

Analysis of the Influence of Marketing Mix Strategy on Patient Satisfaction in Bhayangkara Hospital TK II Medan 2020

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ABSTRACT

Hospital health services are currently growing rapidly. In response to these changes, Hospitals are required to undertake optimal strategies to compete and to become an adaptive hospital. The purpose of this study was to analyze the effect of marketing mix strategies toward the patients' satisfaction at Bhayangkara Hospital TK II Medan. The samples of this study were 49 inpatients of Bhayangkara Hospital TK II Medan in January 2020. This type of research design is a type of quantitative analytical research with cross sectional method. Based on the research findings at Bhayangkara Hospital TK II Medan, it was found that there were seven effects towards the patients satisfaction with different p-value; a product effect with 0.291 < 0.05 p-value, a price effect with 0.139 < 0.05 p-value, a place effect with 0.747 < 0.05 p-value, an influence of people with 0.768 < 0.05 p-value, a physical evidence effect with 0.024 < 0.05 p-value, a process effect with 0.018 < 0.05 p-value, and a promotion effect with 0.576 < 0.05 p-value. The most dominant variable in this study was the X6 variable. That is a process effect. Furthermore, it is suggested that the hospital can use this research findings as the positive input and the consideration for the further efforts to improve the hospital health services. It is also expected that these findings could share an input for the hospital and medical service units in order to increase in patients' satisfaction at Bhayangkara Hospital TK II Medan.

Keywords: Mix Marketing, Marketing Strategy, Patients Satisfaction.

INTRODUCTION

Marketing strategy is the approach the principal to be used by the business units in reaching predefined first, it listed the decision-the decision of the principal regarding the target market, product placement, in the market marketing mix and marketing costs required (Abdullah, 2016).

Marketing is the process of preparation of integrated communication aims to provide information about the goods or services in relation to satisfying human needs and desires. At this time many company services that are being developed, one of which is a hospital that is also using marketing strategies to market health services that they offer to consumers (Rita, 2015).

In the history of the development of the hospital there are interactions between the environment and the circumstances in the hospital, so rapidly that changes occur, both at past, present and surely future. These changes arise from technological knowledge and changes in the hospital management system. For example, during the reign of the colonial Dutch East Indies

hospital was founded for the interests of the internal parties alone (colonization). Furthermore, the government hospital converted into a mission and zending (Hasan, 2016).

In this decade, Hospitals in the service to the community do not expect any profit. All fees imposed in hospital operations is the burden of the government. As a result, the operating cost is quite large while the budget is limited and income from the outside does not exist, then the government hospital does not look well-groomed. It can be seen from the physical condition of buildings which is not good. The environment is not clean and the lack of health services to a given patient. The reason is the lack of budget funds provided. Then by the government in the 80s to create a policy so that the hospital can become self-financing and self-managed. Quickly at the end of the 20th century and early 21st century the various environmental pressures, in particular the influence of the strength of the market forced the owners and managers of the hospital thinking to change the system of management (Rosmawati, 2016).

The market in this case is related to the concept of sale and purchase of hospital services. More and more and prevalence of hospital in Indonesia especially in the City of Medan which is the hope of the government is a threat to the hospital, because with the increasing number of emerging hospital which offers a variety of advantages, both in terms of technology, price and services, then the hospital will face an increasingly competitive rivalry (Alamsyah, 2015).

The number of Hospitals increased to make each hospital compete with each other to get customers. Therefore, marketing good hospital will be able to help the hospital to continue to survive in the competition and develop into a better (Hasan, 2016).

The Discharge Of Permenkes No. 80/Menkes/Per/II/90, which states that a legal entity including an individual allowed

to own and manage the hospital with the nature of profit-oriented, making the hospital aware to apply the marketing strategy to be able to maintain its existence. So it is not surprising if this state of affairs forced the hospital, both private Hospitals and government Hospitals to implement marketing strategies.

