



OPEN ACCESS

SUBMITTED 11 July 2025

ACCEPTED 27 August 2025

PUBLISHED 18 September 2025

VOLUME Vol.06 Issue 09 2025

CITATION

Muhammad Andriansyah, Irwan Saputra, Nasrul Zaman, Said Usman, & Reza Fahlevi. (2025). Analysis of Marketing Mix on Patient Satisfaction at General Hospital, Banda Aceh City. International Journal of Medical Science and Public Health Research, 6(09), 17–31. <https://doi.org/10.37547/ijmsphr/Volume06Issue09-03>

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Analysis of Marketing Mix on Patient Satisfaction at General Hospital, Banda Aceh City

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Abstract

Law Number 44 of 2009 concerning Hospitals regulates that hospitals as health service facilities must carry out various service activities, including individual and comprehensive services, which include outpatient, inpatient, and emergency services. This study aims to analyze the marketing mix on patient satisfaction at Meuraxa Hospital, Banda Aceh City. This type of observational research uses a cross-sectional design. The population in this study included all inpatients and outpatients at Meuraxa Hospital, Banda Aceh City with a sample size of 173 patients. The statistical analysis used is Partial Least Square with smartPLS 4.0. There is a significant relationship between product ($t = 7.313$, p value = 0.000), price ($t = 6.700$, p -value = 0.004), place ($t = 3.292$, p -value = 0.001), promotion ($t = 2.160$, p value 0.031), health workers ($t = 6.762$, p value 0.006), physical appearance ($t = 7.404$, p value 0.000), and service process ($t = 7.905$, p value 0.000) with patient satisfaction, then there is a relationship between

product ($t = 7.486$, $p \text{ value} = 0.000$) and place ($t = 3.346$, $p \text{ value} = 0.001$) with price at RSUD Meuraxa Kota Banda Aceh, then there is a relationship between health workers and the service process ($t = 3.129$, $p \text{ value} = 0.002$) with the service process at RSUD Meuraxa Kota Banda Aceh. The factor that most influences patient satisfaction is the service process at Meuraxa General Hospital Banda Aceh City with T statistics 7.905 ($p\text{-value} = 0.000$). Product, price, place, promotion, health workers, physical appearance and service process are significantly related to patient satisfaction, then product and place are significantly related to price, and the health worker factor is significantly related to the service process. The service process is the most dominant factor affecting patient satisfaction is the service process at Meuraxa Hospital, Banda Aceh City.

Keywords: Marketing Mix, Patient Satisfaction, Meuraxa Regional Hospital

Introduction: Hospitals need to integrate the marketing mix concept in patient health service management to achieve a competitive advantage in an increasingly tight market. Law Number 44 of 2009 concerning Hospitals stipulates that hospitals as health service facilities must carry out various service activities, including individual and comprehensive services, which include outpatient, inpatient, and emergency services. Hospitals are obliged to provide high quality health services to the community and are responsible for the quality of these services. Therefore, the quality of health services has a significant effect on patient satisfaction, which is an important thing to pay attention to. Indicators of patient satisfaction based on the 4P marketing mix consist of: Place, promotion, price, and product (Lestari & Rindu, 2018).

According to Hakim, (2024) The public satisfaction index is a collection of several interconnected indicators, which include: 1. Cost / Tariff, 2. Specification of service type products, and 3. Attitude of implementing personnel. According to Wartiningsih & Setyawan, (2023), the achievement of good health services is influenced by the friendly attitude of health workers, which is a major factor in meeting people's needs for health services. Hospitals are required to be careful in carrying out medical procedures and providing health services so as not to lose patients, as expressed by (Nur et al., 2024).

The application of the marketing mix consisting of seven

factors in hospitals includes several important aspects (Wandah, 2022). First, products include information about available services, the quality of service from doctors and nurses, as well as the completeness of facilities and medicines (Siahainenia, 2020). Second, price is related to the suitability between the costs paid by patients and the quality of services received, as well as the ease of the payment process and tariff transparency (Kusuma et al., 2024). Third, promotion focuses on access to information about health services and strategies to educate the public about existing facilities (Yuningsih, 2019). Fourth, distribution includes the arrangement of trained and adequate health workers, as well as efficient patient flow in obtaining services. Fifth, process emphasizes service Page No.10-15 procedures and mechanisms, including waiting times and coordination between departments. Sixth, the environment is related to the physical condition of the service place, such as the cleanliness of the facilities and the comfort of the examination room. Finally, people include the attitudes and behaviors of health workers who have a direct influence on the patient experience. By paying attention to all these factors, hospitals can improve service quality and overall patient satisfaction (Mahyardiani et al., 2020).

The phenomenon of people seeking treatment in overseas hospitals, such as Malaysia, Thailand or Singapore, has been increasing in recent years. This is often triggered by various factors, including better quality of healthcare services, more advanced medical technology, and higher reputation of international hospitals. In terms of marketing mix, overseas hospitals successfully market patient services with effective strategies, such as offering affordable treatment packages, promotion through social media, and easy access to information about available services and facilities. They also build good relationships with travel agents and local healthcare providers to attract patients from other countries. Thus, a deep understanding of the marketing mix elements of product, price, place, and promotion is key for overseas hospitals in attracting patients and meeting patient expectations, which in turn encourages people to choose treatment abroad rather than domestically.

Meuraxa Regional General Hospital is a class B general hospital that acts as a referral hospital from the surrounding first-level health facilities. Research on marketing mix and patient satisfaction at Meuraxa

General Hospital, Banda Aceh City is very important to do considering the trend of patient visits which shows a significant increase. Based on visit data from RSUD Meuraxa, in 2024 the number of inpatients was recorded at 23,616 people. While the number of patients in all poli is 17,392 people. In addition, the patient satisfaction survey also showed encouraging results; in 2022, the patient satisfaction level was 78%, and this figure increased in 2023 to 84%. This increase in patient numbers and satisfaction suggests that the marketing and service strategies implemented by the hospital need to be evaluated and improved to better understand patient needs and create a better experience.

Research on the analysis of marketing mix on patient satisfaction at Meuraxa Hospital, Banda Aceh City is very important because it can provide in-depth insight into how marketing elements, such as product, price, place, and promotion, affect patient experience and satisfaction. In an increasingly competitive healthcare context, understanding the factors that influence patient satisfaction is crucial to improving service quality, creating loyalty, and ensuring institutional sustainability. In addition, the results of this study can be used as a basis for formulating more effective marketing strategies, so that RSUD Meuraxa Kota Banda Aceh can meet patient expectations and improve its reputation in the community. Thus, this research is not only beneficial for the hospital, but also for patients and the community as a whole.

