

The Role Of The Marketing Mix (7ps) In Patient Satisfaction, Healthcare Choice, And Loyalty: A Systematic Literature Review

Ilham Nur Iman Baihaqi¹

Master of Hospital Administration, Faculty of Medicine, Muhammadiyah University of Surabaya, Indonesia

Correspondence*:

Address: Muhammadiyah University of Surabaya, Surabaya, Indonesia | e-mail: nurlailymahzumah@gmail.com

Abstract

Background : The marketing mix (7Ps) is widely recognized as a strategic framework for improving healthcare service quality and influencing patient behavior. Understanding how its elements affect patient satisfaction, healthcare choice, and loyalty is essential for developing patient-centered services.

Aims : This study aims to explore how the marketing mix (7Ps) influences patient satisfaction, decision-making, and loyalty in healthcare services.

Methods : This study employed a systematic literature review following the PRISMA 2020 guidelines. Relevant articles were identified from Google Scholar, PubMed, ScienceDirect, and ProQuest. The inclusion criteria included national and international journal articles published between 2018 and 2025, written in English or Indonesian, and focusing on the application of the marketing mix (7Ps) in healthcare settings. After the screening and selection process, 14 eligible articles were included in the analysis.

Results : The findings indicate that all seven elements of the marketing mix contribute to patient satisfaction and loyalty. Among them, people, process, and physical evidence consistently emerged as the most influential factors because they directly shape patients' experiences during service delivery. In contrast, product and place primarily affect patients' decisions when selecting healthcare providers, while price and promotion demonstrate varying levels of influence depending on the healthcare context and patient characteristics.

Conclusion : The marketing mix (7Ps) provides a practical and comprehensive framework for enhancing healthcare service quality. Healthcare providers should adopt an integrated approach to managing all seven elements rather than focusing on individual factors, thereby creating a more consistent, comfortable, and patient-centered service experience that strengthens patient satisfaction and loyalty.

Keywords : Marketing Mix (7Ps), Patient Satisfaction, Patient Loyalty

Abstrak

Latar Belakang : Bauran pemasaran (7P) diakui secara luas sebagai kerangka strategis untuk meningkatkan kualitas layanan kesehatan dan memengaruhi perilaku pasien. Memahami bagaimana setiap elemennya memengaruhi kepuasan pasien, pemilihan layanan kesehatan, dan loyalitas pasien sangat penting dalam mengembangkan layanan yang berpusat pada pasien.

Tujuan : Penelitian ini bertujuan untuk mengeksplorasi bagaimana bauran pemasaran (7P) memengaruhi kepuasan pasien, pengambilan keputusan, dan loyalitas pasien dalam layanan kesehatan.

Metode : penelitian ini menggunakan systematic literature review yang mengikuti pedoman PRISMA 2020. Artikel yang relevan diidentifikasi melalui Google Scholar, PubMed, ScienceDirect, dan ProQuest. Kriteria inklusi meliputi artikel jurnal nasional dan internasional yang diterbitkan pada tahun 2018–2025, ditulis dalam bahasa Inggris atau Indonesia, serta berfokus pada penerapan bauran pemasaran (7P) dalam layanan kesehatan. Setelah melalui proses penyaringan dan seleksi, sebanyak 14 artikel yang memenuhi kriteria dimasukkan ke dalam analisis.

Hasil : emuan penelitian menunjukkan bahwa ketujuh elemen bauran pemasaran berkontribusi terhadap kepuasan dan loyalitas pasien. Di antara ketujuh elemen tersebut, people (orang), process (proses), dan physical evidence (bukti fisik) secara konsisten muncul sebagai faktor yang paling berpengaruh karena secara langsung membentuk pengalaman pasien selama proses pelayanan. Sementara itu, product (produk) dan place (tempat) terutama memengaruhi keputusan pasien dalam memilih penyedia layanan kesehatan, sedangkan price (harga) dan promotion (promosi) menunjukkan tingkat pengaruh yang bervariasi tergantung pada konteks layanan kesehatan dan karakteristik pasien.

Kesimpulan : Bauran pemasaran (7P) merupakan kerangka kerja yang praktis dan komprehensif untuk meningkatkan kualitas layanan kesehatan. Penyedia layanan kesehatan sebaiknya menerapkan pendekatan yang terintegrasi dalam mengelola ketujuh elemen tersebut, bukan hanya berfokus pada faktor-faktor tertentu, sehingga dapat menciptakan pengalaman pelayanan yang lebih konsisten, nyaman, dan berpusat pada pasien, serta memperkuat kepuasan dan loyalitas pasien.

Kata Kunci : Marketing Mix (7Ps), Kepuasan Pasien, Loyalitas Pasien

Global Journal of Health Administration

e-ISSN 3123-4712

Volume 2 No.1 2026 DOI: 10.30651/gjha.v1i2.31468

Received: (09-06-2026) Revised: (24-06-2026) Accepted: (02-07-2026) Published: (23-07-2026)

How to cite : Baihaqi, I. N. I. (2026) The Role of the Marketing Mix (7Ps) in Patient Satisfaction, Healthcare Choice, and Loyalty: A Systematic Literature Review. *Global Journal of Health Administration*, 2 (1), pp 36-63 DOI: 10.30651/gjha.v1i2.31468

Introduction

Modern healthcare services have undergone significant transformation alongside the increasing expectations of patients regarding service quality, comfort, and overall experience. Patients today no longer evaluate hospitals solely based on clinical competence, but also on their ability to deliver services that are fast, friendly, transparent, and oriented toward individual needs. In this context, the marketing mix (7Ps) (product, price, place, promotion, people, process, and physical evidence) has become an

important strategic framework for understanding patient behavior and establishing service quality standards in healthcare facilities (Howladar et al., 2025).

Various studies have shown that patient satisfaction and loyalty are strongly influenced by the integrated implementation of the 7Ps. The elements of people, process, and physical evidence consistently emerge as the three most dominant factors in shaping perceptions of service quality, as they are directly related to patients' real experiences during care (Chana et

al., 2021). International findings further support this: a study in Iran found that people and physical environment were the main reasons patients chose a hospital, while promotion had the least influence (Khalafi et al., 2020). Meanwhile, in the context of clinical services, clarity of processes, staff friendliness, and facility comfort have been proven to be key determinants of patient satisfaction (Howladar et al., 2025).