Bhayangkara Hospital TK II Medan is the referral hospital of Class B and Accreditation with honors Associate in North Sumatra Province with a bed capacity of 105 rooms. In its activities Bhayangkara Hospital TK II Medan to provide health services in the form of examination, treatment and care towards the participants of the BPJS, the Indonesian national Police, Askes, Jamkesmas, Jamsostek, and other Insurance as well as the general public and some companies.

Bhayangkara Hospital TK II Medan has a number of competitor Hospitals in the City of Medan, which is the Hospital Putri Hijau TK II Medan, Siti Hajar Hospital and University Hospital of North Sumatra. Competition occurs various aspects such as the difference in tariffs of services, the type and quality of service as well as the characteristics/quality of human resources (HR) owned.

In 2012 DRILL in Bhayangkara Hospital TK II Medan is 65 increased to 70 in 2013, and down settle at 65 in 2014 and 2015, as well as back down to 47 in the year 2016, but increased again in the year 2017 to 66, 67 in the year 2018, and 78 in 2019. In 2012 LOS in Bhayangkara Hospital TK II Medan is 8 increased to 10 in 2013, and will be 8 in the year 2014 and 2015 to 5, in the year 2016 increased to 7, but decreased again in the year 2017 to 4, in the year 2018 and 2019 settle into a 5.

LITERATURE REVIEW

Hospital

The hospital is a health care institution that organizes personal health services in the plenary (promotive, preventive, curative, and rehabilitative) that

provides inpatient, outpatient and emergency room (Hartono, 2016).

Marketing

Marketing is a whole system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy the needs, both to existing buyers or potential buyers (Sumarni & Suprihantoro, 2016).

Marketing Management

Marketing management is the analysis, planning, implementation and supervision program that intended to hold exchanges with the target market with the intent to achieve the goals of the organization (Kafa, 2017).

The Implementation of the Marketing

Marketing implementation is the process that diverts the marketing plan to the assignment of the action and guarantee executed in accordance with the achievement of the planned objectives (Ratnasari, 2018).

Control Marketing

Control of marketing is to maximize the likelihood that the organization can achieve the goal-tuiuannya in the long-term and short-term (Ratnasari, 2018).

Marketing Strategy

Marketing strategy is a set of actions integrated in an effort to provide value for consumers and a competitive advantage for the company (Kotler, 2009).

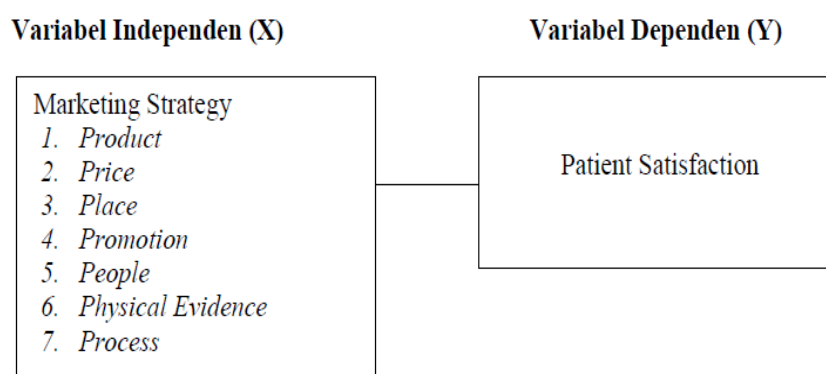


Figure 1 Conceptual Framework

Hypothesis

Based on the background research and the relationship between variables, the hypothesis of this research is as follows:

Ha:

1. There is the influence of the marketing mix strategy the product to the satisfaction of the patients in the Bhayangkara Hospital TK II Medan.
2. There is the influence of the marketing mix strategy price to the satisfaction of the patients in the Bhayangkara Hospital TK II Medan.
3. There is the influence of the marketing mix strategy place to the satisfaction of the patients in the Bhayangkara Hospital TK II Medan.
4. There is the influence of the marketing mix strategy promotion of patient satisfaction at Bhayangkara Hospital TK II Medan.
5. There is the influence of the marketing mix strategy people to the satisfaction of the patients in the Bhayangkara Hospital TK II Medan.
6. There is an influence strategy the marketing mix physical evidence of patient satisfaction in Bhayangkara Hospital TK II Medan.
7. There is the influence of the marketing mix strategy process to the satisfaction of the patients in the Bhayangkara Hospital TK II Medan.

