

**DENTINO**  
**JURNAL KEDOKTERAN GIGI**  
**Vol IX. No 2. SEPTEMBER 2024**

**MARKETING MIX ANALYSIS OF PATIENT VISITS AT RSGM GUSTI HASAN AMAN**

**Fatimah Maulideya<sup>1)</sup>, Ika Kusuma Wardani<sup>2)</sup>, Riky Hamdani<sup>2)</sup>, Rosihan Adhani<sup>2)</sup>, Fajar Kusuma Dwi Kurniawan<sup>3)</sup>**

<sup>1)</sup>Faculty of Dentistry, Lambung Mangkurat University, Banjarmasin

<sup>2)</sup>Department of Dental Public Health, Faculty of Dentistry, Lambung Mangkurat University, Banjarmasin

<sup>3)</sup>Department of Orthodontics, Faculty of Dentistry, Lambung Mangkurat University, Banjarmasin

**ABSTRACT**

**Background** : Improving public health can be conducted by providing the health service of facilities and infrastructure. RSGM Gusti Hasan Aman becomes the center for the dental and oral health center, especially in the province of South Kalimantan. Based on the patient visit data can be acknowledged that 81% of the patient visit in 2020 and 57,6% in 2022 are patients taken or treated by professional student or young dentists. The different amounts of patients visiting are one of the causes of the less impact of the marketing mix in people that conducted by RSGM Gusti Hasan Aman. **Purpose**: Analyze marketing mix (product, price, place, promotion, people, process, physical evidence) to patient visits at RSGM Gusti Hasan Aman. **Methods**: Analytical observational research with cross-sectional research design. The population in this research are outpatients at RSGM Gusti Hasan Aman with a research sample of 107 respondents. **Results**: The results of the chi-square test on the analysis of the influence of marketing mix, product, price, place, promotion, people, process, and physical evidence affect the level of visits. **Conclusion**: Increasing the marketing mix in each dimension will raise the number of patient visits in utilizing health services.

**Keywords** : Marketing Mix, Marketing Strategy, Patient Visits

**Correspondence**: Fatimah Maulideya; Faculty of Dentistry, Lambung Mangkurat University, Veteran St. No. 128B, Banjarmasin, South Kalimantan, Indonesia; E-Mail: [fatimahmaulideya@gmail.com](mailto:fatimahmaulideya@gmail.com)

**INTRODUCTION**

Health services have the important aspect in providing convenience for improving the public health status. According to HL Blum, increasing public health status can be conducted by providing the health service of facilities and infrastructure.<sup>1</sup> One element of health service facilities in Indonesia is hospitals. Hospital is divided into two types, public hospital and specialty hospital. Public hospital is a hospital that provides health services to all kinds of disease, while a specialty hospital is a hospital that provides the primary services in a particular scope or type of disease. One kind of specialty hospital is dental and oral hospital [Rumah Sakit Gigi dan Mulut (RSGM)]. The Regulation of the Minister of Health Republic Indonesia Number 1173/MENKES/PER/X/2004 stipulates that RSGM is divide into The Education RSGM and Non-Education RSGM which is functional as the hospital that providing health services, educational services and training, also the services.

According to Kotler, the service is basically services that are felt directly by recipients which are intangible or non proprietary. The services in the health sector, despite carrying out humanitarian missions, also carry out business missions to gain profit and ensure the sustainability of the hospital.<sup>2</sup> One of the service marketing strategies is conducted by reviewing the marketing mix. RSGM Gusti Hasan Aman became the center for the dental and oral health center to realize the desire for improving dental and oral health of people, especially in the province of South Kalimantan.

Based on the preliminary study result, in 2020 the number of patients taken and treated by young dentists was 5814 people, while the number of patients who came independently was 1368 people. Patient visits in 2021 only had 724 patients who come independently, it was because of the covid-19 pandemic had stopped young dentists' learning activities, also affected the decreasing of patient visits from a year before in RSGM Gusti Hasan Aman.

