

ANALYSIS OF THE MARKETING MIX ON OUTPATIENT SATISFACTION AT RSU DELIA LANGKAT

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Abstract

Patient satisfaction is a key indicator of healthcare service quality, which cannot be separated from the hospital's ability to respond effectively to patient complaints. This study aimed to analyze the relationship between the marketing mix elements price, place, people, and process and outpatient satisfaction at RSU Delia Langkat. This quantitative study employed a cross-sectional design with a sample of 74 respondents. The study was conducted from July 2025 to February 2026. Data were analyzed using univariate, bivariate, and multivariate analyses. The chi-square test was applied for bivariate analysis, while binary logistic regression was used for multivariate analysis. The results showed that price ($p = 0.002$), place ($p = 0.007$), people ($p = 0.006$), and process ($p = 0.002$) were significantly associated with outpatient satisfaction. Furthermore, binary logistic regression indicated that all four variables were significant predictors of patient satisfaction at RSU Delia Langkat. In conclusion, price, place, people, and process have a significant influence on outpatient satisfaction at RSU Delia Langkat. It is recommended that the hospital improve staff training related to effective patient handling, provide financial flexibility for underprivileged patients, and optimize organizational structure in accordance with hospital classification and staff competencies.

Keywords: Planning, Organizing, Implementation, Controlling, Nurses' Performance

Introduction

Hospitals are healthcare service institutions organized by both government and private sectors that provide comprehensive services, including outpatient, inpatient, and emergency care. In addition to their social function, hospitals also operate as service-based organizations that must ensure efficiency, effectiveness, and sustainability in an increasingly competitive healthcare environment (World Health Organization, 2023; Putra & Gani, 2023).

Healthcare services are fundamentally different from tangible goods because they are intangible, heterogeneous, and inseparable from the service provider. Patients usually assess service quality based on their perceptions of several factors such as price, accessibility, staff behavior, and service processes. Therefore, maintaining consistent service quality is essential for hospitals to meet patient expectations and remain competitive in the healthcare industry (Lubis et al., 2022; de Sousa & Sulistiadi, 2024).

Patient satisfaction is a key indicator of healthcare service quality and is strongly determined by the extent to which services meet or exceed patient expectations. When services fall below expectations, patient dissatisfaction occurs, which may reduce loyalty and negatively affect hospital reputation. Conversely, when services meet or exceed expectations, patient satisfaction increases, leading to long-term relationships and patient loyalty (Ellen & Bernarto, 2024; Budiman & Achmadi, 2023).

In a competitive healthcare environment, hospitals are required to implement effective marketing strategies to attract and retain patients. One of the most widely used approaches is the marketing mix

strategy, which in healthcare services consists of product, price, place, promotion, people, process, and physical evidence. The marketing mix is considered an important determinant of perceived service quality that influences patient satisfaction and loyalty (Putra & Gani, 2023; Budiman & Achmadi, 2023).

Previous studies have consistently shown that marketing mix variables significantly influence patient satisfaction in hospital settings. Elements such as price affordability, service accessibility, staff competence, and service processes are important determinants of patient satisfaction. These findings indicate that both technical and non-technical aspects of healthcare services play a major role in shaping patient experience (Lubis et al., 2022; Ellen & Bernarto, 2024).

RSU Delia Langkat, as one of the healthcare providers in North Sumatra, faces challenges in maintaining optimal outpatient service quality. Preliminary observations indicate several issues such as delayed doctor attendance, limited consultation time, inadequate waiting room facilities, and less responsive staff behavior, all of which may negatively influence patient satisfaction. These conditions highlight the importance of evaluating service factors in outpatient care settings.

Based on these conditions, this study aims to analyze the effect of marketing mix elements price, place, people, and process on outpatient satisfaction at RSU Delia Langkat. The findings are expected to provide empirical evidence for hospital management in improving service quality and strengthening patient satisfaction and loyalty (Ellen & Bernarto, 2024; de Sousa & Sulistiadi, 2024).

Methods

This study used a quantitative research design with a cross-sectional approach to analyze the relationship between marketing mix variables (price, place, people, and process) and outpatient satisfaction at RSU Delia Langkat (Sugiyono, 2022). The study was conducted at RSU Delia Langkat, North Sumatra, Indonesia, from July 2025 to February 2026, including preparation, data collection, analysis, and reporting phases.