Ho:

1. No influence of the marketing mix strategy the product to the satisfaction of the patients in the Bhayangkara Hospital TK II Medan.
2. No influence strategy the marketing mix price to the satisfaction of the patients in the Bhayangkara Hospital TK II Medan.
3. No influence of the marketing mix strategy place to the satisfaction of the patients in the Bhayangkara Hospital TK II Medan.
4. No influence of the marketing mix strategy promotion of patient satisfaction at Bhayangkara Hospital TK II Medan.
5. No influence of the marketing mix strategy people to the satisfaction of the patients in the Bhayangkara Hospital TK II Medan.
6. No influence strategy the marketing mix physical evidence of patient satisfaction in Bhayangkara Hospital TK II Medan.
7. No influence of the marketing mix strategy process to the satisfaction of the patients in the Bhayangkara Hospital TK II Medan.

MATERIAL AND METHODS

This research is a type of quantitative analytical research with cross sectional method. A Cross Sectional study is an epidemiological study that studied the prevalence, distribution, and relationship of disease and exposure by observing the status of the exposure, the disease or outcome other simultaneously on individuals from a population at one time. Thus a cross sectional study does not recognize the existence of a time dimension, so it has a weakness in order to guarantee that exposure precedes the effect (disease) or vice versa.

The populations in this study were all patients treated in the inpatient unit Class I, Class II, Class III and VIP Bhayangkara Hospital TK II Medan totaling 100 patients in December 2019. The samples in this research were taken by using the formula Lemeshow so that the number of samples

taken from the population is 49 patients. The sampling technique using Accidental Sampling. According to sugiyono (2009:85), Accidental Sampling is a sampling technique based on coincidence, that the patient who by chance/incidental meet with the researchers can be used as a sample, when viewed people who happened to find it suitable as a data source.

Data collection methods used in this research is to give a questionnaire about 7P in the form of questions in accordance with the marketing mix of the patients as well as observation (Hamidi, 2010) and the Type of data used in this research is using primary data, secondary data and tertiary. Primary Data is data sourced from the patient is obtained by providing a questionnaire 7P to determine the effect of marketing mix strategy on patient satisfaction. Secondary Data is data sourced from the Bhayangkara Hospital TK II Medan. Tertiary Data is a library materials through books, journals, newspapers and the internet.

RESULTS AND DISCUSSION

The Influence between the Product and Satisfaction of the Patient

The distribution of the proportion of respondents in this study indicate that product patients expressed both as many as 17 people (of 34.69%) respondents, was obtaining 23 people (46,94%) and bad as much as 9 people (18,37%).Based on the results of the test of Chi square p-value $0,291 < 0,05$ was found that the factor of product has the influence of a statistically meaningful patient satisfaction in Bhayangkara Hospital TK II Medan.

Based on the data above, the researchers assume most of the patients Bhayangkara Hospital TK II Medan has the perception of being against the product in the hospital. Because of the services and the information obtained is good enough.

Based on research conducted by Waluyo (2018) with the title “Factors that influence patient satisfaction in public Hospital in Yogyakarta” to say that there is a significant influence of product against

patient satisfaction with p value = 0,001 ($p < 0,05$).

According to Hasan(2018) with the title “Factors in Increasing the Satisfaction of Most Patients in Public Hospital Bandung” say that there is a significant influence of product against patient satisfaction with p value = 0,017 ($p < 0,05$).

Based on the results of the study Satria (2017) with the title “Factors of Patient Satisfaction in a Hospital Pirngadi Medan” say that there is a significant influence of product against patient satisfaction with p value = 0,043 ($p < 0,05$).