The problems that occur at RSUD Meuraxa in Banda Aceh City related to patient satisfaction and marketing mix reflect the challenges faced in providing optimal health services. Despite the hospital's efforts to offer a wide range of medical services, there are still complaints from patients about certain aspects of the marketing mix, such as service quality, perceived inappropriate prices, and lack of promotional information about available services. This implies that the level of patient

satisfaction can still be improved. In addition, this dissatisfaction can affect patient loyalty and the hospital's reputation in the eyes of the community. Therefore, it is important to conduct an in depth analysis to identify the factors that contribute to this problem, so that RSUD Meuraxa Kota Banda Aceh can formulate better strategies in meeting patient expectations.

Materials And Method

This research is observational quantitative research using a correlational design, with a cross sectional study approach to determine the analysis of marketing mix on patient satisfaction. Data collection time was conducted on March 11 to 27, 2025 at Meuraxa Hospital, Banda Aceh City. The population in this study were patients who visited the hospital, totaling 173 people with details of outpatients 100 people, inpatients 73 people, with inclusion criteria, namely patients who have visited in the last 6 month period, patients aged 18 years and over, patients who receive outpatient or inpatient services, patients who are willing to participate in the study, patients can understand and communicate in the language used in the questionnaire. The exclusion criteria are patients under 18 years of age, patients who have cognitive or mental impairment, patients who do not complete the treatment process or only visit for initial consultation without receiving further services, patients who come to the hospital for emergency purposes that do not reflect routine experience at Meuraxa Hospital, employees or staff of Meuraxa Hospital. Data collection using a questionnaire. Data analysis using descriptive statistics and Smart PLS version 3.0. The Ethical Clearance was obtained from the Ethics Committee of Health Research Faculty of Medicine, Syiah Kuala University, with research code 009/FA/FK/2025.

Results

The results of this study found:

Table 1. Demographic Characteristics of Participants

Characteristics	Category	Amount	
		F	%
Age	20-30 Years	47	27.2
	31-40 Years	56	32.4
	41-50 Years	51	29.5
	51-60 Years	19	11.0
Gender	Man	51	29.5
	Woman	122	70.5
Education	Elementary/Middle School/Equivalent	20	46.9
	High School/Equivalent	89	13.3
	DIII/S1/Equivalent	64	39.8
Work	Housewife	36	20.8
	Private Peg	7	4.0
	Farmer	94	54.3
	civil servant	36	20.8

Table 1 presents the distribution of respondent the majority of respondents are female (70.5%). In terms characteristics at Meuraxa Regional Public Hospital in of education level, most respondents have a high school Banda Aceh City. In terms of age, the majority of education/equivalent (46.9 %). In terms of occupation, respondents are in the 31-40 year age group (32.4 %), the majority of respondents are farmers (54.3 %).

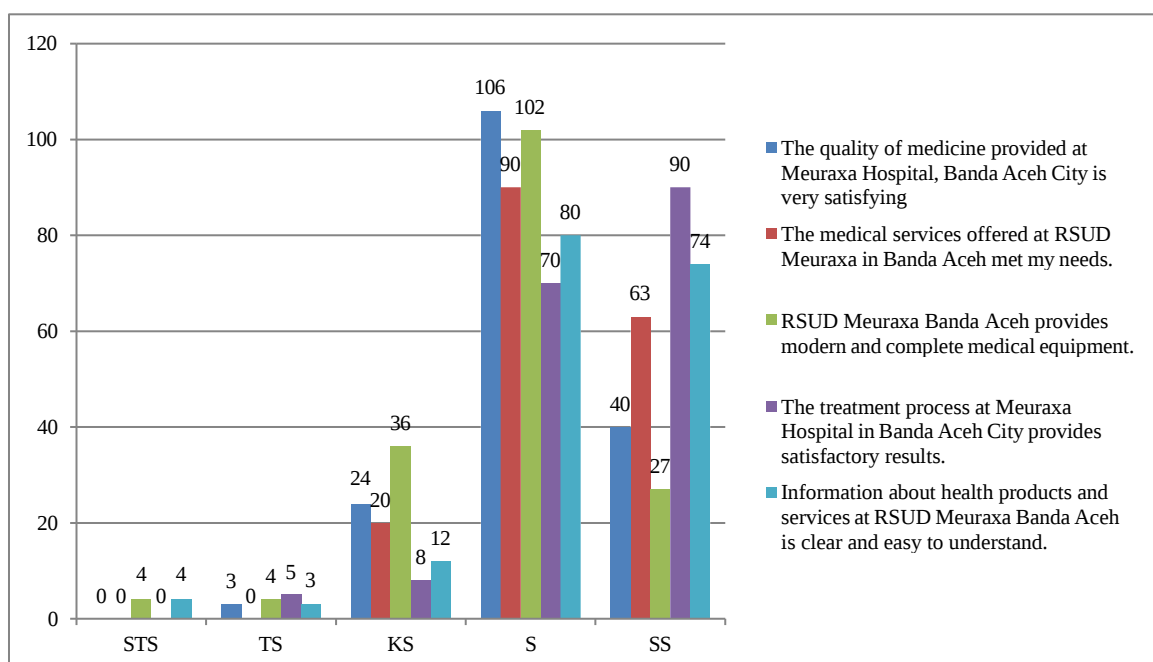


Figure 1 Respondents' Perceptions of Product Indicators

Figure 1 Figure 4.2 shows respondents' perceptions of product indicators at Meuraxa General Hospital, Banda Aceh City, based on inpatient and outpatient responses. The results show that the quality of drugs provided at the RSUD received a positive response, with the highest number in the "Strongly Agree" (SS) category reaching 106, indicating high satisfaction with the quality of the drugs. Furthermore, for the medical services provided, there were 67 respondents who stated "Strongly Agree",

indicating that patients appreciate the services they receive. In addition, the service process also received a positive response with 63 respondents scoring "Agree" (S), reflecting a good experience during treatment. However, there were some respondents who gave negative responses, especially in the "Disagree" (TS) and "Strongly Disagree" (STS) categories, although the number was relatively small.

