

Public Perceptions about the Service Marketing Mix, Values and Trust in General Hospital

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Abstract

Hospitals in Indonesia in responding to service marketing, are far behind from neighboring countries, management problems, unfinished service standards, accreditation, dissatisfaction with service quality and others. This study aims to determine and prove empirically: the effect of service marketing mix performance and service value on patient trust, either partially or simultaneously. The object and scope of this research is the service marketing mix, service value and trust. While the research method used in this research is explanatory research method. The population and the unit of analysis were inpatients in class B private general hospitals, totaling 10 hospitals in the city of Medan, North Sumatra province, amounting to 200 people. Determination of the sample using the principle of random sampling, ie each member of the population has the same opportunity to be selected as a sample. Next Sampling for this study was based on Yamane's sample size. The analysis used in this study is path analysis with the help of the SPSS application. This research resulted in findings in the form of developing the dimensions of the marketing mix from 7-Ps to 9-Ps, with the addition of professional dimensions and employee appearance. In general, from the results of the study, patients judged that the performance of the RSU's marketing mix was not entirely in line with patient expectations, including product, promotion and professional dimensions. The discrepancy between the dimensions of the product and the patient's expectations, because the services provided by the type of treatment class are different from the patient's perception, as is the case with doctor's consultation services. The discrepancy between the dimensions of promotion and patient expectations is due to a lack of information on the type of service.

Keywords

service marketing mix;
service value; patient trust



I. Introduction

Good hospital services can be easily and objectively felt by a number of patients if the hospital management carries out its service efforts consistently. Consistency relates to the time span, whether the hospital runs the same level of service between two times. The best level of service that can be provided can be referred to as 'excellent service'. Such a high level of service accompanied by high consistency can lead to high positive patient trust for consumers.

Positive patient trust will form a strong 'value system' in the minds of consumers or patients. Such a consumer value system can be measured as perceived service value ('service value' perceived by consumers), which is the proportion between benefit-cost (benefit-

victim). The value of services is positive if the perceived benefits are greater than the sacrifices. According to Gronroos (2007), customers who receive good service in services will recommend the organization's products to other customers through word of mouth. In interactive marketing services are more effective than external marketing. Competition and employee commitment are intellectual capital and affect employee and organizational performance.

The value of services is a dependent variable, meaning that it is influenced by its constituent factors, and is not formed by itself. These service value-forming factors are created consciously by management. One of the main factors that can shape the value of services is the marketing mix. The service marketing mix is created in such a way as to precisely shape the positive service value.

The marketing mix concept approach developed by McCarthy (in Kotler & Keller, 2009) known as the 4-P, namely: product, price, place and promotion, has been recognized for its benefits and effectiveness by researchers and marketing practitioners. However, because the marketing mix was developed based on studies in the manufacturing industry, it has several weaknesses and shortcomings when applied to the service industry. The limitations of this application encourage researchers to develop so that it can be applied more generally, into 7-Ps, namely the addition of people, processes and physical elements (Zeithaml and Bitner, 2000). Meanwhile, the marketing mix for hospital services according to the case study of Sabarguna (2006) as outlined in his book, the marketing mix was developed into 10-Ps, namely product, place, price, promotion, professional, people, public, power, pressures and appearance, if applied correctly, it will be very useful to produce high service value where the benefits that consumers get are greater than the sacrifices to get these services, so that consumers feel satisfied which has an impact on trust. If the level of consistency, both the consistency of high marketing mix efforts, as well as the consistency of high service value, can be maintained for a long time, then such conditions can foster patient trust in hospitals that are characterized by certain measures or characteristics.

