

# The Relationship between Marketing Mix and Patient Satisfaction with Intention to Reuse at Dirgahayu Hospital Samarinda

1<sup>st\*</sup> Habibi, 1<sup>st</sup> Syahrir A.Pasinringi, 1<sup>st</sup> Irwandy, 1<sup>st</sup> Noer Bahry Noor, 2<sup>nd</sup> Masyitha Muis, 3<sup>st</sup> Darmawansyah

<sup>1</sup>Hospital Administration Department, Faculty of Public Health, Hasanuddin University

<sup>2</sup>Occupational Health and Safety Section, Faculty of Public Health, Hasanuddin University

<sup>3</sup>Health Administration and Policy Section, Faculty of Public Health, Hasanuddin University

**Abstract** - Reuse intention is consumer behavior that shows a desire to repurchase in the future. This study aims to analyze the relationship of the Marketing Mix based on the dimensions of Product, Price, Promotion, Place, people, Physical evidence, and process, and Patient Satisfaction based on the dimensions of emotional response, a certain focus response, and a certain time response with the intention to reuse at Dirgahayu Hospital. Samarinda. This type of research is quantitative using an analytical observational design with a cross sectional study approach. The sample in this study were 182 respondents. Analysis of research data using chi-square test to see the relationship between dimensions/variables. The results showed that there was a relationship between the marketing mix based on the dimensions of Product, Price, Promotion, Place, people, Physical evidence, process, with the intention of reuse. There is a relationship of patient satisfaction based on the dimensions of emotional response, a certain focus response, a certain time response with the intention to reuse. It is recommended to the hospital management to further improve the completeness of medical devices to treat all types of diseases, to make administrative services easier for patients (visitors), to monitor and evaluate the level of patient satisfaction with doctor services on an ongoing basis through suggestion boxes and patient satisfaction surveys.

**Keywords:** - Marketing Mix, Satisfaction, Intention to Reuse, Patient, Hospital.

## INTRODUCTION

Health care providers who focus on patient return visits benefit economically or non-economically. This is also in line with [1] "loyal patients are the best type of patients" because if the patient is happy with the service, he or she can refer them to friends, family and co-workers. In a competitive environment, patient repurchase intention is important for hospitals that do not want to lose their current clients. The continued success of a business relies heavily on consumers repurchasing a product or service. To provide that, businesses must be able to keep loyal customers because retaining current customers is cheaper [2] compared to getting new customers. In this case, loyalty is a crucial factor that shows whether a business maintains its existence or not [3].

Purchases made by customers at the hospital are something that is not visible like other service products, can not be judged by holding or trying it first. In the service industry, the name of the company is the brand that shows the way the company can continue to compete is by getting consumers to want to buy back the same product in the future or also known as creating repurchase intention. Repurchase intention is consumer behavior that shows a desire to repurchase in the future. Repurchase intention is a behavior that arises because consumers feel satisfied or happy after consuming a product or service. Products or services consumed by consumers provide satisfaction, so consumers tend to repurchase these products or services in the future. Repurchase intention can be achieved by building and managing good relationships by continuously providing value and increasing customer satisfaction [4].

Consumer satisfaction is very important to be taken into account in business and is a factor that can influence consumer behavior to make purchases in the future. Satisfaction is a person's feeling of pleasure or disappointment arising from comparing the perceived performance of the product to their expectations [5]. Satisfaction is an emotional reaction related to expectations of a product and previous experiences [6]. Consumers are satisfied with the services provided during transactions and also for the goods or services they get, they are most likely to return and purchase other goods and also recommend to their immediate environment about the company and its products. -the product. The impact of consumer satisfaction will certainly create an impression of loyalty to a particular company or product, so that if consumers are satisfied it will affect behavior to repurchase the company's products or services.

The company continues to strive to satisfy consumers so that they are able to make consumers to make repurchases in the future. The marketing mix has a positive and significant effect on repurchase intention [7]. The marketing mix is a marketing tool used by companies to get a response from the target market [8]. The marketing mix consists of several marketing tools consisting of the 7Ps, namely product, price, place, promotion, people, physical evidence, and process. The marketing mix has a significant effect on customer satisfaction.

Dirgahayu Hospital as a class C general hospital and an accredited hospital with a plenary certificate seeks to meet the needs of quality public health services located in Samarinda City. The need for facilities and infrastructure continues to be completed, the number and types of medical and non-medical personnel are increased and the professionalism of the personnel is increased with the support of the most complete and sophisticated supporting facilities as well as affordable financing, in accordance with the vision that was pledged together, namely "Safe and quality hospital with the spirit of love".