In Indonesia, similar findings are also strongly evident. A study on patient visit rates at Sahid Sahirman Hospital found that six out of seven elements of the 7Ps were significantly associated with patient behavior, with product, place, and physical evidence being the most dominant (Lestari & Rindu, 2018). Another study in a hospital in Toraja showed that all elements of the 7Ps had a significant influence on inpatient satisfaction (Manggasa, 2024). This indicates that although clinical quality is important, patient perception is largely determined by the overall experience during their stay in healthcare facilities. However, some elements such as price and promotion show varying results across studies. In certain contexts, price is not the main determinant, as patients tend to prioritize service experience over cost (Khalafi et al., 2020). Even in some international studies, promotion does not significantly influence satisfaction, as patients rely more on personal experience and word-of-mouth

recommendations (Chana et al., 2021). This variability suggests that patient sensitivity to certain elements may differ depending on culture, type of service, and hospital characteristics.

The development of digital technology has also changed patient behavior patterns. Access to service information, online reviews, ease of access, and cost transparency now play an important role in shaping patient decisions when choosing healthcare facilities (Howladar et al., 2025). Therefore, a systematic review of the role of the marketing mix (7Ps) is highly relevant to understand how each element influences satisfaction, facility choice, repeat visits, and patient loyalty.

This literature review was conducted to map national and international research findings related to the implementation of the 7Ps in healthcare services, identify the most dominant factors, and explore existing research gaps. By integrating scientific evidence from various countries and service contexts, this review is expected to provide both conceptual and practical contributions for hospital management in designing more human-centered, holistic, and evidence-based marketing strategies.

Method

Study Design and Search Strategy

This study employed a systematic literature review (SLR) approach to synthesize existing evidence related to the application of the marketing mix (7Ps) in healthcare services. The review

process followed a structured procedure consisting of identifying, reviewing, and selecting relevant articles based on predefined criteria (Triandini et al., 2019). This design is seem to be appropriate, given the nature of the research topic, as evidence on the influence of the marketing mix (7Ps) on patient's satisfaction, loyalty, and healthcare decision-making is distributed across numerous independent studies which conducted in diverse settings and populations (Triandini et al., 2019). SLR enables a rigorous and reproducible synthesis of this dispersed body of literature, facilitating the identification of converging findings, contextual variations, and evidence gaps that cannot be adequately captured through a single empirical study (Putra & Gani, 2024). To ensure transparency and rigor, this study adopted the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework, which will organize the review process into four key stages: identification, screening, eligibility assessment, and final inclusion of studies for analysis.

Eligibility Criteria

The selection of articles focused on studies examining the implementation of the marketing mix (7Ps) in healthcare settings, particularly hospitals. Inclusion criteria were defined as follows: articles published in English or Indonesian; full-text journal

articles accessible without restriction; publications between 2018 and 2025; studies within the fields of hospital management or healthcare marketing; and empirical research relevant to the selected keywords. Both international journals and nationally accredited journals (S1–S4) were included. To enhance the clarity of selection, the PICO framework was applied. The components included: Population (patients or healthcare users in hospitals or clinics), Intervention (implementation of the 7Ps: product, price, place, promotion, people, process, and physical evidence), Comparison (healthcare settings with limited or varied implementation of the 7Ps), and Outcome (patient satisfaction, healthcare choice, revisit intention, and patient loyalty).

Quality Assessment

To assess the methodological quality of the included studies, the Joanna Briggs Institute (JBI) Critical Appraisal Tools were used. Different JBI checklists were applied according to the study design. Analytical cross-sectional studies were assessed using the JBI Critical Appraisal Checklist for Analytical Cross-Sectional Studies, qualitative studies were assessed using the JBI Critical Appraisal Checklist for Qualitative Research, and review studies were evaluated using the JBI Critical Appraisal Checklist for Systematic Reviews and Research Syntheses. The appraisal considered

several methodological aspects, including participant selection, study setting, measurement validity, potential confounding factors, and appropriateness of data analysis. The results of the quality assessment were used to evaluate the overall methodological quality of the included studies.

Article Search Process

A comprehensive search was conducted across multiple electronic databases. The initial search was carried out on November 15, 2025, and subsequently expanded to include Google Scholar for national publications, as well as PubMed, ScienceDirect, and ProQuest for international sources. Relevant studies were identified using combinations of keywords such as “marketing mix,” “7Ps,” “hospital marketing,” “patient satisfaction,” “patient loyalty,” and “healthcare service quality.” These keywords were applied to titles, abstracts, and keyword fields to ensure broad yet relevant coverage of the literature

Search Algorithm

The article selection process followed the PRISMA 2020 framework, including identification, screening, eligibility assessment, and final inclusion stages. A total of 402 records were initially identified from the selected databases. After removing duplicates and screening titles and abstracts, 88 articles remained for full-text assessment. Finally, 14 studies met all

inclusion criteria and were included in the review.

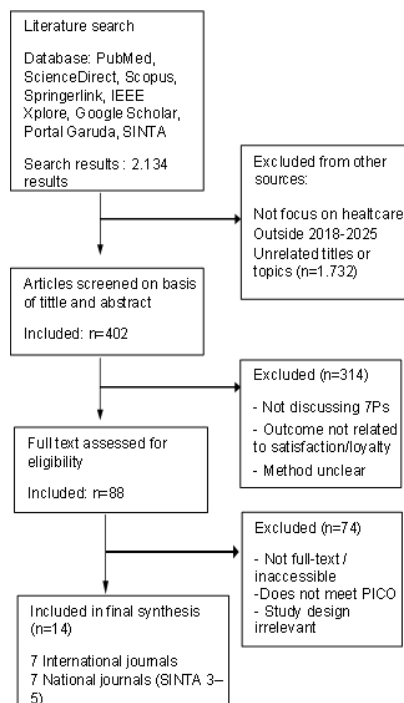


Figure 1. Search Algorithm

Results

The analysis of fourteen selected articles shows that studies on the marketing mix (7Ps) in healthcare have been conducted across various countries using diverse methods, including quantitative, qualitative, and mixed approaches, as well as surveys and interviews. This variation indicates that the 7Ps can be examined from both

numerical and experiential perspectives.

Overall, the findings demonstrate that the implementation of the marketing mix (7Ps) significantly contributes to patient satisfaction, revisit intention, and loyalty. Several studies also integrate the 7Ps framework with strategic management approaches to provide a more comprehensive view of service performance and emphasize the importance of aligning marketing

strategies with organizational goals and daily practices.

The table below summarizes the selected studies, including their titles, authors, publication years, and journals. These studies illustrate how the 7Ps are applied across different healthcare settings to improve service quality, influence patient decisions, and strengthen patient loyalty.

