
SYSTEMATIC REVIEW: RELATIONSHIP BETWEEN HOSPITAL MARKETING MIX AND PATIENT VISITS AND HOSPITAL SELECTION

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ABSTRACT

This study aims to determine the relationship between hospital marketing mix, patient visits, and hospital selection. The study method uses the PRISMA method. Inclusion criteria were journals published from 2018 to 2022, focusing on marketing mix and hospitals. Journal searches were carried out using the keywords "Marketing Mix", "Hospital", and "Patient". Article searches were conducted in the Scopus, ScienceDirect, Proquest, Garuda, and Google Scholar databases. The research results found six articles that met the requirements to be included in the study for review. Four articles were conducted from the patient's perspective, and two were written from the perspective of hospital staff. The seven aspects of the marketing mix can influence patients to choose hospital services that implement marketing strategies. Elements of the marketing mix that have a relationship can differ from hospital to hospital. Hospitals need to plan a specific marketing strategy that focuses on patients so that patients want to choose to use the hospital's service facilities. The implications of this study are highly relevant for practitioners in the fields of hospital management and health marketing. The finding that the hospital marketing mix can influence patient choices provides a deeper understanding of the importance of appropriate marketing strategies in increasing patient visits and hospital competitiveness.

Keywords: Marketing Mix, Hospital, Patients.

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INTRODUCTION

Marketing is something that is necessary for a business (Ritter & Pedersen, 2024). Marketing itself can be interpreted as an activity to find ways to achieve the goals of an organization by anticipating customer or client needs and directing the flow of goods and services that can meet the needs of customers or clients from producers of goods or services. To do good marketing, you can do marketing using tools. One of the tools is the Marketing Mix (Pinto et al., 2022).

Marketing Mix can be interpreted as a tool used by an organization so that the organization can survive in a competitive environment (Halim et al., 2021). The marketing mix can also be interpreted as a marketing tool within an organization or company that can be controlled to get a market response (Musfar & Se, 2020). The marketing mix has several strategic components. These components can be 4P or 7P (Musfar & Se, 2020). The 4P marketing mix components include product, place, price, and promotion. The 7P marketing mix component is a 4P marketing component added with people, processes, and physical evidence (Musfar & Se, 2020). 7P can include 4P components added with packaging, positioning, and people (Thomas, 2015). Each component has an important role and its application requires a deep understanding of the company or organization to maximize marketing success (Utami & Firdaus, 2018).

The marketing mix has several components, each of which is vital in marketing. Product components are goods or services made or produced for particular groups (Musfar & Se, 2020). This component examines whether the product or service suits the market or consumers (Thomas, 2015). Price is the amount that customers need to pay to enjoy services or goods (Musfar & Se, 2020). This component shows whether the price offered for services or goods is by market realities (Thomas, 2015). Promotion is an aspect of informing customers or consumers about services or goods and how to market and sell to customers (Thomas, 2015). Place explains the place where products or services are sold or distributed (Musfar & Se, 2020); (Thomas, 2015). The concept of place or location explains how institutions or companies make the products they offer available to target customers (Armstrong et al., 2014).

According to Law of the Republic of Indonesia Number 44 concerning Hospitals, a hospital is a health service facility that provides complete individual health services (Indonesia, 2009). The health services provided include inpatient, outpatient, and emergency services (Indonesia, 2009). Hospitals as an organization that provides health services need to carry out marketing. Marketing is essential in helping health workers create, communicate, and provide value to target consumers (Purcarea, 2019).

Marketing in hospitals and the health services sector is different from other economic sectors because it has specific characteristics (Thomas, 2015). So, marketing techniques and philosophies from other fields cannot be fully applied to health services (Susanti & Prahesti, 2023); (Purcarea, 2019). One different aspect is the importance of patients in marketing in the healthcare sector (Thomas, 2015); (Purcarea, 2019). Patients are one of the main actors in the health services' production and delivery process (Purcarea, 2019). Apart from that, different aspects of marketing health services include health services being more challenging to market, demand for health services being relatively scarce and difficult to predict, marketing targets not being meaningful for health service users, services provided being complex and difficult to categorize, potential consumers not all are considered desirable, the final results and impact of health services are difficult to assess, and differences between health organizations and the services provided are difficult to quantify (Thomas, 2015).

The marketing mix is carried out in hospital service activities and marketing itself is carried out by the hospital in its services. One of the steps to creating a good marketing strategy is to conduct an evaluation (Thomas, 2015). To evaluate marketing, the process or results of a marketing effort can be assessed (Thomas, 2015). One of the marketing strategy results is the number of patients and hospital selection. This article was created with the aim of finding out the influence of the hospital marketing mix on the number of patients in the hospital and hospital selection by looking at several scientific journals in hospital marketing.