Based on a preliminary study conducted at the Dirgahayu Samarinda Hospital, it was found that the number of patient visits at the Inpatient Installation of the Dirgahayu Samarinda Hospital decreased in general patients with an average number of visits of 6,434 visits. the decrease in the number of patient visits at the Inpatient Installation of Dirgahayu Hospital Samarinda in 2017-2018 decreased by 9%, in 2018-2019 it decreased by 3.1%, so the average visit was 6%. General patient visits in 2017-2018 decreased by 30%, Employment JKN patients decreased by 4.6% in 2018-2019 and inpatients in the category of hospital facilities also decreased by 25%. Therefore, hospitals need to pay attention to the service activities provided. One of the factors related to the number of visits is the patient's desire to return for treatment at the Dirgahayu Samarinda Hospital if they need health services. Based on the description above, the researcher will conduct a study entitled "The Relationship between Marketing Mix and Patient Satisfaction with Interest in Reusing at Dirgahayu Hospital Samarinda".

## METHODS

This research was conducted at Dirgahayu Hospital, Samarinda. The type of research used is a quantitative approach. The population of this study was all patients in the Inpatient Room at Dirgahayu Hospital Samarinda in 2019, namely 28,616 people. The sample size is 182 respondents. The instrument used in data collection is a questionnaire, regarding the independent variables in the form of the Marketing Mix including the dimensions of product, price, promotion, place, people, physical evidence, & process and patient satisfaction while the dependent variable is the intention to reuse. Analysis of the data used using univariate analysis was carried out to obtain an overview of the research problem by describing each variable used in the study and the characteristics of the respondents. Univariate analysis consisted of descriptive analysis of respondents' characteristics and descriptive analysis of research variables. Bivariate analysis was carried out to see the relationship between two variables, namely between the independent variable and the dependent variable. The statistical test used was the chi square test

## RESULTS AND DISCUSSION

**Table 1**  
**Frequency Distribution of Respondents Characteristics in Patients at Dirgahayu Hospital Samarinda in 2021**

Variable	Research Sample	
	n	%
<b>Nurse Class</b>		
Class I	41	22.53
Class II	32	17.58
Class III	79	43.41
VIP class	30	16.48
<b>Gender</b>		
Man	50	27.47
Woman	132	72.53
<b>Age</b>		
17-25 Years	27	14.84
26-35 years	61	33.52
36-45 Years	52	28.57
46-55 Years	24	13.19
>55 years	18	9.89
<b>Education</b>		
SD (Elementary School)	14	7.69
SMP (Junior School)	23	12.64
SMA (High School)	95	52.20
D3 (Diploma)	16	8.79
S1 (Bachelor)	27	14.84
S2 (Master)	7	3.85

Variable	Research Sample	
	n	%
<b>Work</b>		
Students	16	8.79
Student	15	8.24
Self employed	26	14.29
Private Employees	51	28.02
State Officials	9	4.95
Not Working	52	28.57
Other	13	7.14
<b>Distance</b>		
< 3.1 miles	48	26.37
> 5 km	134	73.63
<b>Visit</b>		
1 time	39	21.43
2 times	23	12.64
3 times	31	17.03
4 times	21	11.54
> 4 Times	68	37.36
<b>TOTAL</b>	<b>182</b>	<b>100.00</b>

Source: Primary Data

Table 1 shows the frequency distribution based on the characteristics of the sample at the study site, most of the respondents were in the third treatment class, namely 79 respondents (43.41%). In terms of gender, most of the respondents were female, namely 132 respondents (72.53%). In terms of age, most of the respondents were 26-35 years old, namely 61 respondents (33.52%). In terms of education, most of the respondents were SMA / equivalent, i.e. 95 respondents (52.20%). Judging from the work, most of the respondents are not working as many as 52 respondents (28.57%). Judging from the distance, most of the respondents are > 5 km away, namely as many as 134 respondents (73.63%). Judging from the visits, most of the respondents visited > 4 times, namely 68 respondents (37.36%).