Table 1. Data Extraction from Selected Articles

Title	Author(s)	Year	Journal
<i>Effect of the Service Marketing Mix (7Ps) on Patient Satisfaction for Clinic Services in Thailand</i>	Chana et al.	2021	<i>International Journal of Business Marketing and Communication</i>
<i>Analyzing the Impact of Marketing Mix and Hospital Brand Image on Patient Satisfaction and Loyalty: A Study at XYZ Maternity Hospital</i>	Islamiyah et al.	2024	<i>Eduvest – Journal of Universal Studies</i>
<i>Effective Clinic Marketing: A Comprehensive Analysis of the 7Ps Marketing Mix</i>	Gültaş & Erdoğan	2024	<i>International Journal of Eurasia Social Sciences (IJOESS)</i>
<i>Marketing Mix 7Ps Application to Increase Patient Re-Visits</i>	Tarihoran et al.	2021	<i>Proceedings of the International Conference on Health Informatics, Medical, Biological Engineering, and Pharmaceutical (HIMBEP 2020)</i>
<i>Systematic Review: Relationship Between Hospital Marketing Mix and</i>	Putra & Gani	2024	<i>Journal of World Science</i>

*Patient Visits and Hospital
Selection*

<i>Service Marketing Mix (7Ps) and Patient Satisfaction in Clinics: A Review Article</i>	Siripipatthanakul & Chana	2021	<i>International Journal of Trend in Scientific Research and Development (IJTSRD)</i>
<i>Implementation of Marketing Mix to Enhance Patient Trust and Loyalty at Private Hospital in Indonesia</i>	Listyorini et al.	2025	<i>GSAR Journal of Applied Medical Sciences</i>
<i>The Influence of the Marketing Mix (7Ps) on Patient Loyalty in Hospitals: A Systematic Review of Studies in Indonesia</i>	Hermanto et al.	2025	<i>SIBATIK Journal</i>
<i>Evidence-Based Hospital Marketing Analysis</i>	Sapardin et al.	2020	<i>Jurnal Administrasi Rumah Sakit Indonesia</i>
<i>Analysis of Hospital Marketing Strategy Planning to Increase Outpatient Visits at Ny. R.A. Habibie Kidney Hospital</i>	Sutedjo	2022	<i>Jurnal Manajemen dan Administrasi Rumah Sakit Indonesia (MARSI)</i>
<i>The Influence of Marketing Strategy Implementation and Medical Equipment Facilities on Increasing Patient Numbers at Citra Arafiq Hospital Depok</i>	Putriadi et al.	2024	<i>Jurnal Manajemen dan Administrasi Rumah Sakit Indonesia (MARSI)</i>
<i>Relationship Between the 7Ps Marketing Mix and Patient Loyalty in the Outpatient Unit of St. Carolus Summarecon Serpong Hospital 2021</i>	Sari et al.	2023	<i>Jurnal Kesehatan Masyarakat Mulawarman</i>
<i>The Relationship Between Hospital Marketing (7Ps</i>	Lestari & Rindu	2018	<i>Jurnal Ilmu Kesehatan Masyarakat</i>

Marketing Mix) and Patient

Visit Rates

The Relationship Between

Zuariyah et al.

2024

Jurnal Kesehatan Ilmiah

Marketing Strategy and

Indonesia

Efforts to Increase Patient

Visits in Hospital X Outpatient

Clinic

Table 1 presents the data extraction from each article analyzed in this literature review. The table includes information on the study title, authors, year of publication, and the journal in which each article was published. Overall, these articles examine the application of the marketing mix (7Ps) across various healthcare settings, ranging from clinics and general hospitals to maternal and child hospitals.

These studies provide a comprehensive overview of how the elements of the 7Ps, both individually and collectively, contribute to improving patient satisfaction, influencing revisit decisions, and fostering patient loyalty.

Table 2. Quality Assessment of Included Studies

Author(s)	Study Design	JBIScore	Quality Level
Chana et al. (2021)	Cross-sectional	6/8	Moderate
Islamiyah et al. (2024)	Cross-sectional	6/8	Moderate
Gültaş & Erdoğan (2024)	Qualitative	6/10	Moderate

Tarihoran et al. (2021)	Cross-sectional	5/8	Moderate
Putra & Gani (2024)	Systematic Review	7/11	Moderate
Siripipatthanakul & Chana (2021)	Review Article	4/11	Low
Listyorini et al. (2025)	Cross-sectional	6/8	Moderate
Listyorini et al. (2025)	Cross-sectional	6/8	Moderate
Hermanto et al. (2025)	Systematic Review	8/11	High
Sapardin et al. (2020)	Literature Review	5/11	Moderate
Sutedjo (2022)	Qualitative	6/10	Moderate
Putriadi et al. (2024)	Cross-sectional	6/8	Moderate
Sari et al. (2023)	Cross-sectional	6/8	Moderate
Lestari & Rindu (2018)	Cross-sectional	5/8	Moderate

Methodological quality of the included studies was assessed using the Joanna Briggs Institute (JBI) Critical Appraisal Tools according to the study design. The appraisal results are presented in Table 2.

Overall, the included studies ranged from low to high methodological quality, with most studies being classified as moderate quality. Common strengths included clearly stated study objectives, appropriate outcome measurements, and the use of suitable analytical methods. However, several studies did not adequately report potential confounding factors or

strategies to address them. Two review-based studies demonstrated lower methodological quality, mainly due to limited reporting of search strategies, study appraisal procedures, and risk of bias assessment. Nevertheless, all studies were considered relevant to the review objectives and were retained for evidence synthesis.

Table 3. Comparative Analysis of Included Studies

Title	Author(s) Year	Method	Objective	Contribution	Key Findings
<i>Effect of the Service Marketing Mix (7Ps) on Patient Satisfaction for Clinic Services in Thailand</i>	Chana et al. (2021)	A quantitative study was conducted using an online questionnaire with a 5-point Likert scale. A total of 501 participants were selected through stratified random sampling. The data were analyzed using multiple linear regression analysis.	To examine the marketing mix (7Ps) factors that significantly affect patient satisfaction in Thai clinics and to identify the most influential elements in shaping perceived service quality.	To provide evidence-based insights for clinic managers regarding priority elements of the marketing mix (7Ps) that should be strengthened to enhance service quality, and to support the development of patient experience-driven marketing strategies.	The process element emerged as the most influential factor in determining patient satisfaction, followed by people and physical evidence, whereas promotion showed no significant effect.
<i>Analyzing the Impact of Marketing Mix and Hospital Brand Image on</i>	Islamiyah et al. (2024)	A quantitative approach was employed using a questionnaire distributed	To examine the effects of the marketing mix (7Ps) and brand image on patient	To provide strategic guidance for hospital management in enhancing maternal healthcare quality through the	The marketing mix and brand image significantly influence patient satisfaction, and

*Patient
Satisfaction
and
Loyalty: A
Study at
XYZ
Maternity
Hospital*

*to 205
postpartum
patients,
with data
analyzed
using (PLS-
SEM) to
examine the
relationship
s among
variables.*

*satisfaction
and loyalty,
and to assess
the mediating
role of hospital
patient
satisfaction.*