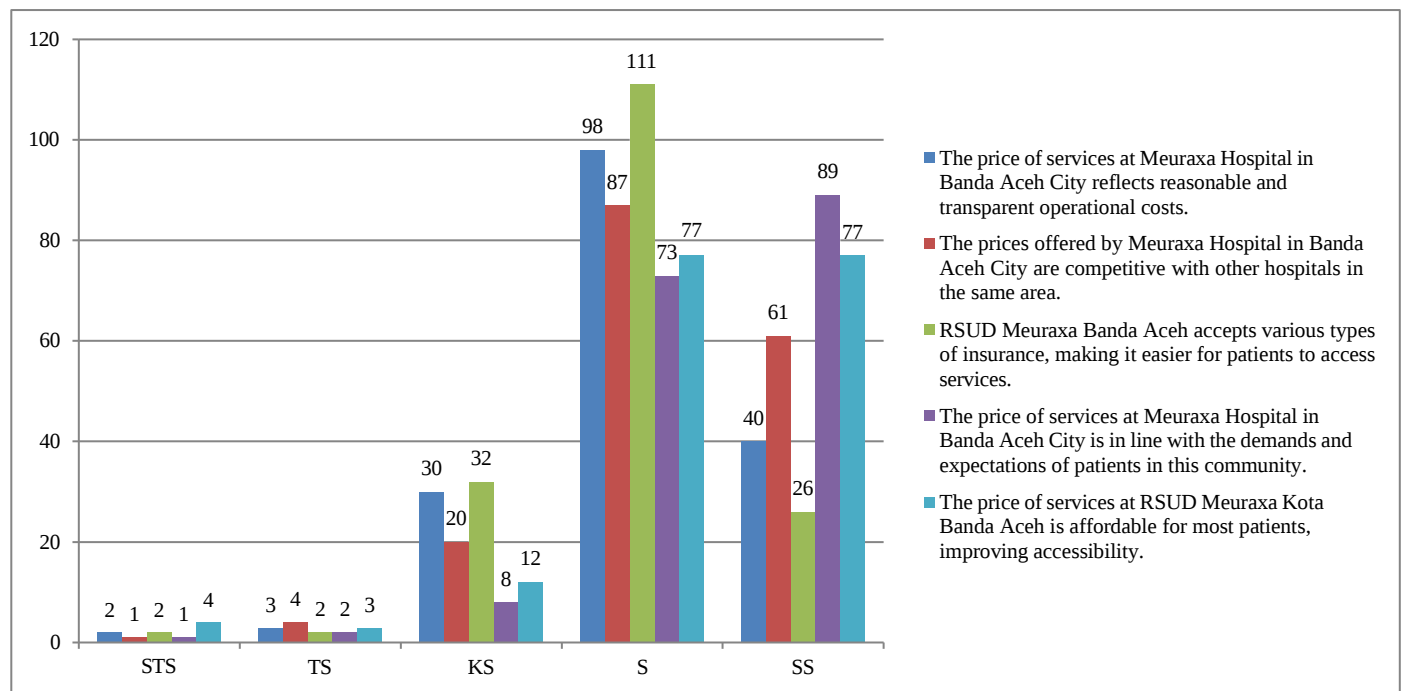


Figure 2 Respondents' Perceptions of Price Indicators

Figure 2 shows respondents' perceptions of the Price indicator at Meuraxa Hospital, Banda Aceh City. The results of the analysis show that the majority of respondents gave a positive assessment of the price of services at the hospital. It can be seen that 98 respondents stated "Agree" (S) that the price of services

reflects fair and transparent costs, while 77 respondents chose "Strongly Agree" (SS), signaling patient confidence in the fairness of the prices set. In addition, 61 respondents recognized that Meuraxa Hospital provides a variety of price options that make it easier for patients to access health services

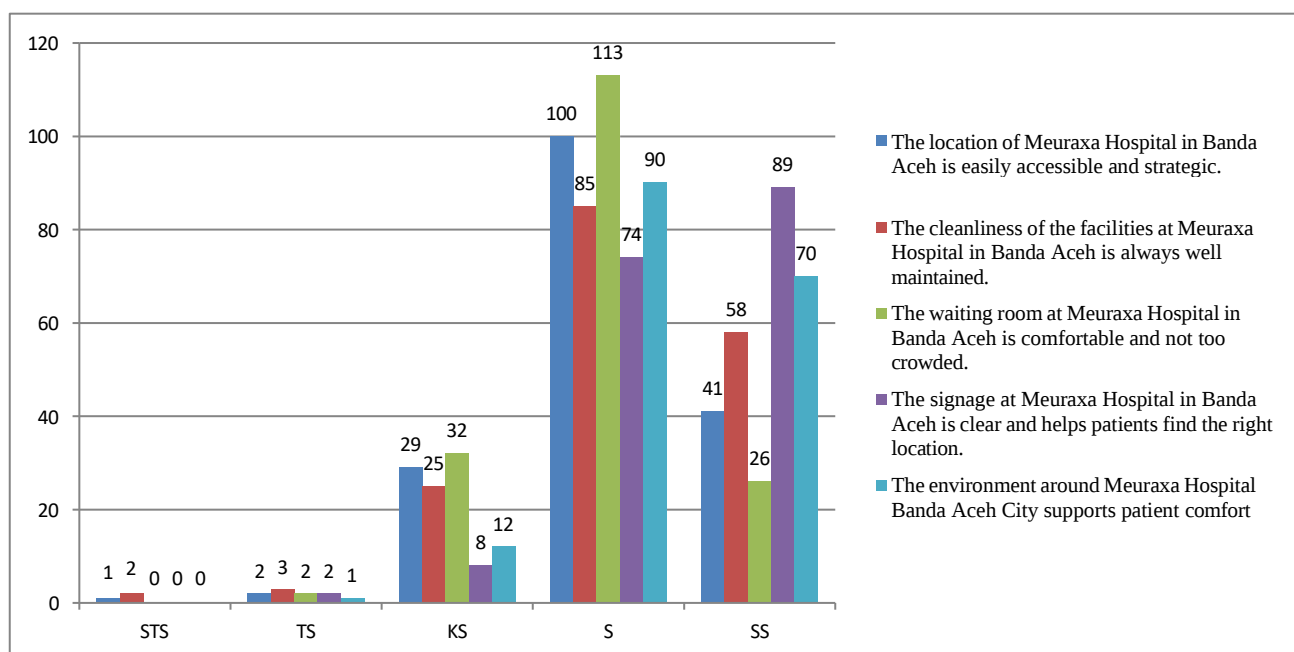


Figure 3 Respondents' Perceptions of Place Indicators

Figure 3 shows the respondents' perceptions of the location indicators at Meuraxa Regional Hospital, Banda Aceh City. Data analysis shows that the majority of respondents felt positive about the location of the hospital, with 113 respondents stating "Agree" (S) that the location of Meuraxa Regional Hospital is easy to reach and strategic. This response reflects the ease of access for patients. In addition, 90 respondents gave a "Strongly

Agree" (SS) rating regarding the cleanliness of hospital facilities, which shows high attention to the aspects of sanitation and environmental comfort. However, there was some concern expressed regarding the waiting area, with 58 respondents feeling it was inadequate. Negative responses in the categories "Disagree" (DS) and "Strongly Disagree" (SDS) were also seen, although the numbers were small