Research on the value of service and patient trust is measured based on patient perceptions, not from the point of view of hospital management. Patients can be the object of research that is considered independent. Hospital patients can be divided into two; namely 'inpatients' and 'outpatients'. Inpatients will have a more immersive experience than outpatients. Based on the background of the problems that have been stated, the authors are interested in conducting research with the title "Public perception of the service marketing mix on the value of services and its implications on the trust of patients in public hospitals in North Sumatra"

II. Review of Literature

2.1 Trust

Trust is a descriptive thought held by a person about something, this belief arises in an individual perhaps because of knowledge, opinion or belief, this belief will form the image of the product and brand of a product, and the person will act to buy based on that image. If the company can show trustworthy to customers then customers will believe in the company and in the relationship.

Kasper et.al (1999), suggested that for business customers often want to have partners who they trust and care about. This will provide a more personal relationship and in situations called one-on-one personnel contact. Griffin (2003) states that what consumers have in mind when they want to enter into a relationship is whether the company can be trusted or not.

Belief / belief is a picture of the thoughts held by someone about the picture of something, someone's beliefs about a product or brand affect their buying decisions. Thus, patient confidence in government hospital customers was developed in this study to measure the level of commitment and trust from patients after buying or consuming products, in this case health services at government hospitals.

2.2 Service Value

Value is the price of a certain action or object related to a person's needs at a certain time. Companies create value by offering the type of service customers need, by accurately presenting their capabilities, and delivering them in a convenient and enjoyable way at a fair price.

Buyer value contains the benefits and sacrifices resulting from purchasing the product. An organization must determine where and how it can offer superior value, directing this capability at consumer groups (market segments) that result in preferred competencies/value fit. Consumer value is the exchange of benefits for the reduced costs involved in obtaining the product. The bundle of benefits includes the product, support services, and personnel involved in the purchase and use experience, and the perceived image of a product.

R. Woodruff and SF Gardial (2002), suggest that values are:

"Value is as your customers perceive it, and so every organization must find ways to draw out from customers how they see value – now and in the future. Assessing value also helps you better understand the strengths of your company's offering. Customers need to be reminded of those strengths, and so this information is a source of ideas for integrated communications."

Value is the customer's overall perception of the usefulness of a product based on what he gives with what he receives. Although this perception can vary greatly, considering that everyone can have a different perception (some tend to volume, high quality or comfort). Meanwhile, some customers also include time and effort into the amount of costs incurred or sacrificed, (Zeithaml, Parasuraman, Berry; 2006). More specifically, value is the ratio between the many benefits the patient gets and the costs the patient provides. Patients benefit and incur costs, benefits include functional benefits and emotional benefits, while according to Kotler (1996), patient costs include monetary costs, time costs, energy costs and physical costs.

2.3 Hospital Services Marketing Mix

Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. (Shah, M. et al. 2020)

The concept of the marketing mix is a tool developed by McCarthy (in Kotler 2009) known as the 4Ps, namely product, price, promotion and place, which has been recognized for its benefits and effectiveness by researchers and marketing practitioners. Hospital marketing mix is a combination of a number of variables that can be regulated by hospitals in order to get closer to their patients (Sabarguna, 2007). Hospitals are unique business organizations that provide services to their patients. The implementation of marketing health services in hospitals must prioritize relationships and communication between marketers and patients. If these two things are well established, it is not impossible that the patient's trust will be achieved which in the end will create trust and a positive impression in the community towards the hospital.

The hospital marketing mix consists of product/service, place, price, promotion, professional, people, public, power, pressure, and performance. Each element of the mix is interrelated, cannot stand alone. Each element of the marketing mix above must be controlled by hospital management, from planning to implementation, so that its effectiveness can be guaranteed to a certain significant stage.

Product or services, is a service offered or delivered by a hospital to patients or other hospital service users. Place is defined as the place, location or point where the hospital provides services. Furthermore, the price, or service tariff, is a certain amount of money that must be paid by the patient as a result of receiving specific services, both medical and non-medical. Promotion A prominent aspect to be promoted by hospitals is the establishment of a positive 'hospital image'. What the hospital needs to pay attention to is the unusual use of advertising (advertising media) with subjective messages. Health personnel must be viewed as a neutral reference, which only sides with humanity and medical professionalism.

