



## THE INFLUENCE OF THE 7P MARKETING MIX (PRODUCT, PRICE, PLACE, PROMOTION, PEOPLE, PROCESS, PHYSICAL EVIDENCE) ON PATIENT LOYALTY

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### ABSTRACT

The increasing number of hospitals in Jakarta reflects the high demand for healthcare services, which, in turn, may intensify competition. On the other hand, a 15% decrease in the number of returning patients during the 2023–2024 period at the outpatient unit of Sulianti Saroso Hospital indicates low patient loyalty. This study analyzes the relationship between the 7Ps marketing mix and patient loyalty at the outpatient unit of Sulianti Saroso Hospital. A quantitative, cross-sectional design was used, with 110 outpatients as respondents selected via purposive sampling. Data were collected using a valid and reliable questionnaire and analyzed using Chi-Square analysis. The research findings demonstrate a significant relationship between the 7Ps of the marketing mix and customer loyalty. Each element, product (p-value = 0.0001), price (p-value = 0.0001), place (p-value = 0.0001), promotion (p-value = 0.0001), people (p-value = 0.0001), process (p-value = 0.0001), and physical evidence (p-value = 0.0001) shows a statistically significant correlation. The study concludes that all components of the marketing mix positively and significantly influence customer loyalty, with the service process as the most dominant factor.

Keywords: loyalty; marketing mix; perception

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## INTRODUCTION

Patient loyalty reflects an individual's repeated decision to choose services from a specific hospital due to a satisfying experience, trust, and emotional attachment. Loyal patients will not only make repeat visits but are also likely to recommend the hospital to others (Philip Kotler & Kevin Lane Keller, 2016). Hospitals are demanded not only to provide quality medical services but also to ensure a satisfying, patient-needs-oriented service experience (Permenkes RI, 2020). Patient loyalty in healthcare results from the synergistic interaction of various elements in the marketing mix. Service quality is a primary factor, as patients tend to stay with providers who offer optimal care, advanced medical technology, and competent, empathetic medical personnel. Furthermore, the aspect of transparent and competitive pricing plays a crucial role in building patient trust, especially in the increasingly evolving healthcare service ecosystem (Burhanuddin et al, 2025).

Patient loyalty is a crucial element in a hospital's long-term success because it is directly related to patient retention, institutional image, and financial sustainability. Several previous studies have shown that aspects of the marketing mix (7Ps) — product, price, place, promotion, people, process, and physical evidence — contribute to patient loyalty. Based on empirical data from the outpatient unit at Sulianti Saroso Hospital, the number of returning patients has decreased, indicating a decline in patient loyalty. Although the hospital has implemented various marketing strategies, such as facility improvements, service promotions, and extended service hours, the results have not shown a

significant increase in loyalty. This suggests that the implemented marketing mix may not fully align with patient expectations and needs. Furthermore, there has been no systematic evaluation of patient perceptions towards the overall marketing mix elements (product, price, place, promotion, people, process, and physical evidence) as a basis for formulating targeted marketing strategies. The objective of this research is to analyze the influence of the 7P marketing mix on patient loyalty in the outpatient unit of Sulianti Saroso Hospital. Meanwhile, the specific objectives are to explore the relationships among product, price, location, promotion, human resources (HR), process, and physical evidence, and the most dominant marketing mix element influencing patient loyalty in the outpatient unit of Sulianti Saroso Hospital.

**METHOD**

The research design is quantitative and cross-sectional, using data on independent variables (7P Marketing Mix) and the dependent variable (patient loyalty) simultaneously. The population in this study is all returning patients at the outpatient clinic of Sulianti Saroso Hospital. In 2024, there were 19,191 patients, with a monthly average of 1,500 patients. Samples are selected using the Slovin rule and purposive sampling techniques. Including the dropout number, the study needs 110 participants. In this study, the sample consisted of patients from the outpatient clinic who met the inclusion criteria. The inclusion criteria were inpatient care, except for HIV and DOTS polyclinic, willingness to participate, being an existing patient who had previously received treatment at the Sulianti Saroso Infectious Disease Hospital within the last year, being ≥18 years old, being able to read and write, and being able to communicate well and use the Indonesian language. The instrument in this research uses a questionnaire. The validity test was done using the Pearson test, and the reliability examination was done using the Cronbach’s Alpha technique. The data collection technique in this study uses purposive sampling. This research employs multivariate analysis, specifically logistic regression. This study has undergone ethical review and received approval under the number 370/SK.KEPK/UNR/VI/2025 on June 28, 2025.

**RESULT**

The results of the univariate analysis found that 66 respondents (60.0%) were classified as having high loyalty towards the hospital (score ≥81). In comparison, 44 respondents (40.0%) were included in the non-loyal category. This finding indicates that the majority of patients continue to choose and use the hospital's services, although a significant proportion (40%) could switch to other healthcare facilities. Before the implementation, the questionnaire was examined for its validity and reliability. Using the Pearson test, each questionnaire item had a score >0.355, supporting its validity. Based on the Cronbach's Alpha test, the questionnaire was reliable, with a score ≥ 0.60. A bivariate analysis was conducted to examine relationships among the dimensions of the marketing mix (product, price, place, promotion, people, process, and physical evidence) and patient loyalty in the outpatient unit of Sulianti Saroso Hospital in 2025. The table below shows the relationship between Product, Price, Place, Promotion, People, and Physical Evidence with Patient Loyalty

Table 1.