Along with the decreasing cases of covid-19 in Indonesia, the loosening of government regulations regarding social restrictions in 2022 has had an impact on the revival of learning and practice process for professional students or young dentists in RSGM Gusti Hasan Aman. The number of patient visits increased from a year before, there were 2692 patient visits that were treated by young dentists and 1980 patients who came independently. Based on the patient visit data, it can be discovered that 81% of the patient visits in 2020 and 57,6% in 2022 are patients taken or treated by professional students or young dentists.

Despite being a teaching hospital that becomes a learning facility and infrastructure, RSGM Gusti Hasan Aman is also a hospital that conducts marketing in health service. In order to maintain its services, RSGM needs to explore the factors which can influence people's interest and gain the trust from the people as a solution to solve the dental and oral health problems that arise to them. These factors will influence intention utilization and number of visits to RSGM Gusti Hasan Aman. Based on the description of the data, this is the reason for researchers to conduct research related to the analysis of the effect of the marketing mix on patient visits to RSGM Gusti Hasan Aman.

## METHODS

The research using an analytic observational research type with a Cross-Sectional approach. This research has received ethical clearance issued by the Health Research Ethics Committee, Faculty of Dentistry, University of Lambung Mangkurat No. 056/KEPKG-FKGULM/EC/III/2023. The population in this research are all patients who had been outpatients at RSGM Gusti Hasan Aman in January until May 2023. The sampling technique is using a non-probability technique sampling, the purposive sampling technique. The number of sample in this research is 107 respondents which has been adjusted according to the inclusion criterias: patients who have undergone outpatient care a least once at RSGM Gusti Hasan Aman, patients who are willing to be respondents, patients who can read and write, and patients aged 17-65 years.

The assessment of marketing mix using a questionnaire consisting of 5 questions regarding product dimensions, 4 questions of price dimensions, 5 questions of place dimensions, 5 questions of promotion dimensions, 4 questions of people dimensions, 5 questions of process dimensions, and 5 questions of physical evidence dimensions. The measuring of the results of the questionnaire using a Likert scale with 4 answer choices. The score of each answer strongly agrees for number 4, agrees for number 3, disagrees for number 2, strongly disagrees for number 1. Then, the accumulated scores per

dimension are categorized into good and not good. After that the data were analyzed with univariate and bivariate analysis using the chi-square test.

## RESULT

The research used 107 respondent outpatients at RSGM Gusti Hasan Aman in January until May 2023. The research data can be seen in the following table.

**Table 1 Characteristics of Respondent**

	Characteristics	n	%
<b>Gender</b>	Male	39	36,4%
	Female	68	63,6%
<b>Age</b>	17-25 years old	82	76,6%
	26-35 years old	11	10,3%
	36-45 years old	8	7,5%
	46-55 years old	6	5,6%
<b>Education</b>	Elementary School	2	1,9%
	Junior High School	3	2,8%
	Senior High School	41	38,3%
	Diploma	3	2,8%
	Bachelor	57	53,3%
	Master/Doctoral	1	0,9%
<b>Job</b>	Civil Servant	10	9,3%
	Private Employee	11	10,2%
	Student/College Student	62	57,4%
	Businessman	5	4,6%
	Others	20	18,5%

The characteristics of respondents based on gender show that the description of research respondents based on gender total 107 respondents (100%) with the most sex being female of 63 respondents (63%), while male respondents were 37 respondents (37%). The description of patient respondents at RSGM Gusti Hasan Aman in terms of age characteristics was mostly in the 17-25 years age group with a total of 82 respondents (76.6%). Characteristics of respondents based on the most recent education at the Bachelor degrees of 57 respondents (53.3%). The characteristics of respondents based on job were mostly students or college students of 62 respondents (57.4%).

