



The Influence of Brand Image and Marketing Mix on General Patient Satisfaction

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ABSTRACT

This study aims to analyze the effect of brand image and marketing mix on general patient satisfaction at H. Abdul Aziz Marabahan Hospital. This type of research is quantitative research. The population of this study were 176 general patients and a sample of 76 general patients selected by sampling method with the slovin formula. Data collection was carried out by means of interviews using a questionnaire. The collected data were analyzed using multiple linear regression tests. Based on the results of the study, brand image has a partial effect on general patient satisfaction at H. Abdul Aziz Marabahan Hospital. Partial marketing mix has significant effect on general patient satisfaction at H. Abdul Aziz Marabahan Hospital. Brand image and marketing mix simultaneously influence general patient satisfaction at H. Abdul Aziz Marabahan Hospital

Keyword:

Brand Image, Marketing Mix,
Patient Satisfaction

INTRODUCTION

Efforts to maintain patient loyalty are crucial and should always be undertaken by hospitals. Customer retention is essential for hospitals. Patient loyalty is based on patient satisfaction and behavior. Patient satisfaction with a hospital is one of the benchmarks for the success of healthcare service provision. Loyal customers will bring in other customers to use the same product (Kotler et al., 2019).

Brand image directly influences customer satisfaction, which in turn

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impacts visits to a hospital (Khodadad Hosseini & Behboudi, 2017). The rapid development of the market demands companies to enhance customer satisfaction by encouraging customers to pay more attention to brand image rather than the physical characteristics of a product when deciding on a purchase and loyalty. The growth and development of private hospitals in recent years have certainly had a positive impact on the community's need for quality and prestigious healthcare services (Meesala &

Paul, 2018). Therefore, hospitals must provide quality services to achieve patient satisfaction. This can also enhance the hospital's image.

In addition to brand image, the marketing mix can also influence customer satisfaction. The marketing mix is a combination of four or more variables or activities that are at the core of the marketing system (Blut et al., 2018). From a patient's perspective, the marketing mix provides a way out for patient problems, the costs incurred by patients, obtaining pleasant, comfortable services, and good communication from the hospital to the patient.

High-quality services will satisfy patients. The marketing mix is expected to increase patients' perceived quality, which is the patients' assessment of a service (Kardina et al., 2022). If patients perceive the quality of service provided by the hospital to be good, then the patient's image (corporate image) of the hospital will also be positive. This condition can increase patient satisfaction, which leads to the formation of patient loyalty. Information from loyal patients will benefit the hospital management by providing positive information to the public.

To achieve good hospital management systems, good and measurable management approaches can be a solution amid the intense competition among private hospitals (Mulia, 2021). Increasing patient loyalty through improving service quality also plays a significant role, as the success of a service provider institution depends on its relationship with its clients, in this case, patients.

Every patient wants good healthcare services because healthcare is a basic need for everyone. If the services offered to customers meet their expectations, it will lead to satisfaction (Meidutė-Kavaliauskienė et al., 2014). Currently, service users, especially those using

general service quality, do not just want to see the end result of recovery; they also evaluate what they see and feel during treatment. Generally, healthcare facilities prefer to serve those who pay directly with their own determined rates. This is different for patients under the National Health Insurance (BPJS) scheme, as their services are often neglected. This is not good. Meanwhile, non-BPJS patients receive reliable and best services from hospital management. The National Health Insurance era implements a hierarchical referral system, where healthcare services start at the primary healthcare facility (Irawati & Kuntara, 2022). The implementation of the hierarchical referral system requires BPJS patients to prioritize treatment at primary healthcare facilities. If patients cannot be treated at primary healthcare facilities, then they are referred to secondary healthcare facilities.

The referral system today is very strict, and people are not free to choose healthcare services. People cannot freely choose hospitals because it must be based on referral targets, one of which is the hospital's zone or area. In order to realize good hospital management systems, good and measurable management approaches can be a solution amid the intense competition among hospitals. Increasing patient loyalty through improving service quality also plays a significant role, as the success of a service provider institution depends on its relationship with its clients, in this case, patients (Nguyen et al., 2021). Although the referral system under the National Health Insurance is very strict, there are still some percentages of general patients who have the freedom to choose healthcare services or hospitals, so there still needs to be activities such as brand image, marketing mix, and measurement of patient satisfaction levels to see the level of patient loyalty. In substance, for BPJS patients, brand image and marketing mix do not directly affect patient arrivals, but

this does not apply to general patients because they are free to choose the desired hospital. Facing competition in the healthcare services sector, healthcare service providers are required to always provide good services to improve their service quality so that patient trust is always given to healthcare service providers, which can impact patient satisfaction and loyalty. The growth and development of private hospitals in recent years certainly have a positive impact on the community's need for quality and prestigious healthcare services to be used (Meesala & Paul, 2018).