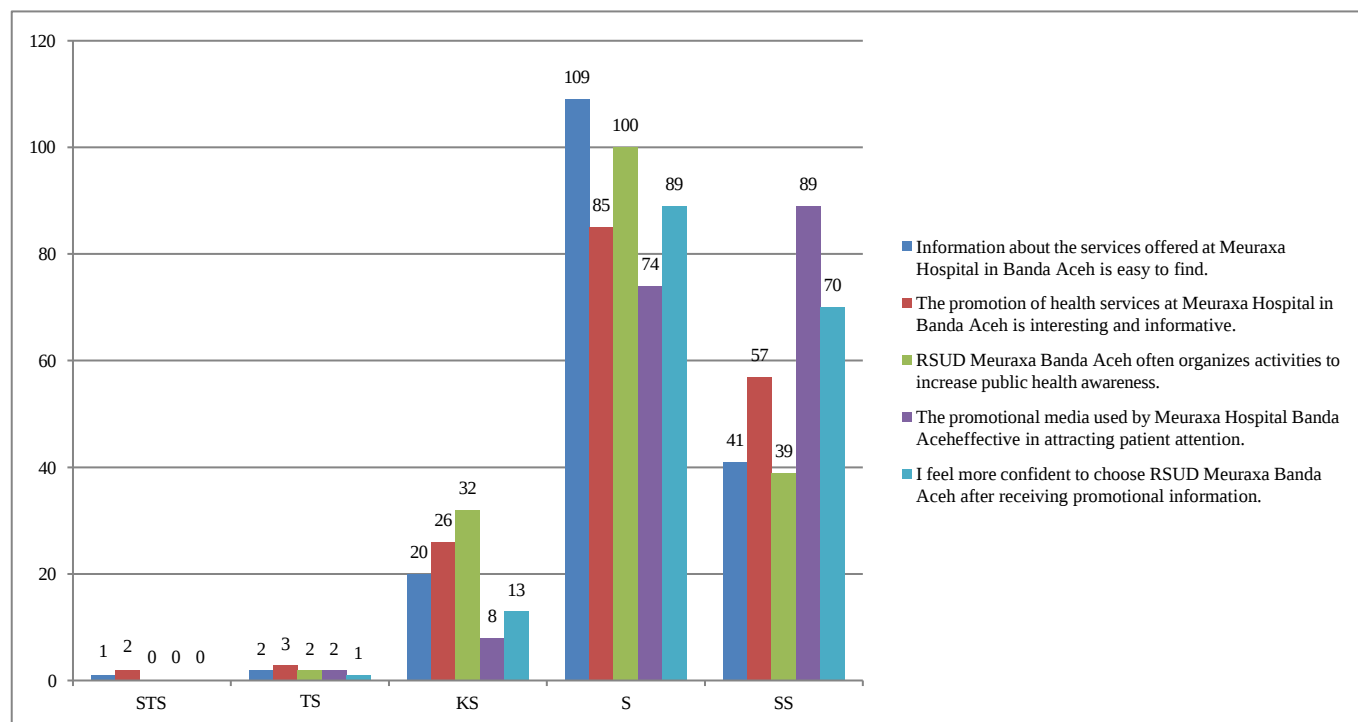


Figure 4 Respondents' Perceptions of Promotion Indicators

Based on the data of respondents' perceptions of the promotion variables at Meuraxa Regional Hospital, Banda Aceh City, it can be seen that the majority of respondents

stated high agreement on the ease of finding service information, with 109 respondents giving a rating of "Agree" and 89 respondents giving a rating of "Strongly

Agree". This shows that the promotional efforts of Meuraxa Regional Hospital have been quite effective in providing information that is easily accessible to the public.

Furthermore, on the indicators of attractiveness and informativeness of promotion, most respondents also gave positive assessments, with 85 respondents stating "Agree" and 57 respondents stating "Strongly Agree". However, there were 20 respondents who gave an assessment of "Less Agree," so there is room for increased creativity in promotional strategies.

The frequency indicator of public health awareness activities showed similar results, with 100 respondents stating "Agree" and 89 respondents stating "Strongly Agree," but there were still 32 respondents who felt that

the activities were not carried out often enough. Meanwhile, the effectiveness of promotional media received a fairly good rating, with 74 respondents stating "Agree" and 41 respondents stating "Strongly Agree," although there were several respondents who gave a rating of "Less Agree," indicating that the use of promotional media could still be optimized to reach a wider audience. The last indicator, namely the influence of promotion on self-confidence in choosing Meuraxa Regional Hospital, also received a positive rating, with 89 respondents stating "Agree" and 39 respondents stating "Strongly Agree," but there were 13 respondents who gave a rating of "Less Agree," indicating that there is room for improvement in conveying a more convincing message.

