

# Analysis of Outpatient Repeat Visit Interest using the Marketing Mix Method: Literature Review

*Uyun Loveni Parenti<sup>\*1</sup>, Diansanto Prayoga<sup>2</sup>*

*Faculty of Health, Medicine, and Natural Sciences, Airlangga University*

*\*Email : [uyun.loveni.parenti-2021@fkm.unair.ac.id](mailto:uyun.loveni.parenti-2021@fkm.unair.ac.id)*

## ABSTRACT

Hospitals must provide safe, high-quality, and effective health services in accordance with standards, focusing on patient satisfaction and the implementation of appropriate marketing strategies. Through marketing mix analysis, this study aims to analyze the interest in patients' return visits to outpatient services. The objective of this research is to examine whether this marketing mix method can stimulate interest in the return visits of outpatient patients in healthcare services. The method used is a literature review. The results indicate that the "people" aspect of the marketing mix is crucial for the interest in patients' return visits to outpatient services, as the quality of employee service significantly influences patients' perceptions. Effective marketing strategies can enhance patient experience and loyalty. Therefore, the conclusion drawn is that a healthcare service that is friendly, professional, and responsive, along with the marketing mix aspects, greatly affects the interest in patients' return visits. Thus, hospitals need to improve staff training and management systems, as well as conduct regular satisfaction surveys to enhance services and patient satisfaction.

**Keyword :** Interest in Return Visits. Mix Method. Outpatient Care

## INTRODUCTION

According to Minister of Health Regulation No. 4 of 2018, hospitals are required to provide safe, quality, non-discriminatory, and effective health services, and meet the needs of patients in accordance with established standards (PMK, 2018). In addition, hospitals must ensure the delivery of quality health services by implementing service standards as an integral part of good clinical governance.

Outpatient Installation is a hospital unit responsible for receiving patients who will undergo outpatient or inpatient treatment (Simanjuntak, 2016). Outpatient care refers to healthcare services provided to patients for diagnostic, therapeutic, rehabilitation, and other treatment purposes without requiring hospital admission. Hospital outpatient services are specialized services (Kemenkes RI, 2008) and are typically conducted during working hours. The service process encompasses patient registration through to consultation in polyclinics or physician examination rooms.

Consumer satisfaction or dissatisfaction significantly influences their behavior, particularly in healthcare services. If a healthcare institution provides low-quality service, patient satisfaction will not be optimally achieved. Conversely, when high-quality service is delivered, patients are more likely to return to that service. A primary method of differentiating healthcare services,

including outpatient care, is by providing service that meets or exceeds patient expectations. After receiving service, patients compare their actual experience with their anticipated expectations. If the service meets or surpasses their expectations, they will likely use the service again; however, if it falls short, they may lose interest in returning. (Amalia, Rizqiami and Endayanie, 2023).

Rapid, precise, and high-quality healthcare services are crucial in the eras of reform and globalization, as their absence can precipitate social disruption. Hospitals are expected to provide services that align with patient expectations; when services are adequate, patients will continue to choose these facilities for treatment. Hospital success is not solely determined by facility comprehensiveness, but also by the attitude and competence of human resources, which play a significant role in shaping patient perceptions.

Service quality satisfaction can be measured through patient satisfaction and how healthcare services promote or market themselves to the surrounding community. One strategy hospital management can employ to increase patient visits is designing targeted marketing strategies. These strategies leverage various tools to obtain the desired response from the target market. Such marketing tools are known as the marketing mix. (Wati, 2017).

According to Kotler and Armstrong (2016), the marketing mix represents a set of controllable variables combined to achieve the desired response from the target market. Supriyanto and Ernawaty (2010) explain that the primary objective of the marketing mix is to offer products or services through promotion and distribution to encourage purchasing. Kotler and Keller (2016) introduced the 7P concept, comprising product, price, promotion, place, people, process, and physical evidence, as the primary elements of the marketing mix.