The fact of low healthcare services is due to the low quality of services and healthcare worker quality in Indonesia, where services to patients are not yet satisfactory in terms of administration, which is still ineffective and inefficient (Ekawati et al., 2017). This weakness is caused by hospital services and our healthcare workers. Indirectly, it will affect the quality of healthcare services. Various efforts made by hospital management to implement various activity programs, including annual program planning covering hospital activities in the fields of financial management, medical services improvement, human resource improvement, organizational structure improvement, and accreditation standard fulfillment. This planning is intended to provide direction to management and all employees about the goals and success of the hospital organization's performance.

In hospital services, patients should not be distinguished between insurance users and private individuals. Some complaints that often arise from BPJS patients are regarding the speed and friendliness of healthcare workers in serving patients. Whereas such complaints are rarely encountered by general patients in hospitals.

Therefore, the focus of this research is on general patients who do not use BPJS

services. Researchers want to see whether general patients have received good service from the hospital, considering that general patients pay for all hospital treatment and care expenses.

In efforts to improve service quality at the hospital, continual improvement efforts are made, including improving the work motivation of nurses in the hospital (Pantouvakis & Mpogiatzidis, 2013). Nurse work motivation is one of the key factors influencing the overall quality of hospital healthcare services, which ultimately determines the healthcare service's image and the hospital's performance as a socio-economic unit.

In Barito Kuala Regency, there is a Regional General Hospital (RSUD) H.Abdul Aziz Marabahan. RSUD H.Abdul Aziz Marabahan is a Regional Hospital owned by the Barito Kuala District Government, established in 1989, with a land area of 3500 m² and a capacity of 161 beds, 10 outpatient polyclinics, Emergency Room (ER), Central Surgical Installation (OK), and Incentive Care Installation (ICU). The inpatient installation consists of 6 Orchid rooms, 14 Lotus rooms, 22 midwifery rooms, 19 perinatology rooms, 8 Kenanga surgical rooms, 10 Kenanga child rooms, 10 Kenanga internal disease rooms, and 6 Kenanga isolation rooms. Outpatient services include midwifery and obstetrics polyclinics, child health polyclinics, ENT disease polyclinics, surgical disease polyclinics, general health polyclinics, eye polyclinics, dental and oral polyclinics, internal disease polyclinics, nutrition polyclinics, and neurological polyclinics.

In addition to medical services, there are also medical and non-medical support services such as Radiology Installation, Pharmacy Installation, Nutrition Installation, Laboratory Installation, Physiotherapy, Facility Maintenance Installation (IPS), Medical Records, Laundry, Cleaning Service, Security Unit (Satpam), and ambulance. The

implementation of health services (Inpatient Room) is supported by 24 doctors and 99 nurses. Specifically regarding the nursing staff, there are 55 civil servants (PNS) and 44 honorary staff.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Brand Image

According to Kotler et al. (2019), Brand Image or Brand Perception is the perception and beliefs held by consumers, as reflected in associations embedded in the customer's memory, which are always remembered first when hearing a slogan and implanted in the consumer's mind. According to Tjiptono (2015), Brand Image is the result of consumer associations and beliefs towards a particular brand. Brand Image is the observations and beliefs held by consumers, as reflected in associations or memories of consumers. Brand Image or brand perception is a representation of the overall perception of the brand and is formed from information and past experiences with that brand (Kirmani & Zeithaml, 2013).

Marketing Mix

Marketing Mix or Marketing Mix is a combination of marketing variables controlled by managers to execute marketing strategies in an effort to achieve the company's goals in a specific target market. According to Kotler et al. (2019), the marketing mix is a set of marketing tools used by companies to continuously achieve their marketing objectives in the target market. McCarthy in Kotler Keller classifies this set of tools into four major groups, which he calls the four Ps of marketing, namely product, price, place, and promotion. Lupiyoadi (2013) defines the marketing mix as a tool for marketers consisting of various elements in a marketing program that need to be reviewed so that the implementation of marketing strategies and the determination of established positions can run as

expected (Amilia & Novianti, 2016). Lamb et al. (2012) explain that the marketing mix is a unique product, promotion, and pricing strategy designed to generate mutually beneficial exchanges with the target market.