**Table 2**  
**Frequency Distribution and Dimensional Relationship Analysis on patient satisfaction with Intention of reuse at Dirgahayu Samarindah Hospital in 2021**

Dimensions of the Marketing Mix	Re-Utilization Intention				Total		P-value
	Less Good		Good				
	n	%	n	%	N	%	
Product							
Less Good	8	88.89	1	11.11	9	100.00	0.001
Good	9	5.20	164	94.80	173	100.00	
Total	17	9.34	165	90.66	182	100.00	
Price							
Less Good	10	55.56	8	44.44	18	100.00	0.001
Good	7	4.27	157	95.73	164	100.00	
Total	17	9.34	165	90.66	182	100.00	
Promotion							
Less Good	10	24.39	31	75.61	41	100.00	0.001
Good	7	4.96	134	95.04	141	100.00	
Total	17	9.34	165	90.66	182	100.00	
Place							

Dimensions of the Marketing Mix	Re-Utilization Intention				Total		P-value
	Less Good		Good				
	n	%	n	%	N	%	
Less Good	11	73.33	4	26.67	15	100.00	0.001
Good	6	3.59	161	96.41	167	100.00	
Total	17	9.34	165	90.66	182	100.00	
People							
Less Good	10	90.91	1	9.09	11	100.00	0.001
Good	7	4.09	164	95.91	171	100.00	
Total	17	9.34	165	90.66	182	100.00	
Physical Evidence							
Less Good	9	64.29	5	35.71	14	100.00	0.001
Good	8	4.76	160	95.24	168	100.00	
Total	17	9.34	165	90.66	182	100.00	
Process							
Less Good	7	70.00	3	30.00	10	100.00	0.001
Good	10	5.81	162	94.19	172	100.00	
Total	17	9.34	165	90.66	182	100.00	

Table 2 explains the percentage of respondents' assessments of the dimensions of the marketing mix variable, some of the respondents are in the category of marketing mix dimensions which are classified as good and shows that all dimensions of the marketing mix variables include product, price, place, promotion, people, process, and physical evidence dimensions. relationship with the intention to reuse in inpatient installations at Dirgahayu Hospital, Samarinda. Table 2 shows the percentage of respondents' assessments of the dimensions of the patient satisfaction variable, some respondents are in the category of patient satisfaction dimensions which are classified as satisfied and shows all dimensions of patient satisfaction including emotional responses, responses concerning a particular focus, and responses occurring at certain times having a relationship with utilization intentions. return to patient services for inpatient installations at the Dirgahayu Hospital, Samarinda.

**Table 3 Frequency Distribution and Analysis of Dimensional Relationships on Patient Satisfaction with Intention to Reuse at Dirgahayu Samarindah Hospital in 2021**

Dimensions of Patient Satisfaction	Re-Utilization Intention				Total		P-value
	Less Good		Good				
	n	%	n	%	N	%	
Emotional Response							
Less satisfied	11	84.62	2	15.38	13	100.00	0.001
Satisfied	6	3.55	163	96.45	169	100.00	
Total	17	9.34	165	90.66	182	100.00	
Specific Focus Response							
Less satisfied	10	90.91	1	9.09	11	100.00	0.001
Satisfied	7	4.09	164	95.91	171	100.00	
Total	17	9.34	165	90.66	182	100.00	
Specific Time Response							
Less satisfied	10	90.91	1	9.09	11	100.00	0.001
Satisfied	7	4.09	164	95.91	171	100.00	
Total	17	9.34	165	90.66	182	100.00	

Table 3 shows the percentage of respondents' assessments of the marketing mix variables and patient satisfaction are in the good category and shows that there is a relationship between the marketing mix and the intention to reuse and there is a relationship between patient satisfaction and the intention to reuse the inpatient installation of the Dirgahayu Hospital, Samarinda.

## DISCUSSION

Research hypothesis 1 (H1) states that there is a relationship between the marketing mix based on product dimensions and the intention to reuse. Based on the statistical analysis conducted, it is known that the marketing mix is based on product dimensions with the intention of reuse at Dirgahayu Hospital, Samarinda. A significant relationship is also shown by the respective significance value of 0.001, which means below 0.05 so that in this case research hypothesis 1 (H1) is accepted. The marketing mix is the set of controllable tactical marketing tools that the company blends to produce the response it wants in the target market. The goal of the marketing mix is to attract consumers by promising superior value, setting attractive prices, distributing products easily, promoting effectively, and retaining existing customers while maintaining the principle of customer satisfaction. The marketing mix based on the dimensions of the product referred to in this study is the patient's perception of the Inpatient Installation of the Dirgahayu Hospital, Samarinda about what is offered to patients for attention, acquisition, use or consumption that can fulfill a desire or need.