To implement an effective marketing strategy, hospitals must understand consumer behavior. Consumer behavior encompasses how individuals, groups, and organizations select, purchase, use, and leverage products or services to fulfill their needs and desires. Fundamentally, before deciding and selecting healthcare services, consumers undergo several stages in the purchase decision-making process, including problem recognition, information search, and evaluation of alternatives (Kotler, 2018).

As noted in Wulansari's (2023) research, service marketing mix according to outpatients with BPJS and Non-BPJS at Al Islam Hospital in Bandung, when measured across dimensions of product, price, location, promotion, human resources, physical evidence, and process, was interpreted as generally unsatisfactory. Several indicators were recommended for improvement, specifically: nurses' insufficient capacity to provide friendly and meticulous service, relatively slow medication collection waiting times, and hospital staff's inadequate responsiveness to patient complaints.

According to Oktaliana and Manafe (2021), the most critical factors in the marketing mix for enhancing customer satisfaction at Dr. Hadi Susanto's 24-Hour Clinic/Joint Practice were promotion, product, process, price, place, personnel, and physical facilities. Generic

medications emerged as the primary treatment choice, with pill form being most preferred. Service pricing was perceived as economical, with expected cost ranging around IDR 52,000. The clinic's strategic location was characterized by comfort and cleanliness, while promotional health check packages significantly benefited customers. Administrative staff, physicians, and pharmacists provided friendly and informative service. Administrative processes were efficient, and modern medical facilities supported adequate service delivery.

Therefore, based on previous research examples, the strengths and limitations of healthcare services can be examined through the marketing mix approach. The purpose of this study is to investigate whether this marketing mix method can stimulate patient revisit intentions in outpatient services.

## METHODS

This research employs a descriptive qualitative method, focusing on a literature review study that encompasses a series of activities related to data collection from bibliographic sources, reading, note-taking, and research material processing. The article is written using a qualitative method with a literature review approach, aiming to obtain a comprehensive set of ideas about factors that can influence the variables under investigation.

This research aims to address questions regarding examining whether the marketing mix method can stimulate patient revisit intentions in outpatient healthcare services. The data utilized in this literature review spans the years 2019-2024. The keywords employed were "marketing mix", "healthcare services", "outpatient patients", and "revisit intention". Data collection was conducted using search engines such as Google Scholar. The following PRISMA diagram will illustrate the data acquisition process for further analysis.

## RESULTS AND DISCUSSION

Based on the results of the article search that has been carried out, 4 articles are obtained which will be analyzed as follows:

Table 1 Literature Review

| No. | Author and Year of Publication            | Title  | Methods                                     | Results  |
|-----|---|--|---|--|
| 1.  | Umy Hani Shalamah, Fitri Indrawati (2021) | Pengaruh Bauran Pemasaran terhadap Minat Kunjungan Ulang di Balai Kesehatan Masyarakat | Quantitative research with analytic survey. | There is an influence of the marketing mix elements, including product, price, promotion, place, process, and physical evidence, on the intention to revisit |

| No. | Author and Year of Publication  | Title  | Methods   | Results  |
|-----|---|--|---|--|
|     |   |  |   | healthcare services at community health center Ambarawa region. However, there is no significant influence of the people and customer service elements of the marketing mix on the intention to revisit healthcare services at community health center Ambarawa region.  |
| 2.  | Dian Indraswati, Haeruddin, Andi Asrina (2023)                        | Pengaruh Bauran Pemasaran Terhadap Kepuasan Pelayanandan Minat Berkunjung Kembali Pasien Umum Di Rawat Jalan RSUD Labuang Baji Makassar Tahun 2022 | Quantitative research with a cross sectional study approach | The results of the logistic regression test show that all independent variables, namely product, price, people, promotion, and physical evidence, jointly affect the dependent variable (the level of patient satisfaction with the services provided, as well as their desire to return to using services at the hospital). |
| 3.  | Wiwiek Indriany Sary, Arni Rizqiani Rusyidi, Alfina Baharuddin (2023) | Pengaruh Hubungan Bauran Pemasaran Terhadap Kunjungan Ulang Pasien   | Observational research with cross sectional study design.   | There is a significant effect of performance and performance simultaneously on outpatient revisits at the Regional Hospital of West Sulawesi   |