Patient Satisfaction

Understanding the needs and desires of patients is crucial in influencing patient satisfaction. Satisfied patients are extremely valuable assets because if patients feel satisfied, they will continue to use their chosen services, but if patients feel dissatisfied, they will tell others twice as much about their bad experiences. To create patient satisfaction, hospitals must create and manage a system to acquire more patients and the ability to retain them.

Patients are sick individuals treated by doctors and other healthcare professionals in practice (Mold & Forbes, 2013). Meanwhile, satisfaction is the feeling of pleasure derived from comparing the pleasure of activities and a product with one's expectations (Qazi et al., 2017). Kotler et al. (2019) states that satisfaction is the feeling of pleasure or disappointment that arises after comparing one's perception or impression of the performance or outcome of a product with one's expectations.

RESEARCH METHODS

Research Design

This research aims to examine the influence of brand image (X1) and marketing mix (X2) variables on patient satisfaction (Y). Meanwhile, to analyze the influence of each variable, multiple linear regression analysis technique will be used. The reason for choosing this type of research is because the researcher wants to determine the extent of the influence of brand image and the working environment on patient satisfaction at RSUD H. Abdul Aziz Marabahan.

Operational Definitions, Variable Identification, and Variable Indicators

The research variables in this study are brand image (X1) and marketing mix (X2) on patient satisfaction (Y) at RSUD H. Abdul Aziz Marabahan. Meanwhile, their operational definitions are as follows:

1. Brand image is the consumer's mindset about a brand as seen by brand associations in their minds.
2. Marketing mix is a marketing strategy that integrates several elements into it in order to achieve a targeted marketing goal.
3. Patient satisfaction is the result of patients' assessment of healthcare services by comparing what is expected with the reality of the healthcare services received in a hospital setting.

Population and Sample

The population in this study is the general patients at RSUD H. Abdul Aziz Marabahan in the year 2022 is 314 people.

Sample Determination Technique using Purposive Sampling method according to Sugiyono (2020:122) is a technique for determining research samples with certain considerations aimed at ensuring that the data obtained will be more representative if the people encountered happen to fit the data source. To determine the sample size, the Slovin formula cited by Ghozali (2016) with a 10% margin of error is used.

Therefore, the sample size in this research is 76 respondents who are patients who have previously used the general services of RSUD H. Abdul Aziz Marabahan.

Types and Data Sources

The data in this research are quantitative data, where both primary and secondary data are utilized. Primary data refers to data obtained directly from the data sources through observation and questionnaire distribution. The data in this research are brand image (X1) and marketing mix (X2) on patient satisfaction

(Y) at RSUD H. Abdul Aziz Marabahan. The data source is obtained directly from the hospital institution, specifically from the general patients (Y) at RSUD H. Abdul Aziz Marabahan.

Data Collection Techniques

The data collection techniques in this research are as follows:

1. Observation. Data collection conducted by directly observing the research object to record and observe aspects related to the research object.
2. Questionnaire. Data collection by providing a list of questions to be filled out by general patients at RSUD H. Abdul Aziz Marabahan.

Data Analysis Techniques and Hypothesis Testing

The data analysis techniques in this research are as follows:

1. Classical Assumption Test

Classical assumption tests are essential for researchers using multiple linear regression and include tests for linearity, multicollinearity (absence of intercorrelation among independent variables), autocorrelation (absence of autocorrelation among observation data), absence of heteroscedasticity, and testing for data normality.

2. Multiple Linear Regression Analysis

Multiple linear regression analysis is an equation that describes the influence of two or more independent variables on a dependent variable. The multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2$$

Where:

Y: Patient satisfaction

a: Intercept/constant

b1: Regression coefficient of X1

b2: Regression coefficient of X2

X1: Brand Image

X2: Marketing Mix

Hypothesis Testing

Hypothesis testing is essential for verifying the validity of assumptions or

claims made in research. It involves testing whether there is a significant relationship between variables. In this research, hypothesis testing includes:

1. F-test to examine the significance of the regression coefficients of all predictors (independent variables) in the model simultaneously.
2. t-test to determine the individual influence of each independent variable, brand image (X1), and marketing mix (X2), on the dependent variable, patient satisfaction (Y).

