly fierce competition, hospitals are required to improve the quality of their services (Mahfudhoh, 2020).

CONCLUSION

From the results of the research that has been carried out, the conclusions in this study are as follows: Partially, service quality with the dimensions of responsiveness, empathy and tangible each has an influence on patient satisfaction in Class I, II, II Inpatient Installations at the Aek Kanopan Regional General Hospital, while the dimensions of reliability and assurance have no effect. Partially, the marketing mix with dimensions, namely type of service, service location, promotion, health personnel, physical appearance, service process and hospital performance, each has an influence on patient satisfaction in Class I, II, II Inpatient Installations at Aek Kanopan Regional General Hospital , while the dimensions of reliability and assurance have no effect. Simultaneously or together, service quality with the dimensions of responsiveness, empathy and tangible influence patient satisfaction in Class I, II, II Inpatient Installations at Aek Kanopan Regional General Hospital. Simultaneously or together, the marketing mix with dimensions, namely type of service, service location, promotion, health personnel, physical appearance, service process and hospital performance, each has an influence on patient satisfaction in Class I, II, II Hospital Inpatient Installations General Aek Kanopan Region, while the dimensions of reliability and assurance have no effect.

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