Based on the results of research Yuni (2015) with the title “Factors of Patient Satisfaction in Public Hospital in Surabaya,” said that there is no significant influence of the product to the satisfaction of the patient.

The Influence between Price to the Satisfaction of the Patient

The distribution of the proportion of respondents in this study indicate that the price patients expressed both as many as 17 people (34,70%) of respondents who are currently obtaining 26 people (53,06%) and reveals the bad as much as 6 people (12,24%). Based on the results of the test of chi square p-value $0,139 < 0,05$ in find that the price factor has influence statistically meaningful patient satisfaction in Bhayangkara Hospital TK II Medan.

Based on the data above, the researchers assume most of the patients Bhayangkara Hospital TK II Medan has a perception that good enough to price in the hospital. This is because the fee set by the hospital not so expensive and quite affordable. For example, for a general patient class III only Rp.410.000 n, - class II Rp.540.000 n, class I is only Rp.690.000 night, VIP only Rp.870.000 night, the price includes the cost of visit a doctor.

Based on research conducted by Waluyo (2018) with the title “Factors that influence patient satisfaction in public Hospitals in Yogyakarta” to say that there is a significant influence between price to

patient satisfaction with p value = 0,022 ($p < 0,05$).

According to Hasan (2018) with the title “Factors in Increasing the Satisfaction of Most Patients in Public Hospital Bandung” say that there is a significant influence between price to patient satisfaction with p value = 0,032 ($p < 0,05$).

Based on the results of the study Satria (2017) with the title “Factors of Patient Satisfaction in a Hospital Pirngadi Medan” say that there is a significant influence between price to the satisfaction of the patients with a value of p value of 0.038 ($p < 0,05$).

Based on the results of research Santoso (2018) with the title “Factors of Patient Satisfaction in Public Hospitals Palangkaraya” say that there is no significant influence between price to the satisfaction of the patient.

The Influence between the Place to the Satisfaction of the Patient

The distribution of the proportion of respondents in this study indicate that place declare a good as many as 29 people (59,18%) of the respondents which are as many as 12 people(24,49%) and reveals the bad as much as 8 people (16,33%).Based on the results of the test of chi square p-value $0,747 < 0,05$ was found that the place has the influence of a statistically meaningful patient satisfaction in Bhayangkara Hospital TK II Medan.

Based on the data above, the researchers assume most of the patients Bhayangkara Hospital TK II Medan has a good perception towards the place in the hospital. This is because the place is conveniently located which is always skipped public transit, as well known by the public.

Based on research conducted by Waluyo (2018) with the title “Factors that influence patient satisfaction in public Hospitals in Yogyakarta” to say that there are influence which significant between the place of patient satisfaction with p value = 0,049 ($p < 0,05$).

According to Hasan (2018) with the title “Factors in Increasing the Satisfaction of Most Patients in Public Hospital Bandung” say that there is a significant influence between the place of patient satisfaction with p value = 0,017 ($p < 0.05$).

Based on the results of the study Satria (2017) with the title “Factors of Patient Satisfaction in a Hospital Pirngadi Medan” say that there is a significant influence between the place of patient satisfaction with p value = 0,041 ($p < 0.05$).

Based on the results of research Aidil (2016) with the title “Factors of Patient Satisfaction in RSUD Cirebon” say that there is no significant influence between the place to the satisfaction of the patient.

Influence between People to the Satisfaction of the Patient

The distribution of the proportion of respondents in this study indicate that people expressed both as much as 7 people (14,29%) of the respondents which are as many as 36 people (73,47%) and reveals the bad as much as 6 people (12,24%). Based on the results of the test of chi square p -value $0,768 < 0,05$ was found that the factors people have the influence of a statistically meaningful patient satisfaction in Bhayangkara Hospital TK II Medan.