RESULTS

Results of Classical Assumption Tests

Normality Test

According to Ghozali (2016), the normality test aims to determine whether in a regression model, the usage variable or residuals have a normal distribution or not. In this study, the normality test is conducted using the Kolmogorov-Smirnov test. To determine whether the data is normally distributed, the testing criteria are as follows (Ghozali, 2016):

1. If the probability value of the K-S test Z score is not significant < 0.05 , then the data is not normally distributed.
2. If the probability value of the K-S test Z score is significant > 0.05 , then the data is normally distributed.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		76
Normal	Mean	.0000000
Parameter	Std. Deviation	2.120580
sa,b		.91
Most	Absolute	.113
Extreme	Positive	.113
Differences	Negative	-.083
Test Statistic		.113
Asymp. Sig. (2-tailed)		.018 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS output data, 2022

Based on the normality test results above, it is known that the significance value obtained from the output is $0.018 > 0.05$. Therefore, it can be concluded that all data in this study are not normally distributed.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between independent variables in the regression model (Ghozali, 2016). A good regression model should not have correlations among independent variables. One way to detect the presence of multicollinearity is by conducting tolerance and Variance Inflation Factor (VIF) tests. The decision-making criteria are as follows:

1. If the Tolerance value > 0.1 and $VIF < 10$, it can be interpreted that there is no multicollinearity in the study.
2. If the Tolerance value ≤ 0.1 and $VIF \geq 10$, there is multicollinearity in the study:

Table 3 Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	2.989	2.616			1.143	.257		
X1	.390	.109	.463	3.564	.001	.200	5.001	
X2	.372	.113	.429	3.302	.001	.200	5.001	

a. Dependent Variable: Y

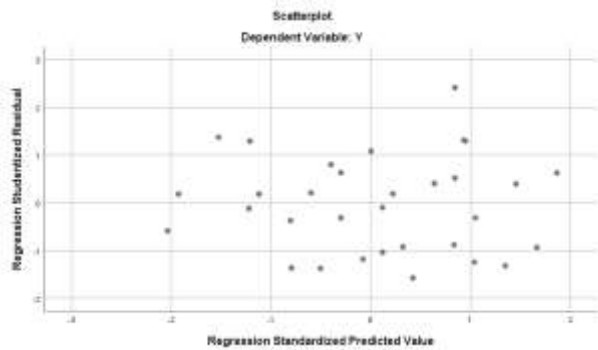
Source: SPSS output data, 2022

Based on the output above, it is observed that the variable brand image (X1) yields a value of 5.001, and the variable marketing mix (X2) yields a value of 5.001. Therefore, it can be concluded that there is no multicollinearity among all variables in this study.

Heteroskedasticity Test

For the heteroskedasticity test, the criteria are as follows: If the points on the Scatterplot graph are randomly scattered (do not form a pattern) and evenly distributed above and below the 0 line on the Y-axis, it can be concluded that there are no signs of heteroskedasticity. Below is the graph showing the results of the heteroskedasticity test:

Figure 1 Heteroskedasticity Test Results



Source: SPSS output image, 2022

Based on Figure 1, it can be observed that the points on the Scatterplot graph are randomly scattered (do not form a pattern) and evenly distributed above and below the 0 line on the Y-axis. Therefore, it can be concluded that there are no signs of heteroskedasticity.

Multiple Linear Regression Analysis

Hypothesis testing was conducted to examine the proposed hypotheses. The hypotheses in this study relate to the variables of brand image and marketing mix on patient satisfaction at RSUD H. Abdul Aziz Marabahan. Multiple linear regression analysis was chosen to analyze the hypotheses in this study. According to Ghozali (2016), regression analysis is used to measure the strength of the relationship between two or more variables and to show the direction of the relationship between the dependent and independent variables. Multiple linear regression analysis is a linear relationship between two or more independent variables (X) and the dependent variable (Y). This analysis is used to predict the value of the dependent variable when the independent variables increase or decrease and to determine the direction of the relationship between the independent variables and the dependent variable, whether each independent variable is positively or negatively related. Below are the results of the multiple linear regression analysis conducted using SPSS 25.0 and the regression equation obtained:

Table 4 Results of Multiple Linear Regression Analysis

Model	Coefficients ^a		t	Sig.		
	Unstandardized Coefficients B	Standardized Coefficients Beta				
1 (Constant)	2.989		2.616	1.143	.257	
X1	.390	.109		.463	3.564	.001
X2	.372	.113		.429	3.302	.001

a. Dependent Variable: Y

Source: SPSS output data, 2022

From table 4, the results of multiple regression analysis and the regression equation are obtained as follows:

Y = Patient Satisfaction

$\alpha = 2.989$

$b_1 = 0.390 X_1$

$b_2 = 0.372 X_2$

$X_1 = \text{Brand Image}$

$X_2 = \text{Marketing Mix}$

$e_i = \text{Error term}$

With the multiple linear regression equation:

$Y = \alpha + b_1X_1 + b_2X_2 + e_i$

$Y = 2.989 + 0.390X_1 + 0.372X_2 + e_i$

The interpretation of the regression model equation above is as follows:

1. The constant (α) = 2.989 indicates the influence of all independent variables on the dependent variable. When the independent variables are constant, the value of patient satisfaction is 2.989.
2. The coefficient value of brand image (b_1) = 0.390 indicates that if Brand Image increases by one unit, it will decrease patient satisfaction by 0.390, assuming other variables are constant.
3. The coefficient value of marketing mix (b_2) = 0.372 indicates that if Marketing Mix increases by one unit, patient satisfaction will also increase by 0.372, assuming other variables are constant.

F Test

The F-test statistical value is conducted to assess the suitability of a research model. This test is performed to measure the adequacy of the regression function of the sample in interpreting

actual values statistically (Ghozali, 2016). This study uses the F-test statistical value to test the influence of independent variables on the dependent variable simultaneously. The F-test is conducted to test the significance of regression coefficients of all predictors (independent variables) in the model collectively (simultaneously). Therefore, it tests the significance of brand image and marketing mix on patient satisfaction. The formulation of null hypothesis (H0) and alternative hypothesis (Ha) regarding brand image and marketing mix on patient satisfaction is as follows:

H0: There is no influence of brand image and marketing mix on patient satisfaction.

Ha: There is an influence of brand image and marketing mix on patient satisfaction. The decision-making criteria are as follows:

1. Accepted if $F\text{-calculated} \leq F\text{-table}$ at $\alpha = 5\%$.
2. Accepted if $F\text{-calculated} > F\text{-table}$ at $\alpha = 5\%$.

Table 5. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1031.933	2	515.966	111.679	.000 ^b
	Residual	337.265	73	4.620		
	Total	1369.197	75			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: SPSS output data, 2022

From the statistical calculation results using SPSS as shown in table 4.15, the calculated F-value is 111.679, which is greater than the F-table value of 3.12 with a significance level of 0.000. The resulting significance value is less than 0.05. This means that the patient satisfaction variable (Y) can be significantly influenced simultaneously by brand image (X1) and marketing mix (X2). Therefore, it can be concluded that the variables brand image and marketing mix simultaneously have a significant effect on general patient satisfaction at RSUD H. Abdul Aziz Marabahan.

T-test

The t-test is intended to determine the extent of the influence of each independent variable, brand image (X1), and marketing mix (X2), individually in explaining the dependent variable, patient satisfaction (Y). The formulation of the null hypothesis (H0) and alternative hypothesis (Ha) regarding the influence of brand image and marketing mix on patient satisfaction is as follows:

H0: There is no partial influence of the independent variables on the dependent variable.

Ha: There is a partial influence of the independent variables on the dependent variable.

The decision-making criteria are:

1. Accepted if $t\text{-calculated} \leq t\text{-table}$ at $\alpha = 5\%$.
2. Accepted if $t\text{-calculated} > t\text{-table}$ at $\alpha = 5\%$.

Table 6. t test results

Model	Coefficients ^a			t	Sig.	
	Unstandardized Coefficients	Std. Error	Standardized Coefficients			
1	(Constant)	2.989	2.616	1.143	.257	
	X1	.390	.109	.463	3.564	.001
	X2	.372	.113	.429	3.302	.001

a. Dependent Variable: Y

Source: SPSS output data, 2022

1. Influence of Brand Image (X1) on Patient Satisfaction (Y)

From the statistical calculations using SPSS as shown in table 4.16 for the Brand Image (X1) variable, the calculated t-value is 3.564, which is greater than the t-table value of 1.666 with a significance level of 0.001. The resulting significance value is less than 0.05. This means that the patient satisfaction variable (Y) can be partially explained by brand image (X1). Therefore, it can be concluded that the brand image variable partially influences general patient satisfaction at RSUD H. Abdul Aziz Marabahan.