| No. | Author and Year of Publication                                    | Title  | Methods  | Results  |
|-----|---|--|--|--|
|     |   | Rawat Jalan di RSUD Regional Provinsi Sulawesi Barat   |  | Province. This means that good performance and continuous performance will increase the interest in patient revisits at the Regional Hospital outpatient installation.   |
| 4.  | Nurul Asni Fitriana, Nurhaedar Jafar, Andi Surahman Batara (2024) | Pengaruh Persepsi Bauran Pemasaran Terhadap Minat Kunjungan Ulang Pasien di Poli Gigi RSUD dr. La Palaloi Kabupaten Maros Tahun 2024 | Observational analytic with approach cross sectional study | The effect of marketing mix perceptions on patient re-visit interest in the Dental Clinic at RSUD dr. La Palaloi Maros Regency is significant, where aspects of product (p=0.015), place (p=0.012), people (p=0.049), and physical evidence (p=0.035) all have an influence, with the most dominant factor being the aspect of people. |

The quality of healthcare services has a positive and significant impact on patients' intention to revisit. This indicates that patients or the general public are more likely to return if they receive high-quality services. Service quality can be experienced by patients from the moment they seek information before arrival until after they leave the healthcare facility. Several service aspects contribute to this quality, including ease of access to information, clear physician working hours, efficient administrative processes, and professional yet compassionate care. In the context of healthcare sector development, patient satisfaction is a crucial issue both in Indonesia and globally. Poor service quality and low patient satisfaction can hinder hospital growth and negatively impact patients' intention to revisit. (Al Rasyid, 2019).

To determine the extent to which factors influence patient loyalty, marketing mix analysis can be applied (Syahrin et al., 2023). According to Kotler and Armstrong (2016), the marketing

mix is a set of controllable variables combined to achieve the desired response from the target market. From this definition, it can be concluded that the marketing mix is a crucial tool for companies, allowing them to influence the responses of their target market.

According to Kotler and Armstrong (2016), the 7Ps marketing mix consists of the following elements:

1. **Product:** Refers to the management of product elements, including the planning and development of appropriate products or services for the market, as well as implementing modifications, additions, or other actions that influence various types of products or services.
2. **Price:** Involves the company's management system aimed at determining the optimal base price for products or services, as well as setting strategies related to discounts, shipping costs, and other relevant variables.
3. **Place (Distribution):** Concerns the selection and management of distribution channels used to deliver products or services, serve the target market, and develop distribution systems for the physical movement and trade of products.
4. **Promotion:** Represents the elements used to inform and persuade the market about new products or services through various methods such as advertising, personal selling, sales promotions, and publicity.
5. **Physical Evidence:** Comprises tangible elements that influence consumers' decisions to purchase and use the offered products or services. These elements include the physical environment or building, equipment, furnishings, logo, color scheme, and other tangible assets.
6. **People:** Encompasses all individuals who play a significant role in service delivery and influence customer perceptions. This element includes company employees, customers, and other consumers. Employee attitudes, behavior, dress code, and overall appearance significantly affect the success of service delivery.
7. **Process:** Includes all procedures, mechanisms, and sequences of activities involved in service delivery. This element is essential in the provision of services, as the service process itself becomes an integral part of the overall customer experience.

In the study conducted by Salamah and Indrawati (2021), it was found that the marketing mix elements of product, price, promotion, place, process, and physical evidence significantly influenced the intention to revisit healthcare services at community health center in the Ambarawa region. However, the marketing mix elements of people and customer service did not exhibit a significant effect on the intention to revisit. This lack of influence was attributed to the suboptimal service process at community health center, which often resulted in prolonged waiting times due to a high number of patients and limited staff availability.