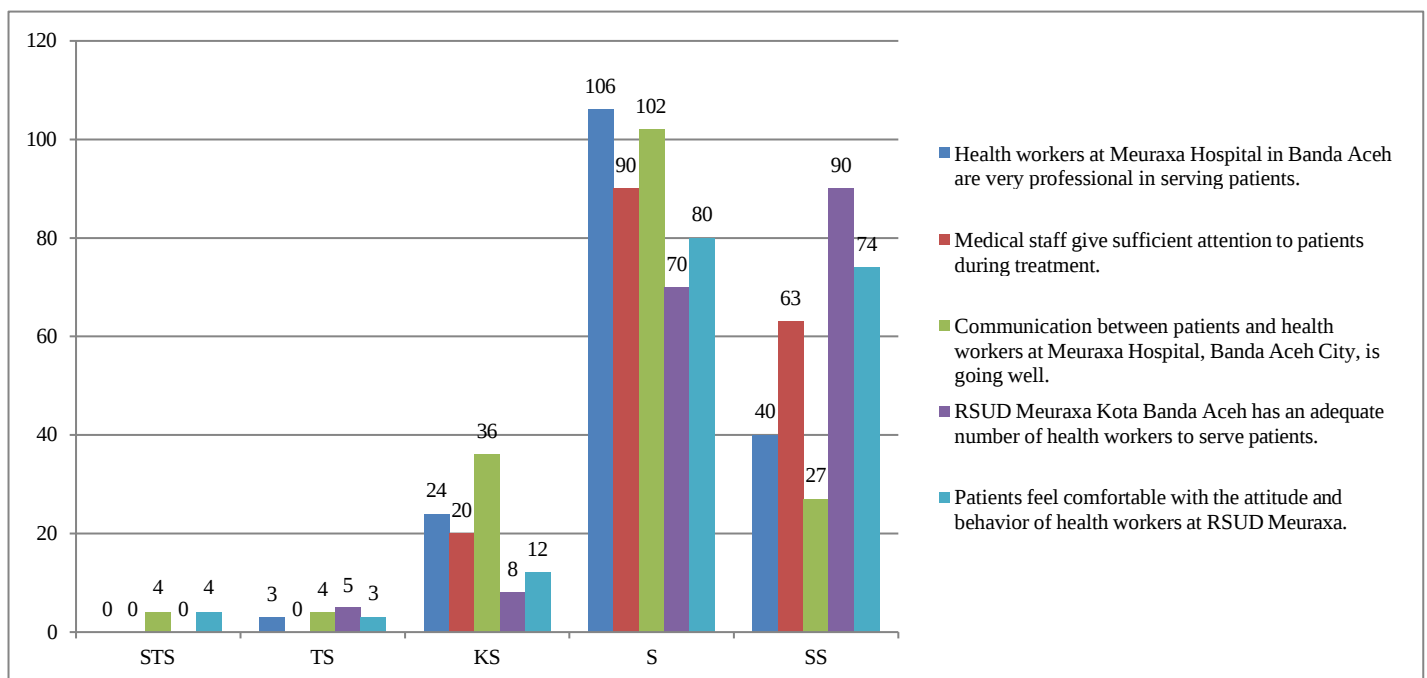


Figure 5 Respondents' Perceptions of Health Workforce Indicators

Based on the data in Figure 5 regarding respondents' perceptions of the variables of health workers at Meuraxa Regional Hospital, Banda Aceh City, there are five main indicators analyzed. The first indicator is the professionalism of health workers in serving patients, where the majority of respondents gave a rating of "Strongly Agree" as many as 40 respondents and "Agree" as many as 106 respondents. The second indicator, namely the attention of medical staff to patients during treatment, also showed a significant level of agreement, with 63 respondents "Strongly Agree" and 90 respondents "Agree," although there were still some respondents who gave a rating of "Less Agree" as many

as 20 respondents.

The third indicator is communication between patients and health workers, which received high approval from respondents with 27 respondents "Strongly Agree" and 102 respondents "Agree". The fourth indicator related to the adequacy of the number of health workers showed more varied results, with 90 respondents "Strongly Agree," 70 respondents "Agree," and 8 respondents "Less Agree". The fifth indicator, namely patient comfort with the attitudes and behavior of health workers, obtained 749 respondents "Strongly Agree" and 80 respondents "Agree".

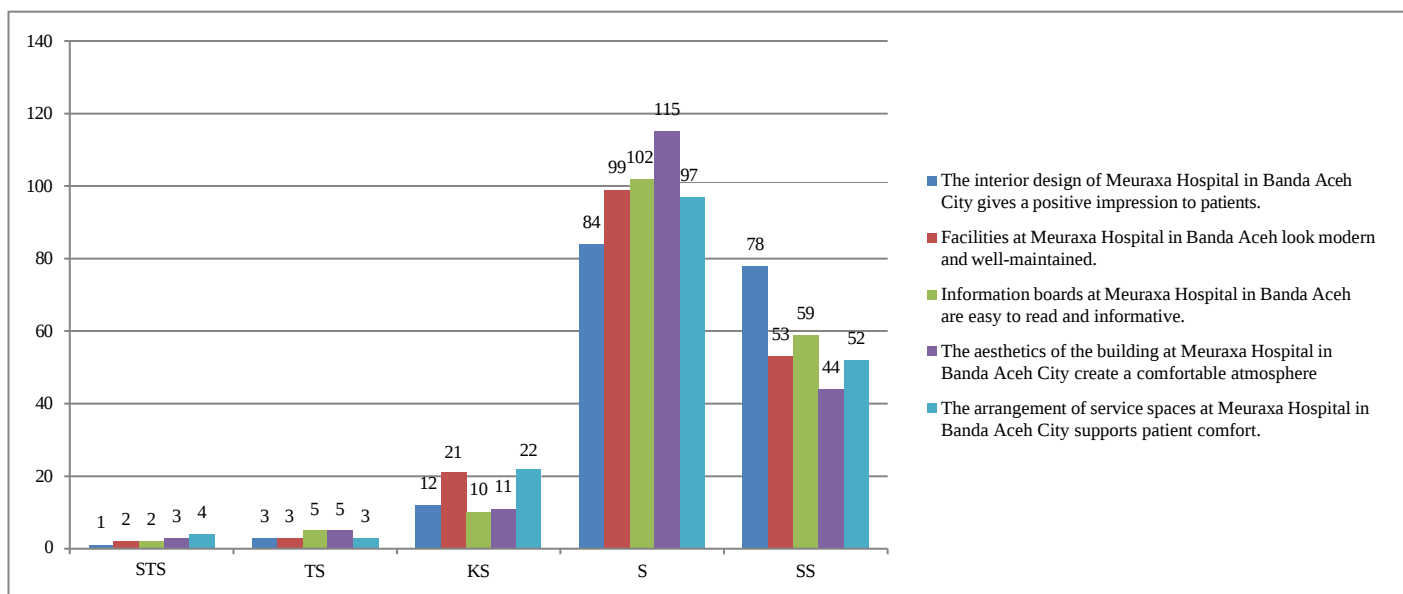


Figure 6 Respondents' Perceptions of Physical Appearance Indicators

The results of data processing of physical appearance indicators at Meuraxa Regional Hospital in Banda Aceh City show a positive perception from patients towards various aspects of hospital facilities. First, the interior design of the hospital gives a very good impression, with 84 respondents agreeing (S) and 78 strongly agreeing (SS). Modern and well-maintained hospital facilities also received positive responses, although with a slightly lower number, namely 99 agreeing and 53 strongly

agreeing. The information board was considered easy to read and informative, with 102 respondents agreeing and 59 strongly agreeing.

Meanwhile, the building's aesthetics received a slightly lower response with 115 agreeing and 44 strongly agreeing. Finally, the arrangement of service space also received positive responses, with 97 respondents agreeing and 52 strongly agreeing.