*optimization of the
marketing mix
(7Ps) and the
reinforcement of
hospital brand
image.*

*satisfaction is
identified as
the most
dominant
factor in
determining
patient loyalty.*

*Effective
Clinic
Marketing:
A
Comprehen
sive
Analysis of
the 7Ps
Marketing
Mix*

*Gültaş &
Erdogan
(2024)*

*A
qualitative
approach
was
employed
through
face-to-face
interviews
with 19
healthcare
professional
s across
different
healthcare
settings. The
data were
analyzed
using
content
analysis to
identify key
themes
related to
clinical
marketing
strategies.*

*To examine
the
application
of the
marketing
mix (7Ps) in
clinical
marketing
practices
and to
identify
strategies
that can
improve
service
quality,
patient
satisfaction,
and clinic
competitiven
ess.*

*To provide
practical insights
for clinic
managers on
enhancing
marketing
strategies
through the
marketing mix
(7Ps), including
service quality
improvement,
effective
promotion, and
process
management, as
well as
identifying
factors that
influence patient
preferences.*

*The findings
suggest that
effective
marketing
strategies
involve
enhancing
service
quality,
leveraging
digital
marketing,
strengthening
brand
awareness,
and
optimizing
service
processes,
with people,
process, and
physical
evidence
emerging as
key
determinants
of patient
experience.*

Marketing Mix 7Ps Application to Increase Patient Re-Visits	Tarihoran et al. (2021)	A quantitative cross-sectional design was employed involving 82 inpatient respondents . Data were collected using a Guttman scale-based questionnaire and analyzed using Chi-square tests and logistic regression.	To examine the influence of the marketing mix (7Ps) on patients' revisit intention in hospital settings and to identify the most influential elements in encouraging patients to return for care.	To provide strategic guidance for hospitals to refine service marketing strategies through improvements in product (services), pricing, promotion, processes, and physical evidence, and to support the development of quality improvement programs aligned with patient preferences.	Product, price, promotion, process, and physical evidence were identified as significant predictors of patients' revisit intention, whereas people and place were not significantly associated, although they remain important in shaping patient comfort and direct service interactions.
Systematic Review: Relationship Between Hospital Marketing Mix and Patient Visits and Hospital Selection	Putra & Gani (2024)	A systematic review approach was conducted following PRISMA guidelines, with articles retrieved from Scopus, ScienceDirect, ProQuest, Garuda, and Google Scholar. Out of 262 initial records, only 6 studies met	To analyze the relationship between the hospital marketing mix and patient visits and hospital selection, as well as its role in improving hospital competitiveness.	To provide a comprehensive overview of the influence of the marketing mix on patient decision-making and to assist managers in identifying priority elements to be strengthened according to patient segmentation and healthcare facility characteristics.	All elements of the marketing mix (7Ps) influence patient behavior; however, their strength varies across hospital settings. Process, physical evidence, and people are often identified as the most dominant factors, whereas price and

		the inclusion criteria and were included in the final analysis.			promotion tend to have a relatively lower impact.
Service Marketing Mix (7Ps) and Patient Satisfaction in Clinics: A Review Article	Siripipatthanakul & Chana (2021)	This study adopts a review approach to examine the marketing mix (7Ps) and patient satisfaction in clinical settings, synthesizing theories, indicators, and relationship s among variables from prior studies to construct a conceptual framework.	This study aims to analyze the influence of the marketing mix (7Ps) on patient satisfaction in clinical settings and to formulate a theoretical framework that explains the relationship between marketing mix elements and patient satisfaction levels.	This review offers a comprehensive understanding of the role of each marketing mix (7Ps) element in shaping patient experience, and provides a foundation for clinic managers to improve service quality, develop effective marketing strategies, and enhance patient-centered care.	Marketing mix (7Ps), especially people, process, and physical evidence, significantly influence perceived service quality and patient satisfaction, with service efficiency, staff behavior, and the physical environment emerging as key determinants of positive patient perceptions.
Implementation of Marketing Mix to Enhance Patient Trust and Loyalty at Private Hospital in Indonesia	Listyorini et al. (2025)	A quantitative analytical observational design with a cross-sectional approach was employed, involving 385 outpatient respondents	To examine the relationship between the marketing mix (7Ps) and outpatient loyalty in private hospitals in Indonesia.	This study offers strategic guidance for hospitals in formulating more effective marketing policies to improve patient satisfaction and loyalty, and provides a reference for management in optimizing	All components of the marketing mix (7Ps) showed a significant relationship with patient loyalty, with promotion and physical evidence identified as the most commonly

<i>The Influence of the Marketing Mix (7Ps) on Patient Loyalty in Hospitals: A Systematic Review of Studies in Indonesia</i>	Hermanto et al. (2025)	selected using purposive sampling. A systematic review was conducted in accordance with PRISMA guidelines, with articles retrieved from Scopus, PubMed, Epistemonikos, and Google Scholar. Study quality was evaluated using the Newcastle Ottawa Scale (NOS) for cross-sectional studies, and a total of 10 studies were included in the analysis.	To examine the influence of the marketing mix (7Ps) components product, price, place, promotion, people, process, and physical evidence on patient loyalty in Indonesian hospitals, and to identify the most consistently influential elements in enhancing patient loyalty.	processes, human resources, and physical facilities. This study offers an evidence-based foundation for hospital management to design more targeted 7Ps-based marketing strategies, identify key marketing elements influencing patient loyalty, and contribute to the development of literature in the context of healthcare services in Indonesia.	perceived areas of weakness by patients. The influence of each marketing mix (7Ps) component on patient loyalty varies and is not consistently observed across hospital settings. Elements such as promotion, process, and product, and physical evidence are more commonly identified as significant, whereas price and place demonstrate context-dependent and variable effects.
---	-------------------------------	--	---	---	---

<i>Evidence-Based Hospital Marketing Analysis</i>	<i>Sapardin et al. (2020)</i>	<i>A systematic literature review was conducted using Google Scholar and PubMed. The search was carried out through free searching using keywords related to physical evidence and the marketing mix (7Ps) over a period of 10 days.</i>	<i>To analyze the role of physical evidence within the hospital marketing mix and how physical aspects influence patient perceptions, satisfaction, and overall healthcare experience.</i>	<i>This study provides practical insights for hospital management in understanding evidence-based marketing strategies, particularly in strengthening physical evidence as a key element in enhancing hospital image, patient comfort, and satisfaction.</i>	<i>The findings indicate that physical evidence including building design, interior facilities, equipment, symbols, and staff appearance is a dominant factor influencing patient satisfaction and perceived service quality. Physical evidence also plays an important role in service presentation, communication, and hospital differentiation.</i>
<i>Analysis of Hospital Marketing Strategy Planning to Increase Outpatient Visits at Ny. R.A. Habibie Kidney Hospital</i>	<i>(2022)</i>	<i>A qualitative case study was conducted using in-depth interviews and observations at the outpatient department of RSKG Ny. R.A. Habibie. Data were analyzed using SWOT, IE, TOWS, and QSPM frameworks.</i>	<i>To formulate appropriate marketing strategies for the outpatient department to increase patient visits based on the hospital's internal and external conditions.</i>	<i>This study provides a basis for more targeted marketing planning, helps management identify strengths, weaknesses, opportunities, and threats, and supports the optimal use of resources.</i>	<i>The hospital was positioned in the Hold and Maintain category (Quadrant 5), indicating the need for strategies such as market penetration and product development.</i>