**Table 2 Distribution of Data Results**

Dimensions	Category	Visit Rate				Total	%	<i>p</i> value	OR
		High		Low					
		n	%	n	%				
<b>Product</b>	Good	53	56,4%	41	43,6%	94	100%	0,013	7,110
	Less Good	2	15,4%	11	84,6%	13	100%		
<b>Price</b>	Good	47	58%	34	42%	81	100%	0,011	3,752
	Less Good	7	26,9%	19	73,1%	26	100%		
<b>Place</b>	Good	47	58%	34	42%	81	100%	0,011	3,752
	Less Good	7	26,9%	19	73,1%	26	100%		
<b>Promotion</b>	Good	49	57%	37	43%	86	100%	0,013	4,238
	Less Good	5	23,8%	16	76,2%	21	100%		
<b>People</b>	Good	49	55,1%	40	44,9%	89	100%	0,022	4,288
	Less Good	4	22,2%	14	77,8%	18	100%		
<b>Process</b>	Good	49	56,3%	38	43,7%	87	100%	0,023	3,868
	Less Good	5	25%	15	75%	20	100%		
<b>Physical Evidence</b>	Good	51	55,4%	41	44,6%	92	100%	0,023	4,976
	Less good	3	20%	12	80%	15	100%		

The result of research on product dimensions indicates that the most amount result is in the good category with the total 94 respondents (87.9%) and the least amount result is in the less good category with the total 13 respondents (12.1%). The result of the cross-tabulations analysis indicates that the respondents who had good perception of product dimension had the highest frequency of visit with the total 53 respondents (56.4%) and the respondents who have less good perception of product dimension have lowest frequency of visit with the total 11 respondents (84.6%). The results of the analysis using the chi-square test obtained a significance value of 0.013 ( $r < 0.050$ ) which means that there is correlation between the product dimension and the frequency of patient visits to RSGM Gusti Hasan Aman.

The price dimension indicates the most amount of results is in the good category with the total 81 respondents (75.7%) and the least amount result is in the less good category with the total 26 respondents (24.3%). The result of the cross-tabulations indicates that the respondents who have good perception of price dimension have the highest frequency of visit with the total 47 respondents (58%) and the respondents who have less good perception of price dimension have lowest frequency of visit with the total 19 respondents (73.1%). The results of the analysis using the chi-square test obtained a significance value of 0.011 ( $r < 0.050$ ) which means that there is correlation between the price dimension and the frequency of patient visits to RSGM Gusti Hasan Aman.

The place dimension indicates the most amount of results is in the good category with the total 81 respondents (75.7%) and the least amount result is in the less good category with the total 26 respondents (24.3%). The result of the cross-tabulations indicates that the respondents who have good perception of place dimension have the highest frequency of visit with the total 47 respondents (58%) and the

respondents who have less good perception of place dimension have lowest frequency of visit with the total 19 respondents (73.1%). The results of the analysis using the chi-square test obtained a significance value of 0.011 ( $r < 0.050$ ) which means that there is correlation between the place dimension and the frequency of patient visits to RSGM Gusti Hasan Aman.

The promotion dimension indicates the most amount of results is in the good category with the total 86 respondents (19.6%) and the least amount result is in the less good category with the total 21 respondents (12.1%). The result of the cross-tabulations indicates that the respondents who have good perception of promotion dimension have the highest frequency of visit with the total 49 respondents (57%) and the respondents who have less good perception of promotion dimension have lowest frequency of visit with the total 16 respondents (76.2%). The results of the analysis using the chi-square test obtained a significance value of 0.013 ( $r < 0.050$ ) which means that there is correlation between the promotion dimension and the frequency of patient visits to RSGM Gusti Hasan Aman.

The people dimension indicates the most amount result is in the good category with the total 89 respondents (83.5%) and the least amount result is in the less good category with the total 18 respondents (16.8%). The result of the cross-tabulations indicates that the respondents who have good perception of people dimension have the highest frequency of visit with the total 49 respondents (55.1%) and the respondents who have less good perception of people dimension have lowest frequency of visit with the total 14 respondents (77.8%). The results of the analysis using the chi-square test obtained a significance value of 0.022 ( $r < 0.050$ ) which means that there is correlation between the people dimension and the frequency of patient visits to RSGM Gusti Hasan Aman.