2. Influence of Marketing Mix (X2) on Patient Satisfaction (Y)

From the statistical calculations using SPSS as shown in table 4.16 for the marketing mix (X2) variable, the calculated t-value is 3.302, which is greater than the t-table value of 1.666 with a significance level of 0.001. The resulting significance value is less than 0.05. This means that the general patient satisfaction variable (Y) can be partially explained by the marketing mix (X2). Therefore, it can be concluded that the marketing mix variable partially influences general patient satisfaction at RSUD H. Abdul Aziz Marabahan.

DISCUSSION

Implications of Research Results

Based on the results obtained through statistical testing, it shows that the variables Brand Image and Marketing Mix have the following impacts on Patient Satisfaction at RSUD H. Abdul Aziz Marabahan:

1. Partial Influence of Brand Image on Patient Satisfaction at RSUD H. Abdul Aziz Marabahan

Based on empirical testing using the t-test, the brand image variable significantly influences general patient satisfaction at RSUD H. Abdul Aziz Marabahan. Therefore, it can be concluded that hypothesis 1 is accepted because the independent variable brand image partially influences general patient satisfaction. Hence, this result indicates that the better the brand image or perception of RSUD H. Abdul Aziz Marabahan in terms of strength, uniqueness, and favorability, the higher the general patient satisfaction at RSUD H. Abdul Aziz Marabahan. The theoretical implications of this research are in line with the study conducted by Sherly Natalia Dewi (2022) on the influence of Brand Image and Service Quality on Patient Loyalty with Patient Satisfaction as an Intervening Variable.

2. Partial Influence of Marketing Mix on General Patient Satisfaction at RSUD H. Abdul Aziz Marabahan

Based on empirical testing using the t-test, the Marketing Mix variable significantly influences patient satisfaction at RSUD H. Abdul Aziz Marabahan. Therefore, it can be concluded that hypothesis 2 is accepted because the independent variable marketing mix partially influences patient satisfaction. Hence, this indicates that the better the patient perception of the marketing mix, including the product (healthcare services provided by RSUD H. Abdul Aziz Marabahan), price (suitability between healthcare service fees), place or location (strategic location of RSUD H. Abdul Aziz), and promotion (ease of patients in obtaining information), the higher the general patient satisfaction at RSUD H. Abdul Aziz Marabahan. The theoretical implications of this research are in line with the study conducted by Dahmiri (2023) on the Influence of Marketing Mix, Internal Marketing, and Consumer Orientation on Patient Satisfaction at Regional Public Hospital H. Abdul Manap Kota Jambi.

3. Simultaneous Influence of Brand Image and Marketing Mix on General Patient Satisfaction at RSUD H. Abdul Aziz Marabahan

Based on empirical testing using the F-test, the Brand Image and Marketing Mix variables have a significant simultaneous or joint effect on Patient Satisfaction at RSUD H. Abdul Aziz Marabahan. Therefore, it can be concluded that hypothesis 3 is accepted because the variables brand image and marketing mix influence general patient satisfaction simultaneously or jointly. Hence, this result indicates that the better the brand image or perception of RSUD H.

Abdul Aziz Marabahan and the better the patient perception of the marketing mix, the higher the general patient satisfaction at RSUD H. Abdul Aziz Marabahan. The theoretical implications of this research are in line with the study conducted by Puspitasari & Suhermin (2017) on the Influence of Service Quality, Customer Relationship Marketing, and Brand Image on Patient Satisfaction.

CONCLUSION

Conclusion

Based on the research results and discussions conducted by the researcher on the influence of brand image and marketing mix on general patient satisfaction at RSUD H. Abdul Aziz Marabahan, several conclusions can be drawn as follows:

1. Brand image has an impact on general patient satisfaction at RSUD H. Abdul Aziz Marabahan.
2. Marketing mix influences general patient satisfaction at RSUD H. Abdul Aziz Marabahan.
3. Brand image and marketing mix have a significant simultaneous or joint effect on general patient satisfaction at RSUD H. Abdul Aziz Marabahan.

Recommendations

Based on the research results, discussions, and conclusions obtained, the following recommendations can be provided:

1. For RSUD H. Abdul Aziz Marabahan:
Based on the current conditions, this research recommends that RSUD H. Abdul Aziz Marabahan make improvements in the future related to patient satisfaction and comply with applicable standards, as well as innovate to effectively enhance general patient satisfaction and help achieve goals.
2. For Future Researchers:
Recommendations for future researchers include expanding the

scope and focus of the study. In terms of scope, research should not only focus on a single institution but also compare several institutions or different fields. In terms of focus, additional variables should be considered for future scientific studies.

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