<i>The Influence of Marketing Strategy Implementation and Medical Equipment Facilities on Increasing Patient Numbers at Citra Arafik Hospital Depok</i>	<i>Putriadi et al. (2024)</i>	<i>A quantitative study was conducted with 200 respondents using a 5 point Likert scale questionnaire. Data were analyzed using SmartPLS 3.0.</i>	<i>To assess the influence of marketing strategies (price, promotion, human resources, and service) and medical equipment facilities (quality and quantity) on increasing patient visits.</i>	<i>This study provides insights for hospital management regarding the key marketing and medical facility factors that influence patients' decisions to seek care.</i>	<i>The results show that promotion, human resources, service quality, and the quality and quantity of medical equipment have a significant positive effect on patient decisions. In contrast, price has a significant negative effect on patient decisions.</i>
<i>Relationship Between the 7Ps Marketing Mix and Patient Loyalty in the Outpatient Unit of St. Carolus Summarecon Serpong Hospital 2021</i>	<i>Sari et al. (2023)</i>	<i>A quantitative cross-sectional study was conducted with a sample of 371 respondents. Data were analyzed using the Chi-square test.</i>	<i>To examine the relationship between the marketing mix (7Ps) and outpatient loyalty.</i>	<i>This study provides an overview of service improvement priorities and marketing strategies for hospitals to maintain and enhance patient loyalty.</i>	<i>All elements of the marketing mix (7Ps) were found to have a significant relationship with patient loyalty. The most dominant factors were product, place, and physical evidence, as these elements strongly influence patient comfort and decision-making.</i>

<i>The Relationship Between Hospital Marketing (7Ps) and Patient Visit Rates</i>	<i>Lestari & Rindu (2018)</i>	<i>A descriptive quantitative cross-sectional study was conducted using both primary data (questionnaires) and secondary data at RS Sahid Sahrman.</i>	<i>To examine the relationship between each element of the marketing mix (7Ps) and inpatient visit levels.</i>	<i>This study provides a basis for hospital management to understand which elements of the marketing mix (7Ps) most influence patient visit behavior.</i>	<i>Six elements of the marketing mix (product, promotion, place, people, process, and physical evidence) were found to be significantly associated with patient visit levels, while price showed no significant relationship.</i>
<i>The Relationship Between Marketing Strategy and Efforts to Increase Patient Visits in Hospital X Outpatient Clinic</i>	<i>Zuariyah et al. (2024)</i>	<i>A quantitative cross-sectional study was conducted with 150 outpatient respondents using purposive sampling.</i>	<i>To assess whether all elements of the marketing mix (7Ps) are associated with efforts to increase patient visits in the outpatient clinic of Hospital X.</i>	<i>This study provides insights for hospitals in evaluating the effectiveness of 7Ps-based marketing strategies to increase patient visits.</i>	<i>All elements of the marketing mix (7Ps) product, price, place, promotion, people, physical evidence, and process were found to have a significant relationship with increased patient visits ($p < 0.05$).</i>

Table 3 presents a comparison of studies on the application of the marketing mix (7Ps) in healthcare services, including research methods, objectives, contributions, and key findings. The table shows that each study uses a different approach, such as quantitative surveys, structural analysis, qualitative methods, and

systematic reviews. Despite these differences, all studies focus on examining how the elements of the 7Ps influence patient behavior and experience.

Some studies focus on patient satisfaction, while others examine its relationship with patient loyalty, hospital selection, and service quality.

In terms of contribution, the findings suggest that understanding each element of the 7Ps can help hospital management better recognize patient needs, determine service priorities, and identify areas that require improvement.

The table also shows variation in findings across studies. Elements such as process, people, and physical evidence are often identified as the most influential in shaping service perceptions. Meanwhile, promotion.

Table 4. Comparison of Research Findings and Conclusions from Selected Articles

<i>Title</i>	<i>Author(s), Year</i>	<i>Results</i>	<i>Conclusion</i>
<i>Effect of the Service Marketing Mix (7Ps) on Patient Satisfaction for Clinic Services in Thailand</i>	<i>Chana et al. (2021)</i>	<i>Patients highly value clear service procedures, staff friendliness, and facility comfort, as these factors strongly shape positive perceptions.</i>	<i>Patient satisfaction is primarily influenced by service process effectiveness and the quality of interpersonal interactions, making the optimization of process, people, and physical evidence crucial for service improvement.</i>
<i>Analyzing the Impact of Marketing Mix and Hospital Brand Image on Patient Satisfaction and Loyalty: A Study at XYZ Maternity Hospital</i>	<i>Islamiyah et al. (2024)</i>	<i>The findings indicate that satisfaction has the strongest effect on loyalty ($f^2 = 0.800$), with loyalty explained at $R^2 = 0.445$.</i>	<i>Patient loyalty is largely driven by positive service experiences, highlighting the importance of optimizing service processes and supporting facilities within the 7Ps framework.</i>
<i>Effective Clinic Marketing: A Comprehensive Analysis of the 7Ps Marketing Mix</i>	<i>Gültaş & Erdoğan (2024)</i>	<i>The findings highlight that staff responsiveness, strategic location, comfortable facilities, and efficient service processes are key factors valued by patients. In addition, clinics are increasingly leveraging social media, customer</i>	<i>The marketing mix (7Ps) is essential in shaping competitive marketing strategies, where service quality, process efficiency, and targeted digital promotion contribute significantly to improved patient</i>

		engagement, and online satisfaction and loyalty. visibility to attract patients.	
<i>Marketing Mix 7Ps Application to Increase Patient Re-Visits</i>	<i>Tarihoran et al. (2021)</i>	<i>Logistic regression analysis indicated that improvements in these service elements were associated with a three- to four-fold increase in the likelihood of patient revisits. Patients perceived the quality of medical services, process efficiency, affordability, and facility comfort as the primary factors influencing their decision to return to the hospital.</i>	<i>The 7Ps marketing mix plays a significant role in enhancing patient loyalty, particularly through high-quality services, efficient processes, and adequate physical facilities. Hospitals should strengthen the most influential elements to sustain and improve patient revisit intentions.</i>
<i>Systematic Review: Relationship Between Hospital Marketing Mix and Patient Visits and Hospital Selection</i>	<i>Putra & Gani (2024)</i>	<i>The findings suggest that product, place, and people are key determinants in initial service selection, whereas physical evidence and process more strongly influence repeat visits. Variations across countries highlight the role of socio-economic context in shaping these relationships.</i>	<i>Overall, the marketing mix (7Ps) is closely linked to hospital selection and visit rates, although no single element is universally dominant, underscoring the need for context-specific marketing strategies.</i>

