ABSTRACT

ANALYSIS OF THE MARKETING MIX IN ENHANCING OUTPATIENT REPEAT VISITS AT LABUANG BAJI REGIONAL PUBLIC HOSPITAL

Author : Suharnah
Supervisors : Najmi Kamariah
Alam Tauhid Syukur

Increasing competition among hospitals necessitates effective marketing strategies to retain and enhance patient loyalty, particularly in outpatient services. This study aims to analyze the influence of the marketing mix (7P)—including product, price, place, promotion, people, process, and physical evidence—on outpatient patients' intention to revisit Labuang Baji Regional Public Hospital Makassar.

This study employs a mixed-methods approach, collecting data via questionnaires, interviews, and document review. The sample comprised 100 outpatient respondents who had visited at least four times, purposely selected based on specific inclusion criteria.

The research findings indicate that product, place, promotion, people, and process have a positive and significant impact on revisit intention; however, price and physical evidence do not show significant influence. These findings suggest that high-quality service, strategic location, targeted promotion, friendly staff, and efficient service processes are the main drivers of patient loyalty. Therefore, the hospital is advised to prioritize marketing strategies focused on core service aspects and patient experience, while enhancing physical facilities as value additions. This study contributes practical insights for managing public health services, particularly in developing hospital marketing strategies based on patient needs and satisfaction.

Keywords: Marketing Mix 7P, Repeat Visits, Outpatient Care, Health Service Management, Patient Loyalty.

Translated by:
The AgencyES
Language Institute
File No.: 584-S2-225021