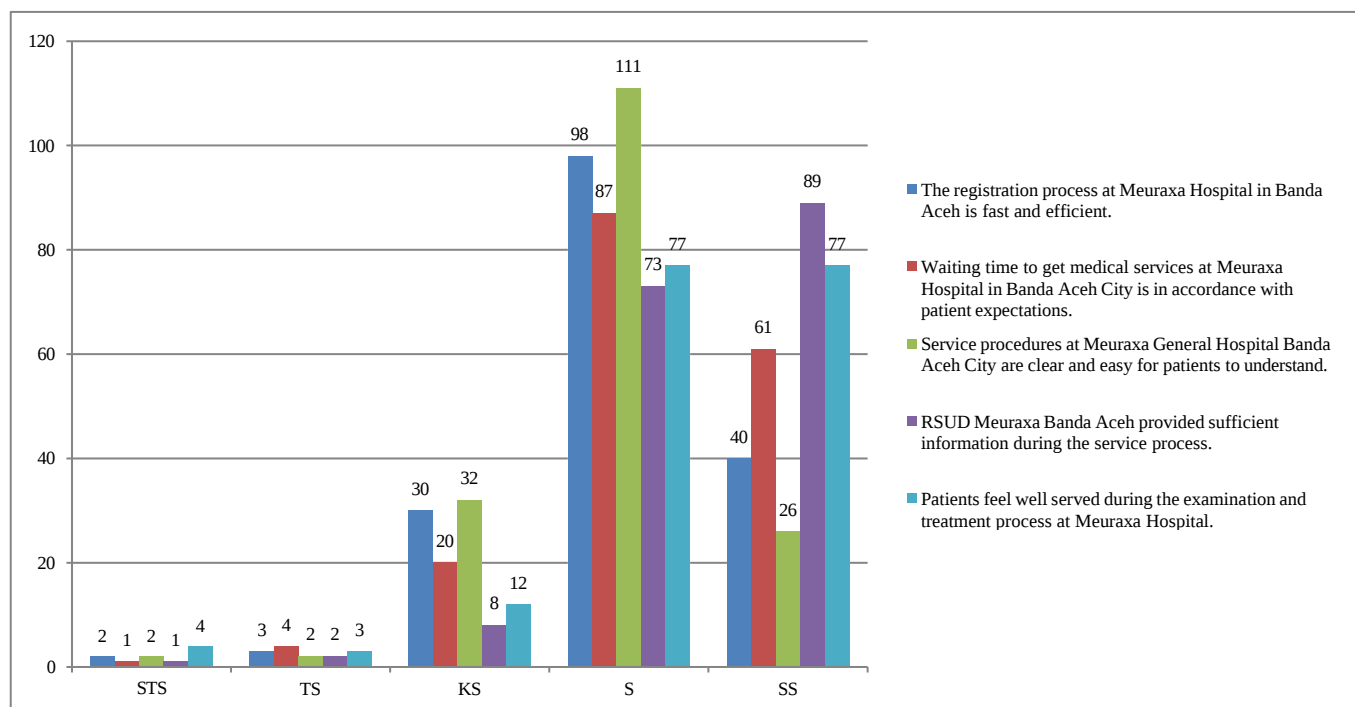


Figure 7 Respondents' Perceptions of Service Process Indicators

Table 2 Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Product (X1) -> Price (X2)	0.606	0.603	0.081	7,486	0.000
Product (X1) -> Patient satisfaction (y)	0.619	0.138	0.106	7.313	0.000
Price (X2) -> Patient satisfaction (y)	0.569	0.071	0.099	6,700	0.004
Place (X3) -> Price (X2)	0.293	0.297	0.088	3.346	0.001
Place (X3) -> Patient satisfaction (y)	0.473	0.482	0.144	3.292	0.001
Promotion (X4) -> Patient satisfaction (y)	0.212	0.208	0.098	2.160	0.031
Health workers (X5) -> Service process (X7)	0.234	0.245	0.075	3.129	0.002
Health workers (X5) -> Patient satisfaction (y)	0.644	0.044	0.058	6,762	0.006
Physical appearance (X6) -> Patient satisfaction (y)	0.667	0.073	0.166	7,404	0.000
Service process (X7) -> Patient satisfaction (y)	0.684	0.287	0.097	7.905	0.000

Table 2 shows the results of hypothesis testing that measures the relationship between several variables in the context of patient satisfaction. From the data presented, it can be seen that the relationship between product (X1) and price (X2) has an original sample value (O) of 0.606, with a t-statistic of 7.486 and a p-value of 0.000, indicating that this relationship is statistically significant.

Furthermore, the relationship between product (X1) and patient satisfaction (Y) also showed significant results, with O 0.619 and t-statistics 7.313 , p-value 0.000. This emphasizes the importance of products in increasing patient satisfaction.

The relationship between price (X2) and patient satisfaction (Y) shows a value of O 0.569 with t-statistics

6.700 and p- value 0.004, which also shows significance. On the other hand, place (X3) affects price (X2) with O 0.293 and t-statistics 3.346 , and affects patient satisfaction (Y) with O 0.473 and t-statistics 3.292 . This shows that the place factor has an important contribution in setting prices and its impact on satisfaction.

Promotion (X4) on patient satisfaction (Y) shows a value

of O 0.212 and t-statistics 2.160 , with a p-value of 0.031, which is also significant although with a smaller influence. In addition, health workers (X5) have a significant influence on the service process (X7) with a value of O 0.234 and t-statistics 3.129 , as well as on patient satisfaction (Y) with O 0.644 and t-statistics 6.762 , indicating the important role of health workers in improving the quality of service.

Physical appearance (X6) and service process (X7) on patient satisfaction (Y) each have high O values, namely 0.667 and 0.684, with t-statistics of 7.404 and 7.905 , and p-values of 0.000, confirming that these two factors have a very significant influence in increasing patient satisfaction.

Discussion

This This analysis focuses on the effect of product (X1) on patient satisfaction (Y) at Meuraxa Hospital, Banda Aceh City. The results show an original sample value of 0.619, which indicates a positive influence between product and patient satisfaction. With a statistical T value of 7.31 and a p-value of 0.000, these results indicate that the effect of product on patient satisfaction is significant at the 0.05 level. This means that improving product quality, such as the services and facilities

provided, can positively affect patient satisfaction. Thus, RSUD Meuraxa needs to continue improving product aspects to ensure better patient satisfaction.

The positive impact of improving product quality at RSUD Meuraxa on patient satisfaction is significant. When hospitals improve the services and facilities provided, patients feel more cared for and satisfied with the patient experience. This not only increases patient comfort and satisfaction, but can also strengthen patient trust in the hospital (Rani & Kumar, 2020). With higher satisfaction, patients tend to be more loyal and recommend RSUD Meuraxa to others, which in turn can improve the hospital's reputation.

The influence of products on patient satisfaction at RSUD Meuraxa, Banda Aceh, is evident through various elements of healthcare services. The quality of medical care, the facilities available, and the comfort of the hospital environment all contribute to the patient experience. Previous research shows that services that meet or exceed patient expectations tend to increase satisfaction levels. At RSUD Meuraxa, efforts to deliver high-quality services, such as effective treatment and attention to patient needs, are crucial in creating high satisfaction.

The results of the analysis with a statistical T value of 7.31 and a p-value of 0.000 indicate a significant relationship between product and patient satisfaction. The researcher assumes that to continuously improve patient satisfaction, Meuraxa Hospital needs to conduct periodic evaluations of the quality of the products offered. Adopting best practices from previous studies and improving aspects of healthcare services, interactions with healthcare personnel, as well as physical facilities will contribute to a better patient experience and increase patient satisfaction levels.