<i>Service Marketing Mix (7Ps) and Patient Satisfaction in Clinics: A Review Article</i>	<i>Siripipatthanakul & Chana (2021)</i>	<i>The findings synthesize key indicators of each 7Ps element and propose a theoretical model demonstrating that all components contribute to patient satisfaction. The review emphasizes that the gap between patient expectations and perceived service quality is a critical driver of satisfaction.</i>	<i>The marketing mix (7Ps) therefore serves as a strategic framework for enhancing patient experience, where ongoing improvements in interpersonal interaction, process efficiency, and physical evidence are essential to increase revisit intention and foster patient loyalty.</i>
<i>Implementation of Marketing Mix to Enhance Patient Trust and Loyalty at Private Hospital in Indonesia</i>	<i>Listyorini et al. (2025)</i>	<i>The Chi-square analysis showed that all marketing mix (7Ps) variables had a p-value of 0.0001, indicating a significant relationship with patient loyalty. A total of 86.49% of patients demonstrated high loyalty, while 13.51% were categorized as low. Most respondents rated the product, price, and people elements as good.</i>	<i>The marketing mix (7Ps) plays an important role in shaping patient loyalty. Hospitals should strengthen promotional strategies and improve the quality of physical evidence to maintain patient trust and encourage repeat visits.</i>
<i>The Influence of the Marketing Mix (7Ps) on Patient Loyalty in Hospitals: A Systematic Review</i>	<i>Hermanto et al. (2025)</i>	<i>Out of 126 initial articles, only 10 studies met the PRISMA inclusion criteria. Most studies indicate that a combination of several marketing mix (7Ps) elements</i>	<i>The marketing mix (7Ps) serves as a strategic framework for improving patient loyalty. Hospitals should identify underperforming elements and apply targeted interventions,</i>

*of Studies in
Indonesia*

has a strong influence on patient loyalty, although the dominant elements vary across healthcare facilities. Elements such as promotion and process are most frequently identified as strong predictors of patient loyalty.

with particular emphasis on process optimization, physical evidence, and promotional strategies to strengthen patient loyalty.

*Evidence-Based
Hospital Marketing
Analysis*

*Sapardin et al.
(2020)*

Several studies show that the design of the physical environment has a significant impact on patient comfort, perceived service quality, and the intention to revisit or recommend healthcare services. Factors such as cleanliness, spatial layout, modern facilities, and staff appearance have been shown to enhance patient satisfaction.

Physical evidence is a crucial component of the hospital marketing mix. Hospitals need to optimize exterior and interior facilities, as well as other tangible elements, to improve patient satisfaction and strengthen their competitive advantage.

*Analysis of
Hospital Marketing
Strategy Planning
to Increase
Outpatient Visits at
Ny. R.A. Habibie
Kidney Hospital*

Sutedjo (2022)

Three main strategies emerged from the analysis: improving service quality, refining business processes and governance, and strengthening marketing performance through a dedicated team. The QSPM results indicate that market penetration is the top priority strategy.

The findings suggest that hospitals should focus on market penetration strategies, service enhancement, increased promotional efforts, and the establishment of a professional marketing unit. Patient satisfaction and loyalty can be improved through higher-quality and more integrated service delivery.

<i>The Influence of Marketing Strategy Implementation and Medical Equipment Facilities on Increasing Patient Numbers at Citra Arafiq Hospital Depok</i>	Putriadi et al. (2024)	<i>The model shows an R^2 value of 0.886, indicating that 88.6% of the variation in patient decisions is explained by marketing strategies and medical equipment facilities. All variables, except price, demonstrate a significant positive effect.</i>	<i>Marketing strategies and medical equipment facilities need to be effectively managed and strengthened to increase patient numbers. Pricing strategies should also be carefully adjusted to avoid reducing patient interest.</i>
<i>Relationship Between the 7Ps Marketing Mix and Patient Loyalty in the Outpatient Unit of St. Carolus Summarecon Serpong Hospital 2021</i>	Sari et al. (2023)	<i>Univariate analysis showed that 70.4% of patients were loyal. In bivariate analysis, all elements of the marketing mix (7Ps) were significantly associated with patient loyalty, with the highest prevalence ratios observed for physical evidence (PR 4.97) and product (PR 5.35).</i>	<i>The marketing mix (7Ps) demonstrates a strong influence on patient loyalty. Hospitals should strengthen service products, accessibility, service processes, human resources, and physical evidence to maintain patient visits and improve satisfaction.</i>
<i>The Relationship Between Hospital Marketing (7Ps Marketing Mix) and Patient Visit Rates</i>	Lestari & Rindu (2018)	<i>The Chi-square test showed p-values < 0.05 for all variables except price ($p = 0.072$). The elements of people, process, and physical evidence demonstrated the strongest contribution to increased patient visits.</i>	<i>It can be concluded that the marketing mix significantly influences patient visit levels, except for price. Hospitals are recommended to improve service quality, physical evidence, human resources, promotion, and service processes to increase patient visits.</i>
<i>The Relationship Between Marketing Strategy and Efforts to Increase Patient</i>	Zuariyah et al. (2024)	<i>Most respondents rated all elements of the marketing mix (7Ps) as good (98–99%). The Chi-square test showed a</i>	<i>The marketing mix (7Ps) plays an important role in increasing patient visits. Hospitals need to maintain the quality of product, price, place,</i>

*Visits in Hospital X
Outpatient Clinic*

*significant relationship
between each 7Ps variable
and increased patient visit
intention.*

*promotion, human
resources, physical
facilities, and service
processes to sustain and
enhance patient
numbers.*

Table 4 presents a comparison of research findings and conclusions from fourteen articles on the application of the marketing mix (7Ps) in healthcare services. Overall, the table illustrates how each study produces different findings regarding the factors that most influence patient behavior, including satisfaction, visit decisions, and loyalty. The findings generally highlight the important role of elements such as process, people, and physical evidence, while some studies also emphasize the contribution of product, promotion, and place. The conclusions across the articles suggest that the implementation of the 7Ps should be adapted to the specific context of each hospital and patient needs, so that marketing strategies can effectively support improvements in patient experience and overall service performance.