The process dimension indicates the most amount of results is in the good category with the total 87 respondents (81.3%) and the least amount result is in the less good category with the total 20 respondents (18.7%). The result of the cross-tabulations indicates that the respondents who have good perception of process dimension have the highest frequency of visit with the total 49 respondents (56.3%) and the respondents who have less good perception of process dimension have lowest frequency of visit with the total 15 respondents (75%). The results of the analysis using the chi-square test obtained a significance value of 0.023 ( $r < 0.050$ ) which means that there is correlation between the process dimension and the frequency of patient visits to RSGM Gusti Hasan Aman.

The physical evidence dimension indicates the most amount of results is in the good category with the total 92 respondents (86%) and the least amount result is in the less good category with the total 15 respondents (14%). The result of the cross-tabulations indicates that the respondents who have good perception of physical evidence dimension have the highest frequency of visit with the total 51 respondents (55.4%) and the respondents who have less good perception of physical evidence dimension have lowest frequency of visit with the total 12 respondents (80%). The results of the analysis using the chi-square test obtained a significance value of 0.023 ( $r < 0.050$ ) which means that there is correlation between the physical evidence dimension and the frequency of patient visits to RSGM Gusti Hasan Aman.

## DISCUSSION

The result of the research indicates that most of the respondents are female. This statement is supported by the research that has conducted by Tasya et al., stated that the patients who visit to utilize the service of dental and oral treatments are dominated by female.<sup>3</sup> Based on the result of the research on age characteristics in RSGM Gusti Hasan Aman, most of the patients are 17-25 years old. According to research that conducted by Susilawati and Damayanti, when a person in a productive age they will have a high awareness to pay attention to their own health and seek the services they.<sup>4</sup> The results of the research on patients in education category at the Gusti Hasan Aman General Hospital indicates that most of them are Bachelor's degrees. This statement is supported by the research that has conducted by Haryani et al., stated that the level of education is very influential on awareness and changes in attitudes and behavior of a healthy life, the more educated a person is, the more this person cares about its health.<sup>5</sup>

Most of the patients at RSGM Gusti Hasan Aman in the job category are students. This statement is

supported by the research was conducted by Tasya et al., stated that the patients who visit at RSGM Universitas Syiah Kuala Banda Aceh, most of them are college students or students. Also, according to the research by Herwanda, job is able to influence acts and tendencies in choosing the services you want to need, including dental and oral health needs.<sup>6</sup>

The result of this research indicates that most patients have good perception of product dimensions. The results of the research at RSGM Gusti Hasan Aman indicates that there is a significant influence between the product variable and the level of patient visits to RSGM Gusti Hasan Aman with  $r$  value of 0.013  $< 0.05$ . The results of interviews with patients stated that the products provided by RSGM Gusti Hasan Aman were the exhaustiveness with the availability of specialist doctors in polyclinics specialist, the completeness of supporting equipment and the availability of public services such as ATMs (Automated Teller Machines) and canteens. Similar research was conducted by Bayty et al., that the product will be better if the patient feels the service as well as the completeness of supporting examinations and other services according to what the patient needs.<sup>7</sup> However, there are some patients who dissatisfied with the lackness of availability on drugs at the RSGM Gusti Hasan Aman pharmacy, this is similar with the research was conducted by Ariyani et al, that patient disappointment can be caused by the unavailability of the drugs needed, so they have to look for drugs outside the hospital to complement their need.<sup>8</sup>

The result of this research indicates that most patients have a good perception of price dimensions. In line with the research conducted by Bayty et al., that the patient's perception is they prefer the good price, because the price setting is carried out by the hospital by adjusting economic segmentation accompanied by efforts to provide excellent service can increase the patient's desire to choose health services.<sup>7</sup> The results of the research at RSGM Gusti Hasan Aman indicates that there is a significant influence between the price variable and the frequency level of patient visits to RSGM Gusti Hasan Aman with  $r$  value 0,011  $< 0,05$ . Based on the results of the interviews, the patient stated that the price set by RSGM Gusti Hasan Aman is in accordance with the price listed on the banner at the queue counter. This research is in line with the research of Susanti and Sulistiadi, that health information should be displayed along with the price of services so that the information is clearer for patients and prospective patients.<sup>9</sup> However, some patients still feel inadequate about the rates or prices set by RSGM, patients think that the prices set are almost the same as the costs of independent dentist practice, this is a consideration for patients because

the prices offered and the services provided are almost the same.