The limitation of personnel leads to an increased workload, and as the workload intensifies, the inefficiency of service delivery also escalates. A study by Saburian (2023) titled "Analisis

Ketersediaan Tenaga Perawat di Instalasi Rawat Jalan Rumah Sakit Universitas Brawijaya” highlights the necessity of adding one additional nurse to achieve a balanced staffing level at Universitas Brawijaya Hospital. This shortage has significant implications on physical and psychological well-being, as well as working hours.

Additionally, at the community health center Ambarawa region, customer service remains subpar, encompassing various activities aimed at providing convenience in terms of time and location, including pre-transaction, transaction, and post-transaction services. Post-transaction activities, particularly patient complaint handling, are crucial as they influence the patient experience both during and after the transaction. It is essential for hospitals to analyze the complaints received alongside the corrective actions or interventions implemented. For instance, the approach taken by Rumah Sakit Islam Surabaya to address inpatient complaints can serve as a reference for improving service quality and customer satisfaction (Asterix, Setianto, & Dhamanti, 2019).

Meanwhile, the research of Sary, Rusyidi, and Baharuddin (2023) states that all variables can jointly influence the interest in outpatient revisits. However, in this study the superior result is the performance aspect where if the performance carried out by people and products is in accordance with what is offered, it will increase the interest in patient revisits in the outpatient installation. In line with Yassir's research (2022) entitled “Hubungan Mutu Pelayanan Terhadap Minat Kunjungan Ulang Pasien Di Klinik Citra Medika Kota Semarang” things that support patient revisit interest are the completeness of facilities and infrastructure in the outpatient Citra Medika Clinic, which is supported by competent human resources, both from nurses and doctors on duty.

Fitriana, Jafar, and Surahman Batara's research (2024) states that there is an influence between the marketing mix of people on respondents' revisit interest. In marketing services, people or employees are expected to have the characteristics of responsiveness, assurance, empathy, namely having the ability to quickly respond to resolving patient complaints, providing information that is clear and easy to understand, quick action when patients need. In addition, officers must have skills, provide polite and friendly service, guarantee service security and trust in service. In line with Ginting's research (2024) entitled “Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Rawat Inap di Rumah Sakit Efarina Etaham Berastagi” that the importance of doctor punctuality and quick assistance from nurses is needed to improve patient experience.

Some of the explanations above, it can be seen that people are the most emphasized aspect of outpatient revisit interest in health services. The people involved in service delivery at the hospital have a significant influence on patient views. Therefore, it is important to recruit and retain employees who have the ability to provide positive assessments from customers (Shalamah, 2021).

Also, it can be shown that marketing mix analysis helps identify the elements that most

influence repeat visitation interest, suggesting that effective marketing strategies can improve patient experience and encourage their loyalty. In addition, patient satisfaction can be achieved by optimizing the quality of service provided so that it meets their expectations. Therefore, hospitals must always maintain trust in the services provided, and even strive to continuously improve them. (Ginting, Nababan and Sinaga, 2024).

## CONCLUSION

From the above discussion, it can be concluded that healthcare quality has a significant influence on patient revisit interest, where various aspects of the marketing mix, including product, price, promotion, and especially people, play a crucial role in determining patient satisfaction. Marketing mix analysis helps identify the elements that most influence revisit interest, suggesting that effective marketing strategies can improve patient experience and encourage their loyalty. Research shows that friendly, professional and responsive service from healthcare personnel greatly contributes to the patient experience, which in turn encourages them to return. Hospitals and healthcare facilities therefore need to improve human resource training and development, with an emphasis on responsiveness, empathy and professionalism among staff. In addition, to minimize waiting times and improve administrative efficiency, better management systems need to be implemented. Hospitals are also advised to conduct regular patient satisfaction surveys in order to identify regions that need improvement and make appropriate policies to improve service quality and patient satisfaction.

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