The relationship between Product, Price, Place, Promotion, People, Process, and Physical Evidence on Patient Loyalty

| Variable          | Asymp<br>Signific<br>ance | Pearson<br>Chi-<br>Square | OR    |
|-------------------|---------------------------|---------------------------|-------|
| Product           | 0,0001                    | 20,625                    | 13,22 |
| Price             | 0,0001                    | 31,995                    | 14,44 |
| Place             | 0,0001                    | 14,516                    | 8,02  |
| Promotion         | 0,0001                    | 19,063                    | 6,13  |
| People            | 0,0001                    | 17,602                    | 14,93 |
| Process           | 0,0001                    | 33,317                    | 23,00 |
| Physical Evidence | 0,0001                    | 29,966                    | 10,71 |

Based on Pearson correlation analysis, all marketing mix elements and patient loyalty in the outpatient unit of Sulianti Saroso Hospital are significantly related.

Based on the results of the multivariate analysis in this study, the price and process variables have the strongest and most significant relationships with patient loyalty at Sulianti Saroso Hospital. In the multivariate analysis (multiple logistic regression), the price variable showed a considerable influence with a p-value of 0.004, and the process variable showed a significant influence with a p-value of 0.002

Table 2.  
Bivariate Analysis

| Variable     | Sig.  | Exp (B) | Lower | Upper |
|--------------|-------|---------|-------|-------|
| Price (X2)   | 0.004 | 5.77    | 1.78  | 18.76 |
| Process (X6) | 0.002 | 9.21    | 2.20  | 38.52 |
| Constant     | 0.001 | 0.25    |       |       |

## DISCUSSION

Based on the bivariate analysis results, the product variable has a p-value of 0.0001, indicating that the relationship between patients' perception of the product dimension and patient loyalty is statistically significant. This finding is consistent with the research conducted by Wijayanti et al. (2014) titled 'The relationship between the marketing mix and patient loyalty in the Outpatient Unit of Makassar City Regional General Hospital' and patient loyalty (Rahman, A., & Wijayanti, 2021). The results of this study are also in line with the research conducted by Fajriatul Kamalin, et al. (2024) titled 'The influence of marketing mix perception on patient loyalty at the Outpatient Clinic (Non-National Health Insurance) at Adi Nugraha Kapasari Hospital,' which found a relationship between product and patient loyalty (Kapasari and Surabaya, 2024). The results of this study are also consistent with the research conducted by Oktarianita et al. (2020) titled 'The relationship between marketing mix strategy and outpatient loyalty at Dr. M. Yunus Regional General Hospital Bengkulu Province,' which found a relationship between product and patient loyalty (Oktarianita, 2020).

The results indicate a statistically significant relationship between price and patient loyalty. This is consistent with the research by Oktarianita et al. (2020), titled 'The relationship between marketing mix strategy and outpatient loyalty at Dr. M. Yunus Regional General Hospital Bengkulu Province,' which found a relationship between price and patient loyalty (Oktarianita, 2020). The results of this study are also in line with the research conducted by Fajriatul Kamalin et al. (2024) titled 'The influence of marketing mix perception on patient loyalty at the Outpatient Clinic (Non-National Health Insurance) at Adi Nugraha Kapasari Hospital,' which found a relationship between price and patient loyalty (Kapasari and Surabaya, 2024). This study is consistent with Hayati's (2018) research. The results of her study showed a relationship between the price mix and outpatient loyalty with a p-value of 0.0001 (Kapasari and Surabaya, 2024). Patients also perceive the value of the service received, so that they no longer disregard the amount of cost that must be incurred because they are satisfied with the service they have received (Amelia *et al.*, 2014).

Based on the bivariate analysis, the place variable shows a p-value of 0.0001, indicating that the relationship between patients' perception of the place variable and patient loyalty is statistically significant. This is consistent with the research by Oktarianita et al. (2020), titled 'The relationship between marketing mix strategy and outpatient loyalty at Dr. M. Yunus Regional General Hospital Bengkulu Province,' which found a relationship between place and patient loyalty (Oktarianita, 2020). A customer's opinion of a place can be influenced by the atmosphere created by the exterior and interior of the facility (Rengkuan SR, Kandou G, D and Tilar, 2015). Radfan et al.'s (2024) research also supports this finding. They emphasize that the hospital's strategic location and logical room arrangement significantly influence patients' decision to return for treatment (Radfan, N., Djumahir, dan Hariyanti, 2015).