The study population consisted of all outpatients visiting RSU Delia Langkat during June–August 2025, totaling 285 patients. The sample size was calculated using the Slovin formula with a 10% margin of error, resulting in 74 respondents. Purposive sampling was applied based on inclusion criteria (age ≥ 18 years, registered outpatient visit, able to communicate, and willing to participate) and exclusion criteria (emergency patients, cognitive impairment, hospital staff, and incomplete responses) (Charan & Biswas, 2022).

Data were collected using a structured questionnaire consisting of four independent variables (price, place, people, process) and one dependent variable (patient satisfaction). Each marketing mix variable was measured using a 10-item Likert scale, while patient satisfaction was measured using a dichotomous scale (satisfied/not satisfied). Instrument validity was tested using Pearson Product Moment correlation, and reliability was assessed using Cronbach's Alpha in a pilot test involving 20 respondents at RSU Bina Kasih Medan (Taherdoost, 2022).

Data analysis was performed using SPSS software. Univariate analysis was used to describe respondent characteristics. Bivariate analysis employed the Chi-square test with a significance level of $p < 0.05$. Multivariate analysis was conducted using binary logistic regression to identify the most dominant factors influencing patient satisfaction. Variables with $p < 0.25$ in bivariate analysis were included in the model, and results were expressed as odds ratios (OR) with a 95% confidence interval (Hosmer, Lemeshow, & Sturdivant, 2021).

Result

1. Univariate Analysis.

The distribution of respondents based on marketing mix variables and patient satisfaction is presented in Table 1. The majority of respondents perceived the marketing mix elements as unfavorable. Specifically, 67.6% rated price negatively, 54.1% rated place as inadequate, 58.1% perceived people (staff performance) as poor, and 66.2% rated process as unsatisfactory. Furthermore, most respondents (64.9%) reported being dissatisfied with outpatient services at RSU Delia Langkat.

Table 1. Distribution of Respondents by Study Variables (n = 74)

Variable	Category	Frequency (n)	Percentage (%)
Price	Negative	50	67.6
	Positive	24	32.4
Place	Poor	40	54.1
	Good	34	45.9
People	Poor	43	58.1
	Good	31	41.9
Process	Poor	49	66.2
	Good	25	33.8
Patient Satisfaction	Not satisfied	48	64.9
	Satisfied	26	35.1

2. Bivariate Analysis.

All independent variables—price, place, people, and process—were significantly associated with patient satisfaction ($p < 0.05$). Patients who perceived these factors as poor were more likely to report dissatisfaction. This indicates that both service delivery and operational factors play an important role in shaping patient satisfaction.

Table 2. Association between Marketing Mix Variables and Patient Satisfaction

Variable	Category	Not Satisfied n (%)	Satisfied n (%)	Total n	p-value
Price	Poor	39 (52.7)	11 (14.9)	50	0.002
	Good	9 (12.2)	15 (20.2)	24	
Place	Poor	32 (43.3)	8 (10.8)	40	0.007
	Good	16 (21.6)	18 (24.3)	34	
People	Poor	34 (45.9)	9 (12.2)	43	0.006
	Good	14 (18.9)	17 (23.0)	31	
Process	Poor	39 (52.7)	11 (14.9)	50	0.002
	Good	9 (12.2)	15 (20.2)	24	

3. Multivariate Analysis.

Binary logistic regression analysis was performed to identify the most influential variables affecting patient satisfaction. The results are shown in Table 3.

Table 3. Binary Logistic Regression Analysis

Variable	B	p-value	Exp(B) (OR)
Price	1.957	0.003	7.075
Place	1.692	0.009	5.428
Process	2.118	0.002	8.313
Constant	-6.685	0.000	-

The multivariate analysis revealed that price, place, and process were significant predictors of patient satisfaction ($p < 0.05$), while process was the most dominant factor (OR = 8.313). This indicates that patients who perceived poor service processes were more than eight times more likely to be dissatisfied compared to those who perceived the process as good. Similarly, poor perceptions of price and place increased the likelihood of dissatisfaction by approximately 7 times and 5 times, respectively. These findings highlight that improving service processes such as waiting time, service flow, and administrative procedures should be prioritized to enhance patient satisfaction in outpatient services.

Discussion

The results of this study indicate that the majority of respondents perceived the marketing mix elements price, place, people, and process as unfavorable, which is reflected in the high proportion of patient dissatisfaction. This finding suggests that outpatient service quality at RSUD Langkat has not fully met patient expectations. Patient satisfaction is strongly influenced by perceived service quality, where a mismatch between expectations and actual service delivery leads to dissatisfaction (Ellen & Bernarto, 2024). In service-based industries such as healthcare, patient perceptions are critical in determining satisfaction and future utilization behavior (de Sousa & Sulistiadi, 2024).