Based on the results of the study, it was found that most of the respondents agreed with the statement "I think the health services offered by the hospital are very diverse by 65.93% and in the statement "In my opinion, the health services offered by the hospital are according to my needs" by 65.93%. Service products are anything that can be offered by producers to be noticed, requested, sought, purchased, used or consumed by the market to fulfill the needs or desires of the relevant market [8]. Products offered include physical goods, services, people or persons, places, organizations, and ideas. So the product can be in the form of tangible or intangible benefits that can satisfy customers. Consumer buying interest is very important for companies. Consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product [8]. If consumers are interested in using room services, the marketing mix activities carried out by the hospital achieve the goal of attracting consumers to choose the products or services offered by the hospital. Research hypothesis 2 (H2) states that there is a relationship between the marketing mix based on the Price dimension and the intention to reuse. Based on the statistical analysis conducted, it is known that there is a relationship between the marketing mix based on the Price dimension and the intention to reuse it at Dirgahayu Hospital, Samarinda. A significant relationship is also indicated by a significance value of 0.001 so that in this case research hypothesis 2 (H2) is accepted.

The marketing mix based on the Price dimension referred to in this study is the perception of patients at the Inpatient Installation of Dirgahayu Hospital Samarinda about the amount of money that patients spend after receiving certain treatments. Based on the results of the study, it was found that most of the respondents agreed with the statement "In my opinion, the health services offered by the hospital match my needs by 62.09%, the statement "You are given enough privacy while being examined" by 75.82% and less agree with the statement "Nurses do measurement of your body temperature or blood pressure" 33.52.

Price is the amount of money charged for a product or service or the amount of value that consumers exchange for the benefits of having or using a product or service [8]. the price paid by the buyer includes the services provided by the seller. Many companies approach pricing based on the goals they want to achieve. The objectives can be in the form of increasing sales, maintaining market share, maintaining price stability, achieving maximum profit and so on.

The results of testing this hypothesis are in accordance with research conducted by [9] which states that in creating and delivering customer value, the service marketing mix is an important factor that must be considered. In particular, [9] state that when a company creates a service marketing mix that is appropriate and in accordance with customer needs, customer value will increase. The results of this test are in accordance with research conducted by [10] that there is a strong relationship between the service marketing mix and customer loyalty (one of the indicators of customer behavioral intentions). After all, every company can be sure to have created its own marketing mix, but what is different is how customer value can be delivered through the service marketing mix. Research hypothesis 3 (H3) states that the marketing mix is based on the Promotion dimension with the intention to reuse. Based on the statistical analysis conducted, it is known that the marketing mix is based on the Promotion dimension with the intention of reuse at the Dirgahayu Hospital, Samarinda. A significant relationship is also shown by a significance value of 0.001, so in this case research hypothesis 3 (H3) is accepted.

The marketing mix based on the Promotion dimension referred to in this study is the patient's perception of the inpatient installation of the hospital about the form of marketing communication, where the hospital disseminates information about services and products. Based on the results of the study, it was found that most of the respondents agreed with the statement "'I know the hospital from my relatives" by 60.44% and the statement "I know the hospital from the doctor's reputation" by 55.94%. In essence, promotion is a form of marketing communication. Which is a marketing activity that seeks to disseminate information, influence/persuade, and/or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. Kotler & Keller classify these activities as means of the marketing mix of four broad types, called the four Ps of marketing: product, price, location, and promotion. Because services are usually produced and consumed simultaneously, customers are often present in the company, interacting directly with company personnel, so there is an expansion of the service marketing mix, namely people, physical evidence and process [11].

Research hypothesis 4 (H4) states that there is a relationship between the marketing mix based on the Place dimension and the intention to reuse. Based on the statistical analysis conducted, it is known that there is a relationship between the marketing mix

based on the Place dimension and the intention to reuse it at Dirgahayu Hospital, Samarinda. A significant relationship is also shown by a significance value of 0.001, so in this case research hypothesis 4 (H4) is accepted. The marketing mix based on the Place dimension referred to in this study is the patient's perception of the inpatient installation of the hospital about the ease of access to the hospital for patients. For manufacturing industry products, place is defined as a distribution channel, while for service industry products, place is defined as a service place. The decision about which service location to use involves considering how the service will be delivered to the customer and where it will take place.