The result of this research indicates most patients have good perception in place dimensions. The results of the study on patients at the RSGM Gusti Hasan Aman indicates that there is a significant influence between the place variable and the frequency of patient visits to the RSGM Gusti Hasan Aman with the *r value*  $0,011 < 0,05$ . Based on the result of interview, patients consider the location of RSGM to be a strategic location because it is in the middle of the city and close to hospitals and shopping centers, in line with research conducted by Bayty that for patients the place should provide convenience and comfort to access and obtain services from the hospital, related to the strategic location, complete facilities and other referral systems.<sup>7</sup> However, some patients are dissatisfied with the access road to RSGM which is narrow and easily jammed and it's difficult to get the parking lot for car. This certainly makes it difficult for patients who want to come to visit, especially for patients who use private transportation. As in research conducted by Mahara, the strategic location of the hospital and easy access by public and private transportation will facilitate patient access.<sup>10</sup>

The result of this research indicates most patients have good perception in promotion dimensions. This result is in line with the research by Bayty et al., more patients choose the perception of promotion in the good category, because according to patients the activities carried out by the hospital in promoting their health services will make it easier for patients to know the types of services they can use.<sup>7</sup> The results of the study on patients at the RSGM Gusti Hasan Aman indicates that there is a significant influence between the promotion variable and the frequency of patient visits to the RSGM Gusti Hasan Aman with the *r value*  $0,013 < 0,050$ . Based on the interview that conducted by the researcher, most of the patients said they find out the information about RSGM from young dentist who seek and bring patients to come and receive treatment at RSGM Gusti Hasan Aman, some others know RSGM based on recommendations from friends or their personal dentists. Supported by previous research by Lestari that to promote the hospital, they can choose to use advertising, or the deployment of personnel such as employees and health workers and public relations as a messenger or promotion to patients with the aim of attracting attention and interest from the community.<sup>11</sup>

The result of this research indicates most patients have good perception in people dimensions. Things that influence patient choices regarding people can be seen in the behavior that received by patients regarding effective service, the security, the quality and non-discrimination, also prioritizing the interests of patients in accordance with applicable standards.<sup>12</sup>

The results of the study at the RSGM Gusti Hasan Aman indicates that there is a significant influence between the people variable and the level of patient visits to the RSGM Gusti Hasan Aman with a value *r value*  $0,022 (r < 0,050)$ . Based on the interview that conducted at RSGM Gusti Hasan Aman, the patients feel happy and safe because they receive services directly from professionals, including the patients whose treated by young dentist, because patients feel that dentists are in charge of always supervising during treatment. This is supported by research conducted by Irnanda, that the professionalism of doctors influences the satisfaction and trust of patients.<sup>13</sup> However, some patients complained about the expression of the staff who sometimes showed unpleasant expressions such as not smiling and not greeting patients. This also supported by previous research by Lestari about communication relationship in marketing with the decision to choose other important health services such as giving special attention to each patient, paying attention to complaints of patients and their families, services to patients regardless of social status and others.<sup>11</sup>