The analysis showed that price has a significant relationship with patient satisfaction ($p = 0.002$). Patients who perceived healthcare costs as inappropriate or unclear were more likely to report dissatisfaction. This finding is consistent with previous studies indicating that affordability, transparency, and fairness of pricing are essential determinants of patient satisfaction (Lubis et al., 2022). In healthcare settings, price is not only evaluated in terms of cost but also in relation to perceived value and service quality. When patients feel that the cost does not match the quality of services received, dissatisfaction is likely to occur (Putra & Gani, 2023; Kotler et al., 2022; Al-Abri & Al Balushi, 2021).

Similarly, place (physical environment and accessibility) was found to significantly influence patient satisfaction ($p = 0.007$). Poor perceptions regarding facilities, waiting areas, and hospital environment contributed to dissatisfaction among respondents. This aligns with studies highlighting that physical evidence and environmental factors, such as cleanliness, comfort, and accessibility, play an important role in shaping patient experience and satisfaction (Budiman & Achmadi, 2023). A conducive healthcare environment not only improves patient comfort but also enhances trust in healthcare services (de Sousa & Sulistiadi, 2024). The people variable, which represents the performance of healthcare staff, was also significantly associated with patient satisfaction ($p = 0.006$). Respondents reported dissatisfaction related to staff responsiveness, empathy, and professionalism (Teshome & Ayalew, 2023). This finding is supported by previous research showing that interpersonal interactions between healthcare providers and patients are among the strongest predictors of patient

satisfaction (Ellen & Bernarto, 2024). The ability of healthcare workers to communicate effectively, show empathy, and respond promptly to patient needs significantly influences patient perceptions and satisfaction levels (Lubis et al., 2022).

Furthermore, the process variable was found to have a significant relationship with patient satisfaction ($p = 0.002$) and emerged as the most dominant factor in the multivariate analysis ($OR = 8.313$). This indicates that inefficiencies in service flow, long waiting times, and unclear procedures greatly affect patient satisfaction. These findings are consistent with previous studies that identify service process as a critical determinant of healthcare quality and patient satisfaction (Putra & Gani, 2023). Efficient and well-organized service processes are essential to ensure timely care delivery and minimize patient dissatisfaction (Budiman & Achmadi, 2023).

Overall, this study confirms that marketing mix elements play a crucial role in influencing patient satisfaction in outpatient services. The findings are in line with previous research demonstrating that a well-managed marketing mix strategy can improve perceived service quality and enhance patient satisfaction and loyalty (de Sousa & Sulistiadi, 2024). Hospitals must therefore adopt a patient-centered approach by optimizing pricing strategies, improving facility conditions, enhancing staff performance, and streamlining service processes (Ismail & Yusof, 2022)

From a practical perspective, the results suggest that hospital management should prioritize improvements in service processes, followed by pricing transparency and facility enhancement (Rahman et al., 2021). Training programs for healthcare staff, improvements in waiting time management, and better communication strategies are essential to enhance patient satisfaction. These improvements are expected to not only increase patient satisfaction but also strengthen patient loyalty and hospital competitiveness in the long term (Ellen & Bernarto, 2024).

Conclusion

This study concludes that the marketing mix elements price, place, people, and process have a significant influence on outpatient satisfaction at RSUD Langkat. The majority of respondents perceived these elements as inadequate, which is reflected in the high proportion of patient dissatisfaction.

Bivariate analysis showed that all variables (price, place, people, and process) were significantly associated with patient satisfaction ($p < 0.05$). Furthermore, multivariate analysis revealed that price, place, and process were the most influential factors, with process emerging as the dominant variable. This indicates that inefficiencies in service flow, long waiting times, and unclear procedures are the main contributors to patient dissatisfaction.

These findings highlight the importance of improving service processes, ensuring fair and transparent pricing, enhancing healthcare facilities, and strengthening the performance and professionalism of healthcare staff. A well-managed marketing mix strategy is essential to improve service quality, increase patient satisfaction, and ultimately build patient loyalty in outpatient services.

Therefore, hospital management is strongly recommended to prioritize improvements in service delivery processes, supported by staff training, better facility management, and more patient-centered service policies to enhance overall patient satisfaction and competitiveness of the hospital.

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