However, as a service provider institution, the next six mixes become a specific mix for every hospital that wants to have an effective mix, namely professional, which is a mix that characterizes the mastery of a reliable level of professional competence, with the indicator of 'professionalism' possessed by all human resources hospital to some degree which is quite real. Characterization of professionalism involves the availability of information about 'well-known doctors', better 'new methods', 'use of new tools', the existence of 'service collaborations', and the invitation of 'guest doctors' with better medical skills. Performance, as a mix that uses hospital performance as a determining factor for image. Performance or performance has an indicator of 'hospital progress' to a certain degree which is quite real felt by patients. The development of the hospital can be seen from the comparison with the progress achieved in previous years.

Next Public, as the general public who use hospital services, with the indicator 'age'. There are five user categories, ranging from infants and toddlers, children, adults, and the elderly. Each classification has needs and conditions that are very different from other groups, because the medical structure is also different. Power, is the level of influence on decision making. This level of influence comes from the 'hospital owner' on management's decision to choose what services to provide with a certain level of service quality. Pressure can be seen through the 'support' indicator of the stakeholders towards the hospital's policy in carrying out its operations. Such support may come from 'doctors', 'network hospitals', 'medical faculties', 'civic organizations', and 'company groups'. This support can be in the form of financial support or 'non-financial' support in the form of commitments. Process, according to Arief (2006), the process is a combination of all activities, generally consisting of all SOP procedures, work schedules, medical and non-medical service mechanisms, activities and routine matters where services are produced and delivered to patients, including policy decisions. about some patient involvement. Physical Evidences or Physical Facilities, the nature of services is divided into two, namely: Physical and non-physical; services that are not tangible (non-physical) can only be assessed after being consumed. Patients cannot see the services offered, but can see various physical evidence (physical facilities) that can be associated with the services offered.

2.4. Relationship between Service Marketing Mix Performance, Service Value and Trust

The main thing to do to build patient trust in services is the quality of service from the marketing mix of services provided to patients. Patient trust is obtained from meeting the needs they expect beyond their perceptions, this trust is related to the value of services felt by patients. This trust is earned by building good relationships with patients. The combination of the service marketing mix is expected to meet the patient's needs and desires, if the patient's

needs and desires are met in accordance with the quality of service received, the patient will gain trust, related to the service value felt by the patient.

The quality / quality of services offered by the hospital according to the patient's assessment will determine their assessment of the value of the service, as well as determine the patient's trust in the hospital. The service value is also determined by the image of the service provider and the patient's trust in the hospital. Bloemer et.al (2002) stated that image can affect customer trust, customer trust affects trust and trust affects customer commitment. Customer commitment has a strong influence on purchases, intensity, price and word of mouth (WOM). According to Heskell & Saster's research (in Jas Far, 2005), states that there is a relationship between trust and service value (customer satisfaction linked to service value), the more appropriate the value of services expected by consumers with the value of services perceived by consumers, the more satisfied consumers are, while whether or not the value of services with consumer expectations depends on the implementation of the marketing mix for service companies that are oriented to the needs and desires of customers.

III. Research Method

This research uses descriptive survey method and explanatory survey method. While the object and scope of this research is the service marketing mix, service value and trust. While the research method used in this research is explanatory research method. The population and the unit of analysis were inpatients at private general hospitals in class B category, totaling 10 hospitals in North Sumatra province, totaling 200 people. Determination of the sample using the principle of random sampling, ie each member of the population has the same opportunity to be selected as a sample. The analysis used in this study is path analysis with the help of the SPSS application.