Based on the data above, the researchers assume most of the patients Bhayangkara Hospital TK II Medan has a perception that good enough against people in the hospital. This is because the service is pretty good and fast, as well as nurses and doctors are friendly, courteous and painstaking to the patient.

Based on research conducted by Waluyo (2018) with the title “Factors that influence patient satisfaction in public Hospitals in Yogyakarta” to say that there is a significant influence between people to the satisfaction of the patients with p value = 0,010 ($p < 0.05$).

According to Hasan (2018) with the title “Factors in Increasing the Satisfaction of Most Patients in Public Hospital

Bandung” say that there is a significant influence between people to the satisfaction of the patients with p value = 0.005 ($p < 0.05$)

Based on the results of the study Satria (2017) with the title “Factors of Patient Satisfaction in a Hospital Pirngadi Medan” say that there is a significant influence between people to the satisfaction of the patients with p value = 0,023 ($p < 0,05$)

Based on the results of research Rizaldi (2017) with the title “Factors of Patient Satisfaction in Hospitals Blitar” say that there is no significant influence between people to the satisfaction of the patient.

The Influence between the Physical Evidence to the Satisfaction of the Patient

The distribution of the proportion of respondents in this study indicate that physical evidence of the patient expressed both as much as 9 people (18,37%) of the respondents which are as many as 35 people (71,43%) and reveals the bad as much as 5 people (10,20%). Based on the results of the test of chi square p -value $0,024 < 0,05$ was found that the factor of physical evidence has an influence that is statistically meaningful patient satisfaction in Bhayangkara Hospital TK II Medan.

Based on the data above, the researchers assume most of the patients Bhayangkara Hospital TK II Medan has a perception that good enough against the physical evidence in the hospital. This is because the physical evidence in Hospitals that have the quality of the building are quite good, such as the condition of the buildings are new, comfortable and clean. As well as the medical equipment offered.

Based on research conducted by Waluyo (2018) with the title “Factors that influence patient satisfaction in public Hospitals in Yogyakarta” to say that there is a significant influence between the physical evidence of patient satisfaction with p value = 0,010 ($p < 0.05$).

According to Hasan (2018) with the title “Factors in Increasing the Satisfaction of Most Patients in Public Hospital Bandung” say that there is a significant influence between the physical evidence of patient satisfaction with p value = 0.005 ($p < 0.05$).

Based on the results of the study Satria (2017) with the title “Factors of Patient Satisfaction in a Hospital Pirngadi Medan” say that there is a significant influence between the physical evidence of patient satisfaction with p value = 0,023 ($p < 0,05$).

Based on the results of research Rizaldi (2017) with the title “Factors of Patient Satisfaction in Hospitals Blitar” say that there is no significant influence between the physical evidence to the satisfaction of the patient.

This gives a picture that the factor of physical evidence gives a significant influence to patient satisfaction. Physical evidence that is complete will make patients’ satisfied.

The Influence between the Process to the Satisfaction of the Patient

The distribution of the proportion of respondents in this study indicate that the process the patient stated better sebanyak 8 people (16,33%) of the respondents which are as many as 35 people (71,43%) and reveals the bad as much as 6 people (12,24%). Based on the results of the test of chi square p -value $0,018 < 0,05$ was found that the factor process has an influence that is statistically meaningful patient satisfaction in Bhayangkara Hospital TK II Medan.

Based on the data above, the researchers assume most of the patients Bhayangkara Hospital TK II Medan has a perception that good enough to process in the hospital. This is because the process of serving the patient in terms of when patients ask for an explanation of the examination procedure, or when they will do the payment transactions.

Based on research conducted by Waluyo (2018) with the title “Factors that influence patient satisfaction in public Hospitals in Yogyakarta” to say that there is a significant effect between the process of patient satisfaction with p value = 0,010 ($p < 0.05$).

According to Hasan (2018) with the title “Factors in Increasing the Satisfaction of Most Patients in Public Hospital Bandung” say that there is a significant effect between the process of patient satisfaction with p value = 0.005 ($p < 0.05$).