Discussion

The marketing mix (7Ps) has been widely recognized as a strategic framework in healthcare for understanding and improving patient experience. The fourteen reviewed studies show that the 7Ps function not only as a marketing tool, but also as a managerial approach to enhance

service quality, build trust, and strengthen the competitiveness of hospitals and clinics (Islamiyah et al., 2024; Gültaş & Erdoğan, 2024). All studies emphasize that modern healthcare services can no longer rely solely on clinical competence, as patients evaluate the entire service journey, from initial access to post-service experience (Siripipatthanakul & Chana, 2021).

Product in Healthcare Services

The product element in healthcare refers to the quality of core services, including the competence of medical staff, availability of diagnostic facilities, and supporting services. Several studies indicate that service quality is a primary reason patients choose a healthcare facility (Tarihoran et al., 2021; Sari et al., 2023). In postpartum care, the availability of delivery services and supporting facilities was found to strongly influence patient satisfaction (Islamiyah et al., 2024). Overall, clinical quality and reliability of outcomes are key components shaping the perceived value of the product. These findings reinforce the idea that patients do not merely seek treatment

they seek assurance. When clinical competence and facility readiness are visibly present, patients are more likely to trust the institution, which may in turn drive both satisfaction and the decision to return.

Price as Perceived Value and Fairness

Patients' perceptions of price are not based solely on cost, but also on transparency and its alignment with service quality (Putriadi et al., 2024). In some studies, price does not significantly influence loyalty, as patients tend to prioritize service quality (Lestari & Rindu, 2018). However, in certain hospital settings, non-competitive pricing has been shown to reduce visit decisions (Putriadi et al., 2024). This suggests that the effect of price is context-dependent and influenced by patient segmentation. In other words, price in healthcare is rarely evaluated in isolation; patients tend to weigh what they pay against what they experience. When service quality meets expectations, price becomes a secondary concern. But when gaps exist between cost and perceived value, price sensitivity rises and patients may seek alternatives.

Place and Accessibility of Services

Accessibility and strategic location are important aspects of place that influence patients' decisions when choosing healthcare facilities. Several

national studies show that ease of access and clear registration systems increase visit intention (Zuariyah et al., 2024). In addition, the ease of movement within the facility, from registration to consultation, is closely linked to perceived service quality (Sari et al., 2023). This implies that place in healthcare is not simply about physical location, but about the overall ease of the patient journey. A facility that is geographically accessible but internally difficult to navigate may still fail to retain patients, suggesting that both external and internal accessibility must be managed as a whole.

Promotion as an Educational Communication Tool

Findings on promotion effectiveness vary across contexts. In Thailand, promotion was not found to significantly influence patient satisfaction, as patients relied more on direct experience (Chana et al., 2021). In contrast, studies in Indonesia show that educational promotion through social media and digital communication helps improve hospital image (Listyorini et al., 2025). Other studies also highlight that word of mouth remains one of the most effective promotional channels (Siripipatthanakul & Chana, 2021). This variation suggests that the effectiveness of promotion in healthcare is largely shaped by patients' information-seeking behavior and cultural context. Rather than acting as a

direct driver of satisfaction, promotion appears to function more as a trust-building mechanism particularly in early stages of decision-making, where patients have yet to form direct experience with the facility.

People as the Core of Patient Experience

Both national and international studies consistently identify people as a critical factor in shaping patient satisfaction. Friendly, empathetic, and professional interactions significantly influence service perception (Chana et al., 2021; Gültaş & Erdoğan, 2024). In postpartum care, people emerged as one of the strongest determinants of satisfaction and loyalty (Islamiyah et al., 2024). Healthcare staff are often seen as representatives of the hospital, meaning that the quality of human interaction directly affects the institution's image (Gültaş & Erdoğan, 2024). Unlike other marketing mix elements that can be standardized or adjusted through policy, the people element is inherently relational and harder to control. This makes staff's competence and interpersonal skills not just an operational concern, but a strategic priority since a single negative interaction can undermine the overall service experience.

Process as a Determinant of Efficiency and Comfort

Process is the most consistently significant element across all reviewed

studies. Clear, fast, and well-organized service processes are key determinants of satisfaction and revisit intention (Tarihoran et al., 2021; Siripipatthanakul & Chana, 2021). In Thai clinics, process was identified as the most influential factor affecting satisfaction (Chana et al., 2021). Postpartum studies also show that structured and efficient processes contribute to patient loyalty (Islamiyah et al., 2024). National studies consistently report that long queues, extended waiting times, and unclear service flows negatively affect patient experience (Sari et al., 2023; Zuariyah et al., 2024). The consistency of this finding across different countries and healthcare settings suggests that process is not merely an operational variable, but a direct reflection of how much a facility values patient's time and comfort. When processes are poorly managed, even high-quality clinical care may fail to generate satisfaction indicating that efficiency in service delivery is as important as the quality of the service itself.

Physical Evidence as a Representation of Service Quality

Physical evidence is a highly influential factor in most national studies. Elements such as cleanliness, comfortable layout, modern facilities, and staff appearance play a strong role in shaping initial perceptions of service quality (Sapardin et al., 2020). Other studies indicate that physical evidence

is also a key determinant of patient loyalty (Listyorini et al., 2025; Sari et al., 2023). Patients tend to trust healthcare facilities with professional physical appearances, as these are perceived to reflect service quality. This reflects a fundamental challenge in healthcare marketing: since patients often lack the technical knowledge to evaluate clinical quality directly, they rely on visible cues as proxies for service excellence. In this sense, physical evidence functions as a silent communicator shaping trust and expectations before any clinical interaction even takes place.

Overall, the literature review shows that people, process, and physical evidence are the most dominant elements influencing patient satisfaction, visit decisions, and loyalty (Chana et al., 2021; Siripipatthanakul & Chana, 2021; Sari et al., 2023). Product and place are more closely associated with initial service selection, while price and promotion show variable effects depending on context (Putriadi et al., 2024; Listyorini et al., 2025). These findings confirm that service quality in healthcare is multidimensional and strongly influenced by human interaction, process efficiency, and the physical environment.

Study Limitations

This review is subject to several limitations. Publication bias may have influenced the findings, as studies with

significant results are more likely to be indexed and retrieved, which could lead to an overrepresentation of positive associations between the 7Ps and patient outcomes. The included studies also varied considerably in terms of design, setting, population, and outcome measures, making direct comparisons difficult and precluding the conduct of a meta-analysis. Furthermore, the search was limited to articles in English and Indonesian, meaning relevant evidence published in other languages may have been missed. In terms of methodological quality, several studies relied on non-probability sampling and self-reported data, which introduces the possibility of selection and response bias. Lastly, with only 14 studies included the majority of which were conducted in Indonesia the findings should be interpreted cautiously, as they may not fully reflect the diversity of healthcare contexts globally.