The effect of price on patient satisfaction at Meuraxa General Hospital, Banda Aceh City can be seen from the original sample value of 0.569 and p-value 0.071, which indicates that price has a significant positive impact. Patients often consider the cost of services when assessing patient satisfaction. When patients feel that the price paid is proportional to the quality of service received, patients tend to feel satisfied. Previous research confirms that cost awareness and perceived value strongly influence patients' decisions in choosing healthcare services.

The positive impact of the effect of price on patient satisfaction at RSUD Meuraxa is very significant. When patients feel that the cost of services they pay is proportional to the quality they receive, they tend to experience higher levels of satisfaction. This suggests that cost consciousness and perceived value are important factors in patients' assessment of health services. With fair and transparent pricing, patients feel more valued, which can increase patient trust in the hospital. As a result, high patient satisfaction not only contributes to patient loyalty, but also encourages positive recommendations to others, which is beneficial to the reputation and sustainability of RSUD Meuraxa.

In addition, uncertainty regarding costs can lead to dissatisfaction among patients. Therefore, RSUD Meuraxa needs to ensure that all cost-related information is clearly communicated. Good communication regarding prices and possible additional costs can reduce patient anxiety and improve patient experience. Thus, effective and transparent pricing can contribute to increased patient satisfaction. The effect of price on patient satisfaction at RSUD Meuraxa shows that economic aspects are an important element in the patient experience.

The effect of place on patient satisfaction at Meuraxa Regional Hospital shows an original sample value of 0.473 and a p-value of 0.001, which means that there is an influence of place on patient satisfaction at Meuraxa Regional Hospital, Banda Aceh City. The results of the study on the influence of place on patient satisfaction at Meuraxa Regional Hospital showed significant findings, especially related to the location of the hospital. The strategic and easily accessible location of the regional public hospital can contribute greatly to patient satisfaction. Previous studies have often emphasized that a location close to residential centers or public transportation can increase the number of patients who come, as well as influence patient perceptions of the services received (Satiti et al., 2023).

A good hospital location not only facilitates access, but also provides a sense of security for patients and their families (Ravangard et al., 2020). Meuraxa Regional Hospital, a location in a well-known and easily accessible area is likely to increase patient trust. This is in line with other studies showing that patients tend to feel more satisfied if they do not have difficulty finding and reaching health facilities. According to the researcher's

assumption, the management of Meuraxa Regional Hospital needs to pay attention to and utilize the geographical location of the hospital as a competitive advantage.

The effect of promotion on patient satisfaction at Meuraxa Regional Hospital is reflected in the original sample value of 0.212 and p-value of 0.031, indicating that promotion has a significant positive impact. Effective promotion can increase patient awareness of available services, thereby contributing to patient satisfaction. Previous studies have shown that clear and attractive information can help patients feel more confident in choosing health services (Windreis, 2021).

Good promotion not only serves to attract new patients, but also to educate patients about the various services offered (Permatasari & Anshory, 2023). Meuraxa Regional Hospital needs to utilize various communication channels, such as social media, brochures, and information campaigns, to convey clear and attractive messages. In this way, patients will better understand the services available and feel more satisfied with their choices. Effective promotion also plays an important role in building trust and good relationships between the hospital and patients.

Providing transparent information about services, prices, and procedures, RSU can reduce the anxiety that patients often feel before receiving treatment. Education provided through promotions not only helps patients understand what to expect, but also strengthens the belief that the hospital is committed to providing quality care (Ravangard et al., 2020). In addition, promotional campaigns that involve patients and the community can create a greater sense of involvement. Through health events, seminars, or other community activities, hospitals can reach a wider audience and build more personal relationships. This approach not only increases awareness of the services offered, but also creates opportunities for patients to share positive experiences, which in turn can attract more new patients and increase satisfaction (Fauziah, 2021).

The influence of health workers on patient satisfaction at Meuraxa Regional Hospital is very significant, with an original sample value of 0.644 and a p-value of 0.006. These findings suggest that interactions between healthcare professionals and patients contribute

significantly to patient satisfaction. Previous studies have shown that good communication and attention from healthcare professionals can improve patient experience (Tamara et al., 2021).

Competent and friendly health workers not only improve the quality of care but also create positive emotional bonds with patients. When patients feel cared for and heard, they tend to give a better assessment of the services received (Satria Wijaya, 2020). Meuraxa Hospital must ensure that health workers are trained to communicate well and provide empathetic services to patients.

In addition, speed and efficiency in providing services also contribute to patient satisfaction. Patients value their time and expect a fast and effective process (Sandy et al., 2022). Meuraxa Hospital needs to ensure that health workers have sufficient resources and the support needed to provide good service. This will increase patient satisfaction and encourage patients to recommend the hospital to others.

The physical appearance of the hospital has a significant influence on patient satisfaction, with an original sample value of 0.667 and a p-value of 0.000. These findings suggest that a clean, comfortable, and well-maintained environment can improve patient perceptions of service quality. Previous research has highlighted the importance of physical appearance in creating a positive patient experience (Satiti et al., 2023).

A good hospital environment can reduce patient anxiety levels and increase patient comfort during treatment. Meuraxa Regional Hospital needs to ensure that all areas of the hospital, from the waiting room to the treatment room, are always clean and comfortable. This not only creates a positive impression but can also increase patient satisfaction.

Attractive and functional interior design also plays an important role in creating a supportive environment. The use of calming colors, good lighting, and efficient spatial planning can help reduce patient stress (Ravangard et al., 2020). RSUD Meuraxa can consider elements such as gardens or green areas that are accessible to patients, providing space for relaxation. A well-designed environment not only increases comfort but also provides a positive experience that can support the healing process. In addition, it is important for RSUD Meuraxa to pay attention to the sound and noise aspects in the hospital. Loud noises, such as from medical equipment or staff activity, can add to patient

anxiety. Implementing measures to reduce noise, such as the use of sound-absorbing materials and scheduling activities more regularly, can create a calmer environment. When patients feel comfortable and at ease, they tend to have a better experience and be more satisfied with the services they receive (Satiti et al., 2023).

In addition to cleanliness, interior design and adequate facilities also play an important role. A comfortable and easily accessible waiting room can provide a pleasant experience for patients (Solehudin & Syabanasyah, 2023). Meuraxa Regional Hospital must consider aesthetic and functional aspects in designing hospital rooms so that patients feel more at home and comfortable when they are in them. The influence of physical appearance on patient satisfaction shows that investment in infrastructure and facilities has a significant impact. Meuraxa Regional Public Hospital needs to continue to pay attention to the physical appearance aspect to ensure that patients have a positive experience, which in turn will increase the level of satisfaction.