Based on the bivariate analysis, the promotion variable has a p-value of 0.0001, indicating that the relationship between patients' perception of the promotion dimension and patient loyalty is statistically significant. The results of this study are also in line with the research conducted by Oktarianita et al. (2020) titled 'The relationship between marketing mix strategy and outpatient loyalty at Dr. M. Yunus Regional General Hospital Bengkulu Province,' which found a relationship between promotion and patient loyalty (Oktarianita, 2020). This study is consistent with the research conducted by Hayati et al. (2017) titled 'The Relationship Between Marketing Mix and Outpatient Loyalty at Kalisat Regional Hospital, Jember Regency in 2017,' where the statistical test results showed a relationship between the promotion mix and outpatient loyalty with a p-value of 0.023 (Hayati *et al.*, 2018). This study is consistent with the research conducted by Fajriatul Kamalin, et al. (2024) titled 'The Influence of Marketing Mix Perception on Patient Loyalty at the Outpatient Clinic (Non-National Health Insurance/JKN) at Adi Husada Kapasari Hospital,' whose research results showed that simple linear regression analysis revealed a significant influence between positive perception of promotion and the level of patient loyalty ( $p=0.028$ ), indicating that a good perception of promotions on social media and providing brochures at the polyclinic and registration desk can increase patient loyalty (Kapasari and Surabaya, 2024). Promotion fundamentally serves as a strategic marketing communication effort aimed at informing, influencing, and reminding the target market to drive acceptance, purchase, and sustained loyalty to the product (Kapasari and Surabaya, 2024).

The bivariate analysis strongly indicated a statistically significant relationship between patients' perceptions of the human resources dimension and patient loyalty ( $p < 0.001$ ). This robust finding is consistent with the research by Wilda Tri Yuliza, et al. (2025), which also established a significant link between human resources and outpatient loyalty ( $p=0.007$ ) [14]. The overall patient experience is a crucial driver of their subsequent behavior. Specifically, positive touchpoints, like streamlined registration, friendly service, and attentive post-care follow-up, can substantially increase patient loyalty (Yuliza and Gusrianti, 2025).

The relationship between patients' perception of the process dimension and patient loyalty is also statistically significant. This study is consistent with the research conducted by Fajriatul Kamalin, et al. (2024), whose research showed that a significant influence between patients' perception of the process and their level of loyalty ( $\text{sig}=0.0001$ ) (Kapasari and Surabaya, 2024). This is consistent with the research conducted by Wilda Tri Yuliza, et al. (2025) titled 'Marketing Mix with Outpatient Loyalty in Hospitals,' whose research results showed a relationship between process and outpatient loyalty with a p-value of 0.001 (Yuliza and Gusrianti, 2025).

The study is also indicating that the relationship between patients' perception of the physical evidence and patient loyalty is statistically significant. This study is consistent with the research conducted by Fajriatul Kamalin, et al. (2024) titled 'The Influence of Marketing Mix Perception on Patient Loyalty at the Outpatient Clinic (Non-National Health Insurance) at Adi Husada Kapasari Hospital,' whose research results showed that a significant influence between patients' perception of physical evidence and their level of loyalty ( $\text{sig}=0.019 < 0.05$ ) (Kapasari and Surabaya, 2024). Physical Evidence constitutes the conditions or state encompassing the atmosphere, decoration, rooms, sound, aroma, lighting, weather, as well as the visible arrangement and layout of objects. It also includes the comfort of the place for interacting with consumers and tangible elements (Purnami, 2016).

Prices are the total cost that patients must incur to receive services at the hospital. Respondents who rate the service tariffs at Unhas Hospital as quite good are likely to become loyal patients because they feel the costs incurred are commensurate with the services received. Patients also perceive the value of the service received, so that they no longer disregard the amount of cost that must be

incurred because they are satisfied with the service, they have received (Amelia *et al.*, 2014).

Process encompasses all the steps or mechanisms a service delivers and forms the service offering or service operation system. Process is the interactive relationship between the service provider and the customer. This process encompasses the service flow, including stages and room layout. Different processes for the same service may have different outcomes. The speed and accuracy of the process can stimulate consumer interest. This includes the procedure for patient admission, prompt and accurate treatment and care services, nurses/doctors delivering services according to schedule, and staff performing services according to standards (Irmawati, 2015). The service delivery process is crucial for marketing success. This process encompasses the mechanisms of hospital service activities, such as service delivery speed, procedures, and timeliness (Supriyanto & Ermawaty, 2022).

The hospital needs to improve its pricing information system by providing real-time service tariff estimates on its website or at the registration desk. The hospital needs to improve its physical facilities because patients who feel comfortable and have easy access to them tend to be more loyal. A transparent, standardized, and easily understandable service process builds patient trust, thereby indirectly encouraging patients to remain loyal to the hospital's services

## CONCLUSION

Based on research conducted at Sulianti Saroso Hospital in Jakarta, it can be concluded that all 7P marketing mix variables—product, price, place, promotion, people, process, and physical evidence—influence patient loyalty in the outpatient unit. The results of the multivariate analysis indicate that the two most dominant factors influencing patient loyalty are price and the service process. Patients who rate the price and service process as good have a several times greater chance of being loyal.

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