Based on the results of the study, it was found that most of the respondents agreed on the statement "I think the location of the hospital is comfortable for treatment" by 66.48%, the statement "The location of the hospital is easy to reach by public transportation" by 64.84% and on the statement "The location of the hospital is strategic because it is in the city center" by 70.88%. Location or place often determines the success of the company, because location is closely related to the potential market of a company [12]. In addition, location also affects strategic dimensions such as flexibility, competitive, positioning, and focus. The flexibility of a location is a measure of the extent to which a company can react to changes in the economic situation. The decision to choose a location is related to a long-term commitment to aspects that are capital intensive, so companies really have to consider and select a location that is responsive to the economic, demographic, cultural, and competitive situation in the future. Research hypothesis 5 (H5) states that there is a relationship between the marketing mix based on the People dimension and the intention to reuse. Based on the statistical analysis, it is known that there is a relationship between the marketing mix based on the People dimension and the intention to reuse it at Dirgahayu Hospital, Samarinda. A significant relationship is also shown by a significance value of 0.001, so in this case research hypothesis 5 (H5) is accepted.

The marketing mix based on the People dimension referred to in this study is the perception of patients in the Inpatient Hospital of the Hospital about people who interact directly with patients in providing services. People are all actors who play a role in the presentation of services so that they can influence buyer perceptions [13]. Based on the results of the study, it was found that most of the respondents agreed on the statement ""Doctors always dress neatly when providing services" by 62.64%, the statement "I believe in the expertise of doctors in dealing with patients' health problems" by 64.84% and on the statement "I think the supporting staff in the hospital is very professional" by 68.68%. People are all actors who play a role in the presentation of services so that they can influence buyer perceptions. The elements of 'people' are company employees, consumers and other consumers in the service environment. All attitudes and actions of employees, even the way employees dress and appearance of employees have an influence on consumer perceptions or the success of service delivery (service encounters).

Research hypothesis 6 (H6) states that there is a relationship between the marketing mix based on the physical evidence dimension and the intention to reuse it. Based on the statistical analysis conducted, it is known that there is a relationship between the marketing mix based on the dimensions of Physical evidence with the intention to reuse it at Dirgahayu Hospital, Samarinda. A significant relationship is also indicated by a significance value of 0.001, so in this case research hypothesis 6 (H6) is accepted. The marketing mix based on the dimensions of Physical evidence referred to in this study is the perception of patients in the Inpatient Installation of the Hospital about the tangible form offered to patients. Based on the results of the study, it was found that most of the respondents agreed on the statement "in my opinion, this hospital has modern health service support facilities" by 68.68%, in the statement "In my opinion, this hospital has a good layout" by 66.48% and in the statement "I think the public facilities in this hospital are quite complete" by 71.89%. The notion of physical evidence is something that also influences consumer decisions to buy and use the products and services offered [11]. The elements included in physical facilities include the physical environment, in this case physical buildings, equipment, equipment, logos, colors and other items that are integrated with the services provided [14].

Research hypothesis 7 (H7) states that there is a relationship between the marketing mix based on the process dimension and the intention to reuse. Based on the statistical analysis conducted, it is known that there is a relationship between the marketing mix based on the process dimension and the intention to reuse it at Dirgahayu Hospital, Samarinda. A significant relationship is also indicated by a significance value of 0.001, so in this case research hypothesis 7 (H7) is accepted. The marketing mix based on the dimensions of the process referred to in this study is the perception of patients in the Inpatient Hospital of the Hospital about the existence of service mechanisms, procedures, activity schedules, and routines in the hospital. Rapid hospital" was 69.78%, in the statement "the process of handling patient health problems at the hospital was running properly" at 76.92% and the statement "I did not find any problems related to the procurement of drugs needed by patients" was 79.67%. The process [11] is "The actual procedures, mechanism, and flow of activities by which the service is delivered the service delivery and operating system". Processes are all the actual procedures, mechanisms, and flow of activities used to deliver services. This process element has the meaning of a company's efforts in carrying out and carrying out its activities to meet the needs and desires of its consumers. For service companies, cooperation between marketing and operations is very important in this element of the process, especially in serving all the needs and desires of consumers. When viewed from the consumer's point of view, the quality of services is seen from how the service produces its function.