The influence of the service process on patient satisfaction at Meuraxa Regional Hospital is very strong, with an original sample value of 0.684 and a p-value of 0.000. This finding indicates that efficiency and speed in the service process contribute greatly to patient satisfaction. Previous research indicates that a clear and organized process can reduce patient uncertainty and improve patient experience (Solehudin & Syabanasyah, 2023).

When patients experience a smooth and structured service process, patients feel more comfortable and confident (Mahyardiani et al., 2020). Meuraxa Regional Hospital needs to ensure that the entire service process, from registration to treatment, runs smoothly and without obstacles. Conducting regular evaluations of the service process can help identify areas that need improvement, thereby increasing patient satisfaction.

Next, the use of technology in service management can improve the smoothness of existing processes. Implementation of an online registration system or mobile application to schedule appointments can reduce queues and patient waiting times (Raharja et al., 2018). Meuraxa Regional Hospital can provide real-time information on service status, so that patients feel more

involved and informed. In this way, not only does patient satisfaction increase, but it can also strengthen the hospital's image as a modern institution that is responsive to patient needs.

This study found that there is a significant relationship between products and prices at Meuraxa Regional Hospital, Banda Aceh City, with a T statistic of 7.486 and a p-value of 0.000. This finding is in line with previous research showing that the price of health services influences the perception of the quality of the products offered. According to research by Prabowo et al. (2021), competitive prices can increase patients' positive perceptions of service quality, which in turn increases satisfaction. This shows that at Meuraxa Regional Hospital, the prices set must reflect the value of the service products provided.

The researcher's assumption regarding this relationship can be explained through the value theory proposed by Zeithaml (1988), which states that the value perceived by consumers is the result of a comparison between the benefits received and the costs incurred. In the context of Meuraxa Regional Hospital, if patients feel that the price paid is comparable to the quality of service received, then patients will have a more positive perception of the products offered. This can explain why improving service quality must be balanced with a transparent and fair pricing policy.

Researchers assume that the relationship between products and prices at Meuraxa Regional Hospital reflects not only economic aspects, but also psychological ones. When patients feel that they are getting high-quality services at a reasonable price, this can increase patient loyalty. Research by Supriyadi (2021) shows that patient loyalty is greatly influenced by price perception and service quality. Therefore, Meuraxa Regional Hospital needs to continue to strive to improve service quality while keeping prices competitive, in order to create a positive experience for patients and increase satisfaction.

This study revealed that there is a significant relationship between place and price at Meuraxa Regional Hospital, Banda Aceh City, with a T statistic of 3.346 and a p-value of 0.001. These findings suggest that hospital location influences patient perceptions of the prices of services offered. Previous research by Sari et al. (2021) found that accessibility and convenience of

location can influence patient decisions in choosing health services, which in turn impacts pricing.

The researcher's assumption regarding this relationship can be understood through the concept of accessibility. A strategic and easily accessible location can increase demand for health services. According to research by Rahman and Nurdin (2022), patients tend to prefer hospitals that are located close to where the patient lives, especially in emergency situations. If Meuraxa Regional Hospital is located in an easily accessible area, then the price set can be considered more reasonable by patients, because patients do not need to spend additional costs for long-distance transportation.

Furthermore, research by Wulandari (2023) shows that patient perceptions of prices are also influenced by the environment around the hospital. If the environment is well-maintained and comfortable, patients will be more likely to consider the price of the services offered as value for money. This means that Meuraxa Regional Hospital needs to maintain and improve the physical and aesthetic conditions around the location to support positive perceptions of prices. The importance of location also has implications for the hospital's marketing strategy. Researchers also assume that the relationship between place and price at Meuraxa Regional Hospital reflects psychological factors in addition to economic factors. When patients perceive that the location of the hospital provides convenience and comfort, patients tend to view price as part of the overall value they receive.

This study found that there was a significant relationship between health workers and the service process at Meuraxa Regional Hospital, Banda Aceh City, with a T statistic of 3.129 and a p-value of 0.002. This finding indicates that the quality of health workers has a direct effect on the effectiveness of the service process provided to patients. Previous research by Hidayah et al. (2021) emphasized that the competence and attitude of health workers are key factors in determining the quality of health services.

The researcher's assumption regarding this relationship can be explained through the importance of interaction between health workers and patients. According to health service theory, good interaction between health workers and patients can increase patient trust and satisfaction (Kohli et al., 2020). At Meuraxa Hospital, if

health workers have good communication skills, the service process will be more efficient and patients feel more comfortable. The relationship between health workers and the service process at Meuraxa Hospital reflects psychological influences in addition to technical aspects. When patients feel appreciated and treated well by health workers, patients will be more likely to feel satisfied and loyal to the services provided.

This study shows that the most influential factor in patient satisfaction at Meuraxa Regional Hospital, Banda Aceh City is the service process, with a T statistic of 7.905 and a p-value of 0.000. This finding is in line with previous research by Ningsih et al. (2021), which found that the quality of the service process significantly contributes to patient satisfaction in the context of health services. A good service process includes all interactions and experiences of patients during treatment, from registration to discharge.

The researcher's assumption regarding the dominance of the service process as the main influence on patient satisfaction can be explained through several main components. First, speed and efficiency in the service process are very important. According to research by Astuti and Rahman (2022), patients tend to be more satisfied if they do not experience long waiting times and receive fast service. Meuraxa Regional Hospital needs to ensure that the service flow is well designed to minimize waiting times.

Second, the quality of interactions between health workers and patients also plays an important role in determining satisfaction. Research by Haryanto (2023) shows that effective communication and empathy from health workers can improve patient experience. At Meuraxa Hospital, training for health workers on communication skills and empathy should be a priority to create positive relationships with patients. Furthermore, facilities and service environments also affect patient perceptions of the service process. Research by Andraini and Kurniawan (2022) revealed that a clean, comfortable, and safe environment can increase patient satisfaction. Meuraxa Hospital needs to invest in improving facilities to create a supportive atmosphere during the service process.

Conclusion

This study shows that all elements of the marketing mix, namely product, price, place, promotion, health

workers, physical appearance, and service process, have a significant relationship to patient satisfaction at Meuraxa Regional Hospital, Banda Aceh City. In addition, product and place also have a significant effect on price perception, while health workers affect the service process. The service process is the most dominant factor in influencing patient satisfaction, as indicated by the highest statistical value.

The implications of these findings emphasize the importance of improving the quality of service processes as a strategic priority in improving patient satisfaction. Hospitals are expected to continue to strengthen the implementation of integrated marketing mix elements to maintain and improve the quality of health services that are oriented to patient needs and expectations.

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