Conclusion

The marketing mix (7Ps) is an effective framework for improving patient satisfaction, visit decisions, and loyalty in healthcare services. Among its elements, people, process, and physical evidence are the most influential, as they directly shape patient experience. Meanwhile, product and place mainly affect initial service selection, while price and promotion show context-dependent effects. Therefore, hospitals need to implement a targeted and

integrated 7Ps strategy by optimizing service processes, human resources, and physical facilities to improve patient experience and loyalty.

Abbreviations

SLR: Systematic Literature Review; PRISMA: Preferred Reporting Items for Systematic Reviews and Meta-Analyses; JBI: Joanna Briggs Institute; PICO: Population, Intervention, Comparison, Outcome; 7Ps: Product, Price, Place, Promotion, People, Process, and Physical Evidence.

Declarations

Ethics Approval and Consent Participant

Ethical approval was not required for this study because it is a systematic literature review that used data exclusively from previously published studies. No human participants were directly involved, and no identifiable personal data were collected.

Conflict of Interest

The author declares that there are no competing financial, professional, or personal interests that could have influenced the conduct or reporting of this study.

Authors' Contribution

INIB conceptualized the study, designed the review protocol, conducted the literature search and screening process, performed data extraction and quality assessment,

interpreted the findings, and wrote, reviewed, and approved the final manuscript.

Funding Source

This research received no specific grant from any funding agency in the public, commercial, or not for profit sectors.

Acknowledgment

The author would like to express sincere gratitude to the Master of Hospital Administration Program, Faculty of Medicine, Universitas Muhammadiyah Surabaya, for academic guidance and support throughout this study. Appreciation is also extended to all researchers whose published works contributed to this systematic literature review.

References

- Chana, P., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021). Effect of the service marketing mix (7Ps) on patient satisfaction for clinic services in Thailand. *International Journal of Business, Marketing and Communication*, 1(2), 1–15.
- Gültaş, M. P., & Erdoğan, E. (2024). Effective clinic marketing: A comprehensive analysis of the 7Ps marketing mix. *International Journal of Eurasia Social Sciences (IJOESS)*, 15(56), 537–551.
- Hermanto, H., Zaika, A. A. P., Ullifannuri, U., Prawibawa, D., &

- Redjeki, F. (2025). Pengaruh marketing mix (7Ps) terhadap loyalitas pasien di rumah sakit: Tinjauan sistematis terhadap studi di Indonesia. *SIBATIK Journal*, 4(7), 1079–1090.
- Howladar, M. H., Rahman, M., & Uddin, M. (2025). The impact of the marketing mix (7Ps) on customer satisfaction in the healthcare sector. *Journal of Healthcare Business & Strategy*, 12(1), 15–27.
- Islamiyah, M. N. A., & Wuisan, D. S. (2024). Analyzing the impact of marketing mix and hospital brand image on patient satisfaction and loyalty: A study at XYZ maternity hospital. *Eduvest: Journal of Universal Studies*, 4(10), 8662–8681.
- Khalafi, A., Fard, S. F., Araban, M., & Sharifirad, G. (2020). How marketing mix (7Ps) affect the patients' selection of a hospital: A cross-sectional study in Shiraz, Iran. *Journal of Education and Health Promotion*, 9(1), 245–252.
- Lestari, P., & Rindu. (2018). Hubungan pemasaran rumah sakit (marketing mix 7Ps) terhadap tingkat kunjungan pasien. *Jurnal Ilmu Kesehatan Masyarakat*, 7(2), 120–130.
- Listyorini, P. I., Lestari, P., & Susanto, A. (2025). Implementation of marketing mix to enhance patient trust and loyalty at private hospital in Indonesia. *GSAR Journal of Applied Medical Sciences*, 2(7), 9–15.
- Manggasa, A. (2024). The influence of product, price, place, promotion, people, process, and physical evidence on general patient satisfaction in inpatient unit of Elim Hospital (North Toraja). *International Journal of Social Science Review*, 6(4), 222–234.
- Putra, P. L., & Gani, A. (2024). Systematic review: Relationship between hospital marketing mix and patient visits and hospital selection. *Journal of World Science*, 3(1), 126–132.
- Putriadi, F., Pangkey, D. Y., & Nurminingsih. (2024). Pengaruh penerapan strategi pemasaran dan fasilitas produk alat kesehatan pada peningkatan jumlah pasien di Rumah Sakit Citra Arafik Depok. *Jurnal Manajemen dan Administrasi Rumah Sakit Indonesia (MARSI)*, 8(3), 260–273.
- Sapardin, A. N., Ginanjar, E., Rahmawati, H. K., Agtasari, R., Anggiri, V. W., & Subekti, Y. (2020). Analisis pemasaran rumah sakit berbasis bukti. *Jurnal ARSI*, 7(2), 33–39.
- Sari, A. F., Zelfino, E., Mustikawati, I. S., & Veronika, E. (2023). Relationship between the 7Ps marketing mix (product, price, promotion, place, process, people, and physical evidence) and patient loyalty in the outpatient unit of St. Carolus Summarecon Serpong

- Hospital in 2021. *Jurnal Kesehatan Masyarakat Mulawarman*, 5(1), 32–40.
- Siripipatthanakul, S., & Chana, P. (2021). Service marketing mix (7Ps) and patient satisfaction in clinics: A review article. *International Journal of Trend in Scientific Research and Development*, 5(5), 842–850.
- Sutedjo, E. S. (2022). Analisis rencana strategi pemasaran rumah sakit dalam upaya meningkatkan kunjungan pasien rawat jalan RS Khusus Ginjal Ny. R.A. Habibie. *Jurnal Manajemen dan Administrasi Rumah Sakit Indonesia (MARSI)*, 6(2), 1–15.
- Tarihoran, U., Girsang, E., Nasution, S. L. R., & Ginting, C. N. (2021). Marketing mix 7Ps application to increase patient re-visits. *Proceedings of the International Conference on Health Informatics, Medical, Biological Engineering, and Pharmaceutical (HIMBEP 2020)*, 73–79.
- Triandini, E., Jayanatha, S., Indrawan, A., Putra, G. W., & Iswara, B. (2019). Metode systematic literature review untuk identifikasi platform dan metode pengembangan sistem informasi di Indonesia. *Indonesian Journal of Information Systems*, 1(2), 63–77.
- Zuariyah, S., Ellynia, & Harahap, S. G. (2024). Hubungan strategi pemasaran dengan upaya peningkatan pasien di poliklinik Rumah Sakit X. *Jurnal Kesehatan Ilmiah Indonesia*, 9(2), 1–11.