Research hypothesis 8 (H8) states that there is a relationship between patient satisfaction based on the dimensions of emotional response with intention to reuse. Based on the statistical analysis conducted, it is known that there is a relationship between patient satisfaction based on the dimensions of emotional response and the intention to reuse it at Dirgahayu Hospital, Samarinda. A significant relationship is also shown by a significance value of 0.001, so in this case the research hypothesis 8 (H8) is accepted. The emotional response referred to in this study is the patient's perception of the patient's perception of the patient's satisfaction

while receiving treatment. Based on the results of the study, it was found that most of the respondents agreed with the statement "the doctor's attention while I was treated" by 60.44%, the statement "the nurse's attention while I was treated" was 63.19%, the statement "the doctor's friendliness while I was treated" was 61.54% and on the statement "politeness of doctors while I was treated" by 61.54%. Service quality is positively related to positive emotional satisfaction related to loyal and quality customers. Happy customers are the best predictor of customer loyalty, while feelings of happiness are the best predictor of relationship quality [15]. Service companies need to take advantage of the strategy of its predecessors, the key to customer loyalty, relationship quality in the pursuit of customer retention and long-term profits. Understanding customers by company employees has been discussed in the marketing literature (Butcher et al., 2002; Hartline and Ferrell, 1996 in [15]). Customer response to employees determines customer behavior in the form of a positive response to employees and the organization. Liljander and Strandvik 1995 in [15], argue that customers who respond positively to employees emotionally and relate individually will have stronger relationships and become more committed to the organization.

Research hypothesis 9 (H9) states that there is a relationship between patient satisfaction based on a specific focus response dimension and the intention to reuse. Based on the statistical analysis conducted, it is known that there is a relationship between patient satisfaction based on a certain focus response dimension and the intention to reuse it at Dirgahayu Hospital, Samarinda. A significant relationship is also indicated by a significance value of 0.001, so in this case research hypothesis 9 (H9) is accepted. The specific focus response referred to in this study is the patient's perception of the inpatient installation of the hospital regarding the response regarding expectations, products and consumption experiences. Based on the results of the study, it was found that most of the respondents agreed on the statement "the facilities available at the hospital as needed" amounted to 70.33%, the statement "availability of advanced equipment" was 66.48%, the statement "accuracy of laboratory examination results" was 71.98% and the statement "the accuracy of radiological examination results" is 74.18%. Whether or not someone is satisfied with the experience of getting treatment in a hospital will determine whether someone will use the hospital again or not. So that if there are dissatisfied customers, it is necessary to find out what factors cause the dissatisfaction and what exactly they expect to make them feel satisfied. This needs to be clearly identified so that later it can determine corrective steps to eliminate the dissatisfaction.

Research hypothesis 10 (H10) states that there is a relationship between patient satisfaction based on a certain time response dimension with the intention to reuse. Based on the statistical analysis conducted, it is known that there is a relationship between patient satisfaction based on a certain time response dimension and the intention to reuse it at Dirgahayu Hospital, Samarinda. A significant relationship is also indicated by a significance value of 0.001, so in this case the research hypothesis 10 (H10) is accepted. The specific time response referred to in this study is the patient's perception of the inpatient setting of the hospital about the response after consumption, after the selection of products/services, based on experience. Based on the results of the study, it was found that most of the respondents agreed on the statement "my safety and comfort while being treated" amounted to 64.84%, the statement "fast service waiting time" was 63.74% and on the statement "the ease of procedures for getting service" was 73.08%. Response time is the core or focus in nursing as a form of professional nursing practice. Response time plays an important role when providing nursing care and to increase patient satisfaction. Ahmad (2012) said factors related to response time can be divided into two, namely external factors and internal factors. External factors include facilities and infrastructure as well as rewards, while the Internal factors are Knowledge, Education, length of work, age, motivation and gender.

One indicator of the success of individual health services is patient satisfaction. Satisfaction is defined as a patient's response to the suitability of the level of interest or expectations of patients before they receive services with after the services they receive. Patient satisfaction is also defined as the recipient's response to the discrepancy between the level of importance and perceived performance. Satisfied customers will share their taste and experience with friends, family and neighbors. The positive attitude of the officer towards the patient will greatly determine the positive interaction between the officer and the patient, thus providing added value for patient, family and community satisfaction [16]. [17] there is a relationship between nurse response time and the level of patient satisfaction in the Emergency Room at Panti Waluyo Hospital with a p value of 0.042 and a correlation coefficient of 0.209. There was a significant relationship between the availability of triage officers and the timeliness of handling cases in the Surgical Emergency Room with  $p = 0.67$  in the surgical emergency department and  $p = 0.062$  in non-surgical units (no relationship). [18] Nurhasim in his research on Nurse Knowledge about Response Time in handling the Emergency Room in the Triage Room at RSUD Karanganyar that the results were in accordance with the standards of the emergency department. The officer's positive attitude towards the patient will greatly determine the positive interaction between the officer and the patient, thereby providing added value for patient, family and community satisfaction.