Based on the results of the study Satria (2017) with the title “Factors of Patient Satisfaction in a Hospital Pirngadi Medan” say that there is a significant effect between the process of patient satisfaction with p value = 0,023 ($p < 0,05$).

Based on the results of research Rizaldi (2017) with the title “Factors of Patient Satisfaction in Hospitals Blitar” say that there is no significant influence between the process to the satisfaction of the patient.

The Influence between Promotion to the Satisfaction of the Patient

The distribution of the proportion of respondents in this study indicate that the promotion of patients expressed both as many as 12 people (24,49%) of the respondents which are as many as 28 people (57,14%) and reveals the bad as much as 9 people (18,37%). Based on the results of the test of chi square p -value $0,576 < 0,05$ was found that the factor of promotion have an influence that is statistically meaningful patient satisfaction in Bhayangkara Hospital TK II Medan.

Based on the data above, the researchers assume most of the patients Bhayangkara Hospital TK II Medan has a perception that good enough to promotion in the hospital. This is because promotion is often done by the hospital such as through online media, print media or through radio attending physicians and a hospital management to do the promotion to be

heard by the general public as well as to perform social service to the general public.

Based on research conducted by Waluyo (2018) with the title "Factors that influence patient satisfaction in public Hospitals in Yogyakarta" to say that there is a significant influence between the promotion of patient satisfaction with p value = 0,010 ($p < 0.05$).

According to Hasan (2018) with the title "Factors in Increasing the Satisfaction of Most Patients in Public Hospital Bandung" say that there is a significant influence between the promotion of patient satisfaction with p value = 0.005 ($p < 0.05$).

Based on the results of the study Satria (2017) with the title "Factors of Patient Satisfaction in a Hospital Pirngadi Medan" say that there is a significant influence between the promotion of patient satisfaction with p value = 0,023 ($p < 0,05$).

Based on the results of research Rizaldi (2017) with the title "Factors of Patient Satisfaction in Hospitals Blitar" say that there is no significant influence between promotion to the satisfaction of the patient.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of research that has been done for the Analysis of the Influence of Marketing Mix Strategy On Patient Satisfaction In Bhayangkara Hospital TK II Medan 2020. Then some conclusions can be drawn, namely:

1. There is the influence of product against patient satisfaction at Bhayangkara Hospital TK II Medan 2020 with a p-value 0,291<0,05.
2. There is the influence of price on patient satisfaction at Bhayangkara Hospital TK II Medan year 2020dengan p-value 0,139<0,05.
3. There is the influence of the place of patient satisfaction in Bhayangkara Hospital TK II Medan year 2020dengan p-value 0,747 of< 0.05.

4. There are significant people to the satisfaction of the patients in the Bhayangkara Hospital TK II Medan 2020 with a p-value 0,768 of< 0.05.
5. There is the influence of physical evidence on patient satisfaction at Bhayangkara Hospital TK II Medan 2020 with a p-value 0,024< 0,05.
6. There is the influence of the process on patient satisfaction at Bhayangkara Hospital TK II Medan 2020 with a p-value 0,018< 0,05.
7. There is the influence of promotion on satisfaction of patients in Bhayangkara Hospital TK II Medan 2020 with a p-value 0,576 of< 0.05.
8. The most dominant variables in this study is the variable X6 is the process.

Recommendations

From the results of this research, the authors provide the following suggestions:

1. For the Bhayangkara Hospital TK II Medan

For Hospitals expected to be able to make the results of research inisebagaibahanmasuk and as a basis for consideration in the improvement efforts of the hospital. And is also expected to provide input to the hospital and unit medical services so that they can improve patient satisfaction at Bhayangkara Hospital TK II Medan.

2. For patients

We recommend that patients follow the procedures and rules that have been set in the hospital.

3. For further research

Preferably the sample the researcher can be expanded by researching the patient's hospitalization and with the variable of satisfaction that is much.

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