The result of this research indicates most patients have good perception in process dimensions. The results of the study at the RSGM Gusti Hasan Aman indicates that there is a significant influence between the process variable and the level of patient visits to the RSGM Gusti Hasan Aman with a value *r value*  $0,023 (r < 0,050)$ . Based on the interview conducted at RSGM Gusti Hasan Aman, patients stated that the ease of asking questions at the receptionist is very helpful because they are always available on the spot. This is supported by the previous research by Ferdina at al., stated that the receptionist is the face of various public services, excellent and fast service will greatly influence the first impression in forming patient perceptions of service providers.<sup>14</sup> Meanwhile, in the flow of services, patients find it quite easy to understand and not complicated. This is in line with the research conducted by Azizah and Raharjo, where the hospital provides flow and direction instructions that make it easier for patients to understand the health service process.<sup>16</sup> However, some patients who judging that the process during health services sometimes takes time, especially at the counter because there are only a few employees and it takes quite a long time in the queue, including the process while waiting for the turn of service and the initial examination which is very time-consuming plus when the patient has to wait the presence of a doctor to receive services. Supported by Febriani's research, waiting time can cause patient dissatisfaction because patients need in rush, precise and responsive services. Patients will be disappointed if the waiting time is too long, but if the waiting time is short the patient will be satisfied and will tend to recommend the service.<sup>15</sup>

The result of this research indicates most patients have good perception in physical evidence dimensions. This is in line with previous research by Bur and Suyuti, that patients choose physical evidence with the most good perceptions, this assessment can be seen from adequate physical facilities, room cleanliness and the appearance of the hospital from outside and inside.<sup>16</sup> The result of the research at RSGM Gusti Hasan Aman indicates that there is a significant influence between the physical evidence variable and the level of patient visits to the RSGM Gusti Hasan Aman with a value *r value* 0,023 ( $r < 0,050$ ). Based on the interview that conducted at RSGM Gusti Hasan Aman appraising the availability of facilities such as the canteen at RSGM is very good because it is very useful for patients who really have to accompany their family or relatives for treatment or for patients who are waiting their turn to be able to while shopping in the canteen. Besides, the RSGM waiting room temperature is hot and the lightning is a little bit dark, also the toilet on the first floor didn't work. In the research conducted by Anisa et al., it was stated that achieving thermal comfort in the waiting room can be done by some ways, such as using an air conditioner (AC) machine, using sun shading such as choosing room glass strategy, using materials that can reduce heat transfer, or building orientation as a shielding the sun's heat radiation so that patients in the room still feel comfortable.<sup>17</sup> Some patients also dissatisfied because the operational of some facilities such as elevators are very often damaged and sometimes only one is functioning, it takes time to wait for the queue and the elevator is more often full, the narrowness of space for patients to use is disturbing for patients because the treatment room is located upstairs and requires the patient to use the elevator or choose to use the stairs. This is supported by research conducted by Alam et al., that the greater the waiting time generated by the round-trip elevator, the lower the comfort for its users.<sup>18</sup>

In conclusion, the results of scoring the dimensions of product, price, place, promotion, people, process and physical evidence in patients at the RSGM Gusti Hasan Aman are categorized as good. The results of the analysis on each marketing mix dimensions such as the product, price, place, promotion, people, process and physical evidence dimensions indicates value ( $r < 0,050$ ) that there is correlation between all marketing mix dimensions to level of patient visits.