METHOD

The research was carried out by conducting a systematic review. The study was conducted on articles published in the last five years. The study was carried out by systematically identifying the topic, reviewing references, selecting articles appropriate to the subject, summarizing and deepening the information, and compiling the study results. Article searches used the keywords Marketing Mix, hospital, and patient. Searches were conducted through Scopus, Proquest,

ScienceDirect, and Google Scholar electronic databases. The search will be limited to articles published from 2018 to 2022. The selection results will be studied and arranged systematically according to the topic, namely the influence of the hospital marketing mix on the number of patients and the choice of hospital or hospital services.

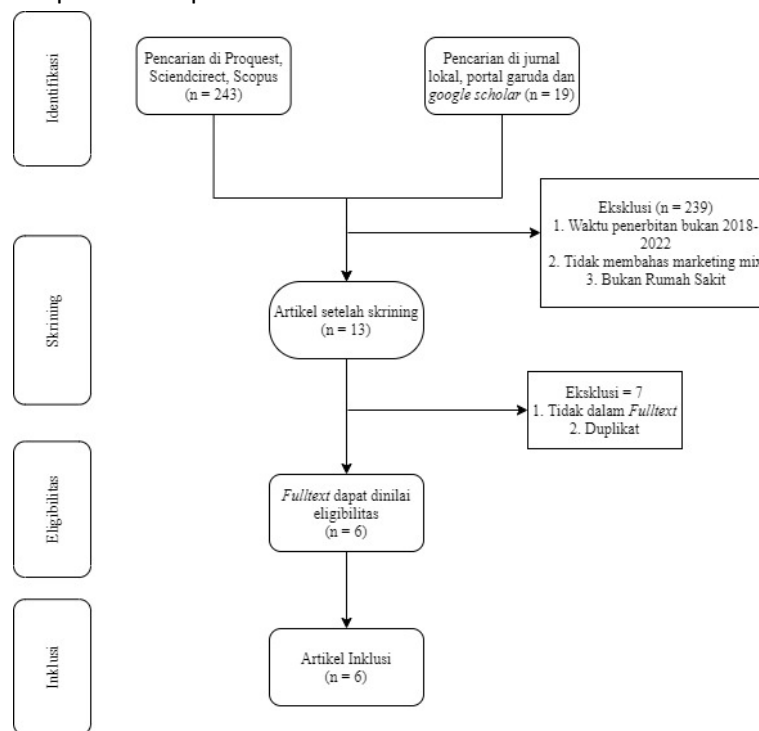


Figure 1. Study Selection Process

RESULTS AND DISCUSSION

I found 262 articles from the initial search. Of the 262 articles, 191 articles were excluded because they were not published between 2018 and 2022 and did not have a related title. Then, 58 articles were excluded because they did not have an associated title. The article was excluded because it did not discuss the marketing mix and did not focus on hospitals. Seven of the thirteen articles screened were excluded because one was a duplicate, and six were not in full text. After the process, six articles were included in the systematic review.

The studies come from two countries. Three studies were conducted in Indonesia, and three other studies were conducted in Iran. The six articles are quantitative studies with publication years between 2018 and 2020. All articles discuss the marketing mix. One article relates marketing mix to patient visit rates. One article discusses marketing mix to patient repeat visits. Four articles relate the marketing mix to patient preferences or preferences for hospitals and two of the four articles discuss it through the perspective of nurses or staff from health facilities. Six articles discuss the 7P marketing mix, and one article discusses the 4P marketing mix.

Table 1. Characteristics of Included Articles

Writer	Place, Year	Study Method	Marketing Mix	Sample Size	Topic	Results
(Yasni et al., 2020)	Indonesia, 2020	Quantitative, cross-sectional	7P	67 samples	Marketing mix with patient repeat visits	Price, place, promotion, people, physical evidence, and process are related to patients' repeat visits.
(Farantika et al., 2019)	Indonesia	Quantitative, cross-sectional	4Ps	94 samples	The relationship between marketing mix and selection of outpatient health services	Product, price, and promotion are associated with the decision selection process in choosing outpatient services
(Lestari, 2018)	Indonesia	Quantitative, cross-sectional	7P	37 samples	The relationship between marketing mix and patient visit levels	Product, promotion, place, people, process, and physical evidence have a relationship with the level of visits
(Ravangard et al., 2020)	Iran	Quantitative, cross-sectional	7P	300 samples	Relationship between marketing mix and patient hospital choice	The promotion component is the component that has the least influence on patient selection and the physical component is the most influential component. The process component has a higher correlation than other components
(Abedi et al., 2019)	Iran	Quantitative, cross-sectional	7P	235 samples	Nurses' perceptions of the impact of the marketing mix on hospital choice tendencies	Product, place, promotion, physical assets components. people and processes can cause patients to choose private hospitals
(Yaghoubian et al., 2018)	Iran	Quantitative	7P	400 samples	The role of the marketing mix in patients' propensity for hospital ownership	Place, price, personnel and product factors in teaching hospitals are the main components of marketing and place, price and personnel factors are the main components in hospitals with social security.