## CONCLUSION

The results showed that there was a relationship between the marketing mix based on the dimensions of Product, Price, Promotion, Place, people, Physical evidence, process, with the intention of reuse. there is a relationship of patient satisfaction based on the dimensions of emotional response, a certain focus response, a certain time response with the intention to reuse. It is recommended to the hospital management to further improve the completeness of medical devices to treat all types of diseases, to make administrative services easier for patients (visitors), to monitor and evaluate the level of patient satisfaction with doctor services on an ongoing basis through suggestion boxes and patient satisfaction surveys.

## REFERENCES

- [1] Lombardi, G. (2012). *How to Use Social Media to Cultivate Patient Loyalty*
- [2] Lin, H. H., and Wang, Y. S. (2006). An Examination of the Determinants of Customer Loyalty in Mobile Commerce Contexts. *Information & Management*, 43(3), 271–282
- [3] Ateşoğlu, İ., & Pişgin, A. (2015). The Effects Of Customer Satisfaction and Switching Costs On Customer Loyalty In Health Care. *Journal of Business Research - Turk*, 7(4), 251–251. <https://doi.org/10.20491/isader.2015415535>
- [4] Dlačić, J. (2014). Repurchase intentions in a retail store - exploring the impact of colours. *Ekonomski Vjesnik*, XXVII(2), 229–244
- [5] Kotler, P., & Keller, K. (2009). *Marketing management* ((13th ed.)). Prentice-Hall
- [6] Giese, J.L & Cote, J. a. (2009). Defining Customer Satisfaction. *Academic of Marketing Science Review*, 1(3), 272–278
- [7] Vahdati, H., Mousavi, N., & Moghadam, J. T. (2014). A study on the effect of marketing mix on the repurchase intention with the consideration of the mediating role of brand equity (case study: Ghaem shahr refah bank). *Advances in Environmental Biology*, 8(21), 467–474
- [8] Kotler, P. dan K. K. L. (2008). *Manajemen Pemasaran*. PT. Mancanan Jaya Cemerlang
- [9] Murshid, M. A., Halim, M. S. A., & Osman, A. (2014). Investigating the Impact of Marketing Mix Strategies on Physicians' Satisfaction in the Yemeni Pharmaceutical Industry. *International Journal of Business & Technopreneurship*, 4(1), 47-67.
- [10] Lumanauw, B., Lapian, J., & Putra, A. (2014). Bauran Pemasaran Pengaruhnya Terhadap Minat Membeli Kembali Voucher Isi Ulang Telkomsel. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(3), 428–437.
- [11] Zeithaml, V. A. (2013). Services marketing: Integrating customer focus across the firm.
- [12] Handoko, H., & Tjiptono, F. (1996). Kepemimpinan transformasional dan pemberdayaan. *Journal of Indonesian Economy and Business*, 11(1).
- [13] Zeithaml, V. A. (2000). Service quality, profitability, and the economic worth of customers: what we know and what we need to learn. *Journal of the academy of marketing science*, 28(1), 67-85.
- [14] Kresna, B. D. (2011). Pengaruh Customer in Service Delivery Terhadap Peningkatan Jumlah Nasabah pada PT. Bank Sulselbar Syariah Cabang Makassar. *Jurnal Tesis, Universitas Hasanuddin, Makassar*.
- [15] Wong, A. (2004). The role of emotional satisfaction in service encounters. *Managing Service Quality: An International Journal*.
- [16] Muninjaya, A. A. (2012). Gde. 2011. *Manajemen Mutu Pelayanan Kesehatan*. Jakarta: EGC.
- [17] Widodo, S. E. (2015). Manajemen pengembangan sumber daya manusia. [r2kn.litbang.kemkes.go.id](http://r2kn.litbang.kemkes.go.id)
- [18] Nurhasim, S. (2015). Pengetahuan perawat tentang response time dalam penanganan gawat darurat di ruang triage rsud karanganyar. *Program studi S1 keperawatan*.