## REFERENCES

1. Cholifah O, Paramitha Ameli Mkk, Umi Khoirun Nisak Mk. 2019. Buku Ajar Ilmu Kesehatan Masyarakat. Sidoarjo: UMSIDA. 1–116.
2. Maulana N. Menelisis Strategi Pemasaran Rumah Sakit Menggunakan Market Based-Management. 2020;17(3): 374-392.
3. Tasya N, Andriany P, Herwanda. Faktor-Faktor Yang Berhubungan Dengan Pemanfaatan Pelayanan Kesehatan Gigi Dan Mulut di Rumah Sakit Gigi Dan Mulut (RSGM) Universitas Syiah Kuala Banda Aceh. *Journal Caninus Dentistry*. 2016;1(4):54–62.
4. Susilawati S, Damayanti NA. Karakteristik Pasien dengan Keputusan Pembelian Jasa Layanan Kesehatan Gigi dan Mulut. *Jurnal Keperawatan Silampari*. 2020;4(1):83–91.
5. Haryani W, Purwati DE, Satrianingsih S. Pendidikan dan status ekonomi dengan kepatuhan perawatan gigi tiruan lepasan. *Majalah Kedokteran Gigi Indonesia*. 2017;3(3):160-166.
6. Darma Putra E, Yudisa Putri L, Poli Gigi Puskesmas Kopelma Darussalam K. The Effect Of Perceived Quality Patient To Revisit Interest Of Oral And Dental Health Service In Dental And Oral Hospital Unsyiah. *Cakradonya Dent J*. 2017. 9(1) : 16-25.
7. Bayty DN, Ramlan H, Usman. Hubungan Bauran Pemasaran dengan Keputusan Memilih Layanan Kesehatan pada Pasien Rawat Inap Rumah sakit Umum Aisyiyah ST Khadijah Kabupaten Pinrang. *Jurnal Ilmiah Manusia dan kesehatan*. 2022;5(1):2614–3151.
8. Aryani F, Muharni S, Liasari M, Afrianti Sekolah Tinggi Ilmu Farmasi Riau Jl Kamboaja R, Baru S. Outpatients' Satisfaction Analysis Of Pharmaceutical Service Quality In Pharmacy Installation Of Ibnu Sina Islamic Hospital Pekanbaru. *PHARMACY*. 2015;12(01):101-112.
9. Susanti ID, Sulistiadi W. Efektivitas Website Rumah Sakit Sebagai Media Informasi Era Pandemi. *Jurnal Manajemen dan Administrasi Rumah Sakit Indonesia*. 2021;5(2):1–5.
10. Bur N, Suyuti S. Relationship between Marketing Mix and Utilization of General Patient's Inpatient Health Services in RSUD Makassar. *PROMOTIF: Jurnal Kesehatan Masyarakat*. 2019;9(1):53–63.
11. Mahara E. Hubungan Bauran Pemasaran terhadap Minat Kunjung Ulang Pasien Umum di RSUD Mitra Medika Amplas Medan. *Jurnal Rekam Medik*. 2021;4(1):26–38.
12. Lestari SP. Hubungan Komunikasi Pemasaran Dan Promosi Dengan Keputusan Memilih Jasa Layanan Kesehatan (Studi Pada Rumah Sakit Islam Lumajang). *Majalah Ilmiah Inspiratif*. 2016;2(2):1-19.
13. Shofwatunida, Nurmawaty. Analisis Penerapan Strategi Bauran Pemasaran 7p Untuk Peningkatan Kunjungan Rawat Jalan Dimasa Pandemi Covid-19 Di Klinik Griya

- Husada Bekasi Tahun 2021. *Jurnal Kesehatan Tambusai*. 2022;3(1):339-346.
14. Putri Irnanda C, Surya Wanasida A. Profesionalisme Dokter dan Kepuasan Pasien di Rumah Sakit dan Klinik Kota Malang. *Jurnal Manajemen Kesehatan* . 2022;8(2):336-349.
  15. Ferdina V, Soekoco GH, Ryanto J, Rafael H, Rahmadhani EC. Implementasi Self-Service untuk Membantu Calon Pasien Rumah Sakit. 2014. 5(2): 91-98.
  16. Febriani F. Hubungan Faktor Emosi, Fasilitas, Harga, Waktu Tunggu Terhadap Kepuasan Ibu Hamil Dalam Pelayanan Antenatal Care (ANC) Di Praktek Mandiri Bidan Ruswanti S.ST Kota Bogor Tahun 2022. *DPOAJ*. 2022;1(12):439-46.
  17. Anisa Y, Gandarum DN, Rosnarti D. 2021. Pencapaian Kenyamanan Termal Pada Rancangan Ruang Tunggu Rumah Sakit Melalui Perancangan Fasad Bangunan Dan Zoning. *Prosiding Seminar Intelektual Muda*. Universitas Trisakti. 294-298.
  18. Alam BP, Aisha S, Mentari R, Mukti RA. Kenyamanan Pengunjung Terhadap Waktu Tunggu Lift Di Rumah Sakit Pasar Rebo. *SIMPONI*. 2019;1(1):729-737.