To be able to analyze the discussion in this study, several variables were used to operate, so that the problems could be analyzed properly. Based on the research design that was prepared as a research mechanism to be carried out, testing the service marketing mix became an influencing factor in shaping the value of services in order to have an impact on patient confidence in public hospital service users in North Sumatra, then the operationalization of further research translates into operational variables which are described as follows:

1. The service marketing mix (X1) consists of several dimensions that are elements of marketing activities in hospitals including the 9-Ps (product, price, promotion, place, person, process, physical facilities, professional and appearance) (Arief, 2006; Sabarguna, 2007 ; Kotler 2009;).
2. Service value (X2) is an assessment activity regarding hospital services consisting of two dimensions, namely benefits and patient services/victims (Zeithaml, Parasuraman, Berry; 2006).
3. Trust (Y) is the activity of the patient's belief/belief in the integrity of the character and the ability of other parties (hospitals) to recommend and in the selection of hospitals as referrals consisting of two dimensions, namely Belief in doctors and Trust in hospital selection.

IV. Result and Discussion

4.1. Service Marketing Mix Performance (9-Ps) and Service Value Influence on Patient Trust Partially or Simultaneously

a. Correlation of Marketing Mix and Service Value with Patient trust

The variables measured are marketing mix variables and service value with patient trust. The results of measuring the magnitude of the relationship between marketing mix and service value with patient trust are shown in Table 1 below:

Table 1. Correlation of Marketing Mix and Service Value with Patient Trust

Variable	Correlation	Wishful thinking
marketing guidelines	0.564	strong enough
Services score	0.496	strong enough

Source: Field Survey Processing Results (2021)

The results of calculations using SPSS obtained the correlation coefficient of marketing mix variables and the relationship between patients and service values, as follows:

The correlation coefficient between the marketing mix variables and patient trust $r = 0.564$, this means that there is a fairly strong relationship between the marketing mix variables and patient trust. If interpreted according to Guilford's interpretation, the strong correlation of the marketing mix variable with patient trust is quite strong because it ranges from 0.40-0.60 and the direction is positive, this means that if the marketing mix variable is applied more effectively (increased) then patient confidence will be high (increased).

The correlation coefficient between the patient relationship variable and the service value $r = 0.496$, this means that there is a fairly strong relationship between the service value variable and patient trust. If interpreted according to Guilford's interpretation, the strong correlation of the service value variable with patient trust is quite strong because it ranges from 0.40-0.60 and the direction is positive. This means that if the service value variable is applied more effectively (increasing) then the level of patient confidence will be high (increase).

Based on the correlation matrix above, then the inverse matrix is calculated. From SPSS processing, an inverse matrix is obtained as shown in the following table below:

Table 2. Inverse Matrix

Variable	Mix Marketing	Services Score
Mix Marketing	1.32150	-0.50136
Services Score	-0.50136	1.65423

Source: Field Survey Processing Results (2021)

b. Marketing Mix Path Coefficient and Service Value Affect Patient Trust

Based on the calculation of the correlation coefficient with the inverse matrix in Table 2, it will be known that the path coefficient value is shown in Table 3 below:

Table 3. The Value of Marketing Mix Path Coefficient and Service Value Affect Patient Trust

Variable	Path Coefficient
Marketing mix	$P_{zx1} = (1.32150 \cdot 0.564) + (-0.50136 \cdot 0.496) = 0.4958$
Service Value	$P_{zx2} = (-0.50136 \cdot 0.564) + (1.65423 \cdot 0.496) = 0.5384$

$Patient\ Trust = 0.4958 \cdot Marketing\ mix + 0.5384 \cdot Service\ Value$

Source: Field Survey Processing Results (2021)

The path equation can be interpreted as follows:

- Every time there is an increase in the service marketing mix of 0.4958, the patient's trust has an increase of 0.4958
- Every time there is an increase in the value of services by 0.5384 then the patient's confidence increases by 0.538

This calculation is described as follows:

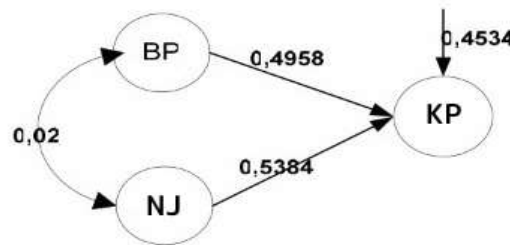


Figure 1. Path Diagram of Marketing Mix and Service Value on Patient Trust

c. Hypothesis Testing

1. The partial test of path coefficients (respectively)

To determine the performance of the service marketing mix (9-Ps) and the value of services that affect patient trust partially path analysis is used. The statistical hypothesis is: significant testing of each path coefficient, by testing the hypotheses and alternative pairs and test statistics as follows:

Ho: $P_{yx} = 0$: There is no partial effect of the service marketing mix and patient relations on the value of services

H1: $P_{yx} \neq 0$: There are partially influence the service marketing mix and patient relations on the value of services

Test statistics to test pairs of hypotheses and alternatives,

$$t_i = \frac{P_{yxi}}{\sqrt{\frac{(1 - R^2_{yxi})C_{ii}}{(n-k-1)}}}$$

Reject the hypothesis if $t \text{ count} > t(\alpha/2; nk-1)$

Based on the results of the path calculations and the coefficient of determination, the test statistics for each path can be calculated as follows:

Table 4. Amount of Partial Testing of Marketing Mix and Patient Relationship to Service Value

Variable	testit counts	t table (5%)	Information
Bamarketing guidelines	8.994	1.96	Significant
Service value	8.726	1.96	Significant

Source: Field Survey Processing Results (2021)

Based on the results of the path calculations and the coefficient of determination, the test statistics for each path can be calculated as follows: Based on the t-test, it is known that the t-count value of the service marketing mix variable is 8.994, because the t-count value is greater than t table (8.994 > 1.96), it can be concluded that there is a significant effect of the service marketing mix on patient trust. Thus Ho is rejected and H1 is accepted

Furthermore, based on the t-test, it is known that the t-count value of the service value variable is 8.726, because the t-count value is greater than t-table (8.726 > 1.96), it can be concluded that there is a significant effect of service value on patient confidence. Thus Ho is rejected and H1 is accepted

2. Testing of the path coefficients together (overall)

To determine the performance of the service marketing mix (9-Ps) and the value of services simultaneously affect patient trust (hypothesis 6) path analysis is used. The statistical hypothesis is:

Ho: $\rho_{yx} = 0$: There is no influence of service marketing mix and service value on service value

H1: $\rho_{yx} \neq 0$: There is an effect of service marketing mix and service value on service value
for testing the overall path coefficient, the test statistics for testing the overall effect are:

$$F = \frac{(n-k-1)R^2_{yx}}{k(1-R^2_{yx})}$$

The test results to test the overall effect can be seen in Table 6.90 below:

Table 5. Joint Testing of Service Marketing Mix and Service Value on Patient Trust

Variable	Fcount	F table
Service marketing measure and service value	118.76	3.04

Source: *Field Survey Processing Results (2021)*

The significance of the value of the results of testing the relationship between marketing mix variables and patient relations with the value of services is shown by the calculated F value of 118.76 which is greater with F table for df – k-1 = 200-2-1 = 197 at = 0.05, namely 3.04. The results of this calculation indicate that between the service marketing mix variable and service value on patient trust there is a positive and significant relationship where the calculated F value = 118.76 > from F table = 3.04 it can be concluded that there is a significant influence on the performance of the service marketing mix (9 -Ps) and the value of services on the patient's trust simultaneously. Thus Ho is rejected and H1 is accepted.

4.2. Partial Effect of Service Marketing Mix on Patient Trust

The results of the path analysis calculation based on data processing obtained the magnitude of the direct and indirect effect of the service marketing mix variable on patient trust as follows: Based on the path coefficient value, the direct influence between the service marketing mix variable on patient trust was (0.4958 X 0.4958 = 0.2459) or 24.59%. Furthermore, indirectly the service marketing mix variable through the service value variable on patient trust is (0.4958 X 0.02 X 0.5384 = 0.005424) or 0.54%. The indirect effect of the service marketing mix variable through the service value variable on patient trust is 0.54%. The direct and indirect effect of marketing mix variables on patient trust is (24.59% + 0.54% = 25.13%).