Their study discussed the relationship between the marketing mix and choosing outpatient services (Farantika et al., 2019). The marketing mix used in the study is 4P (product, place, price, promotion). The study found a weak relationship between the marketing mix of product, price, and promotion and the decision to choose outpatient services. The study states that products are services provided to patients. This is related to the place aspect. In the study, the place aspect did not influence the patient's choice of decision because the hospital was in a strategic location and had complete facilities and services compared to government-owned hospitals in the hospital area, making patients willing to travel long distances to get better health services. Price and promotion aspects have a weak influence on patients' decisions to choose outpatient services. Rational pricing of health services influences patient choices. Even though the promotional activities carried out by the hospital are not optimal, the hospital has branded the hospital area as a government hospital, a referral center with complete facilities so that the population or community continues to use the hospital facilities.

(Yasni et al., 2020) discusses the influence of the marketing mix on patient repeat visits. In this article, the seven aspects of the marketing mix (product, place, price, promotion, people, physical evidence, process) are related to the patient's decision to make a repeat visit to the hospital. The study was conducted at a government-owned hospital. In this study, researchers said that the product and physical evidence aspects are related to the patient's decision to make a repeat visit. Studies state that quality products and good physical evidence and comfort are considerations for patients to return to the hospital. (Yasni et al., 2020) assumes that although the place aspect is related to the patient's decision for a return visit, the patient has considered a return visit after receiving the services received even though the hospital location is far from the patient's residence so the place aspect has no influence.

The study (Lestari, 2018) discusses the influence of the marketing mix (7P) on the level of patient visits. The study concluded that product, place, promotion, people, physical evidence, and process aspects were related to the level of patient visits. The price aspect of the hospital where the study is located does not influence the level of patient visits, and the study states that people will choose hospitals that provide prices according to the services offered. The hospital product aspect is considered good and has a relationship with the level of patient visits. The promotion aspect is carried out to provide information, remind and influence the market and the hospital where the study has carried out promotional activities which are considered quite good by carrying out promotional activities and collaborating with those who provide patient referrals. The hospital is located in a strategic position in the heart of the capital city, so the location influences the number of patient visits. The people and physical evidence aspects are considered to control the level of patient visits because the quality of hospital human resources is good, and the hospital's physical environment is good. The process aspect is seen from the process and flow of hospital services. In the study, it was found that hospitals have reasonable service procedures, so process aspects are considered to have an influence on the level of patient visits.

(Ravangard et al., 2020) in their study said that the marketing mix of promotion and physical environment or physical evidence and people is the most important marketing mix in choosing a hospital. Apart from these two components, another component with a positive aspect is process, which is assessed by the speed of receiving service. The place aspect has a positive impact on access

to hospitals. Products or services considered important can influence patient satisfaction. The price component has less influence in choosing a hospital. The promotion component has a lower value and it is considered that the hospital is not doing enough promotion. Researchers found a relationship between the components of people, promotion, process, and price with the decision to choose between a government hospital and a private hospital. Apart from discussing the relationship between the marketing mix and patient selection, researchers found that the process component has a significant relationship with other marketing mix components.

(Abedi et al., 2019) and (Yaghoubian et al., 2018) discuss the marketing mix with patient tendencies in choosing a hospital. Both studies were conducted from the perspective of hospital employees, with (Abedi et al., 2019) discussing the perspective of nurses and S. (Yaghoubian et al., 2018) discussing the perspective of hospital personnel. (Abedi et al., 2019) discusses the marketing mix of patients' tendencies to choose hospitals based on hospital type. The study (Abedi et al., 2019) stated that the product, promotion, place, people, physical assets, and process components made patients choose private hospitals compared to government hospitals. Studies also say low rates or price aspects drive patients to government-owned hospitals. The study (Yaghoubian et al., 2018) says that the components of price, personnel, and place significantly affect patients' tendency to choose hospitals with social security or government hospitals. Studies state that economic factors, services that are easy to reach and good staff make patients have a good inclination towards hospitals. The study (Yaghoubian et al., 2018) also states that price, personnel, promotion, and place significantly affect trends in teaching hospitals.

The seven aspects of the marketing mix can influence patients to choose hospital services that implement marketing strategies. However, the elements that can affect patients differ between hospitals. This can happen because the marketing strategy must focus on consumers, and the company uses strategies appropriate to the market segment the company occupies to succeed (Armstrong et al., 2014); (Motwani & Shrimali, 2014). A good marketing strategy also has functions such as providing direction for the organization or program, focusing on one of the many options, unifying organizational actions, differentiating the organization from other organizations, distributing corporate promotional materials, managing corporate resources, supporting hospital decision-making, make the organization superior to other market competition, and demonstrate competence to external stakeholders (Thomas, 2015). Strategic planning is carried out comprehensively and is carried out to create specific strategies for the organization so that it can adapt to the existing environment and reality (Thomas, 2015).

CONCLUSION

This review shows that the seven aspects of the marketing mix are related to the level of patient visits and patient choice of service or hospital. Elements of the marketing mix that have a relationship can differ from hospital to hospital. So that the hospital marketing strategy has a good effect, the strategy is created with strategic planning that is appropriate to the hospital's conditions. Hospitals need to plan a good marketing strategy that focuses on patients so that patients want to choose or use the service facilities at the hospital.

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