The service marketing mix is an element of marketing activities in hospitals including the 9-Ps (product, price, promotion, place, people, process, physical facilities, professional and appearance). If the public's perception of the marketing mix is good, then the community in this case the patient believes in general hospital care. The results of this study are in line with the opinion of Maria Ulfah, et al (2013); Rezki Amelia et al (2014); Pasaribu (2015) and Pasaribu (2018); and Titir lolobi (2020) which states that there is a significant relationship between the marketing mix on trust, satisfaction and patient loyalty.

4.3. Partially influence the value of services on patient trust

In the calculation of path analysis based on data processing, the magnitude of the direct and indirect effect of the service value variable on patient confidence is as follows: Based on the path coefficient value, the direct effect of the service value variable on patient trust is $(0.5384 \times 0.5384 = 0.2898)$ or 28.98 %. Furthermore, indirectly the service value variable through the marketing mix variable on patient trust is $(0.4958 \times 0.02 \times 0.5384 = 0.005424)$ or 0.54%. The indirect effect of the service value variable through the service marketing mix variable is the patient's trust of 0.54%. The direct and indirect effect of the service value variable on patient trust is $(28.98\% + 0.54\% = 29.53\%)$.

Service value is an assessment activity regarding hospital services seen from the benefits and services/victims of patients. If the public's perception of the value of services is good, then the community in this case the patient believes in general hospital care. The results of this study are in line with the opinion of Hsieh (2014); Nurul (2016); Ahmad (2019); Isdias Dwiputra (2021); and Taufik Wardani (2021) which states that there is an effect of customer value on patient trust.

4.4. Influence (simultaneously) the Service Marketing Mix and Service Value on Patient Trust

Based on multiple linear regression hypothesis testing between service marketing mix variables and service value on patient trust, it is obtained from the multiple determination coefficient value ($R^2_{yx1x2x3x4}$) or the total value of the simultaneous influence of service marketing mix and service value on patient trust is: $24,589\% + 0,5424\% + 28.988\% + 0.5424\% = 54.66\%$. The magnitude of the influence of other variables on the service marketing mix variable and patient relations is shown by the coefficient of influence $P_{y\epsilon} = 1 - R^2_{yx}$
 $= 1 - 0.5466.$
 $= 0.4534$ or 45.34%

Table 6. The Joint Effect of the Service Marketing Mix and Patient Relationships on the Value of Services

Variable	R^2	(Other factors)
Service marketing mix and Service value	54.66%	45.34%

Source: Field Survey Processing Results (2021)

Based on the results of the proposed determinants, it is known that the service marketing mix and patient relations variables simultaneously affect the service value by 54.66% and other factors by 45.34%. This indicates that the service marketing mix and service value affect patient trust. However good the service marketing mix is, without being supported by service value, it will not produce optimal patient trust. In simple terms, it can be explained that the more elements of marketing mix variables and service value are fulfilled, the more optimal patient trust will be generated by the hospital.

V. Conclusion

Based on the results of research that has been carried out on patient assessments of the performance of the service marketing mix, service value, and patient trust in general Hospital produce the following research findings:

- 1) Hospital marketing size and service value is a necessity for public hospitals to face global competition. To complement the current service marketing mix to make it more holistic and appropriate for general hospital marketing, this study resulted in findings in the form of developing the dimensions of the marketing mix from 7-Ps to 9-Ps, with the addition of professional dimensions and employee appearance. In general, from the results of the study, patients assessed that the performance of the general hospital service marketing mix was not entirely in line with patient expectations, including product, promotion and professional dimensions. The discrepancy between the dimensions of the product and the patient's expectations, because the services provided by the type of treatment class are different from the patient's perception, as is the case with doctor's consultation services.
2. General hospital service marketing mix performance and the value of services has an effect on patient trust, both partially and simultaneously. The higher the patient's assessment of the performance of the marketing mix of general hospital services and the value of services, the greater the influence in shaping patient trust.

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