

## The Influence of Marketing Mix and Hospital Image on Inpatient Revisit Interest at Dr. Rubini Regional General Hospital, Mempawah Regency

Maura Zettira Shabrina<sup>1</sup>, Rohendi<sup>2</sup>, Yen Efawati<sup>3</sup>

<sup>1-3</sup> Adhirajasa Reswara Sanjaya University

maurazettiraa@gmail.com<sup>1</sup>, arohendi@ars.ac.id<sup>2</sup>, yen.efawati@ars.ac.id<sup>3</sup>

### **ABSTRACT.**

*The marketing mix is one of the strategies used to disseminate information, introduce products and services, and encourage consumers to make repeat purchases. Image plays an important role in determining the success of an institution, including hospitals. Patients' intention to make repeat visits is influenced by several factors, including marketing strategies and a positive hospital image. This study aims to analyze the effect of the marketing mix and hospital image on the revisit intention of inpatients at dr. Rubini Regional Public Hospital, Mempawah Regency. This research employed a mixed-methods approach with an explanatory sequential design. The study began with a quantitative phase involving 100 respondents, complemented by qualitative data from interviews with six informants. The results show that five elements of the marketing mix—product, place, people, process, and physical evidence—as well as hospital image have a significant effect on patients' revisit intention, whereas two elements of the marketing mix, promotion and price, do not have a significant effect. However, taken together, all nine variables have a significant effect on patients' revisit intention. The qualitative findings support the importance of the marketing mix and hospital image for inpatients' revisit intention.*

**Keywords :** *Marketing Mix, Hospital Image, Revisit Intention*

### **INTRODUCTION**

Hospitals are healthcare institutions that provide comprehensive individual healthcare services, including inpatient, outpatient, and emergency care (Kemenkes RI, 2009). With these developments, hospitals are now part of the competitive healthcare industry. Hospital management has begun responding to environmental changes by implementing a strategic marketing management approach, leading hospitals to adopt marketing strategies within their organizations (Windarti, Samad, & Pratiwi, 2023).

According to Kotler and Armstrong (2008), marketing strategy is a logical approach used by companies to create value for customers and build mutually beneficial relationships. In marketing activities, this strategy serves as the initial step in increasing purchasing interest by offering relevant products and convincing consumers that the products offered have benefits that meet their needs. Marketing strategy uses tools to elicit the desired response from the target market. These tools form a marketing mix. The marketing mix is a strategy used to disseminate information, introduce products and services, and encourage consumers to make repeat purchases (Windarti, Samad, & Pratiwi, 2023). The marketing mix consists of

seven main components: product, price, place, promotion, people, physical evidence, and process (Wiratman, Ahri, & Muchlis, 2023).

Marketing aims to build a positive image of the hospital through public trust and appreciation for its capabilities. Marketing focuses on maximizing the hospital's resources, while still expecting increased revenue as a result of the implemented strategies (Nurmawaddah, Ekawaty, & Insani, 2020). A well-executed marketing mix is expected to increase the number of guest visits and foster return visits with the potential for repeat purchases (Shalamah & Indrawati, 2021).

According to Kotler and Keller (2016), image is a comprehensive perception of an object formed from various information continuously obtained from many sources. Image plays a crucial role in determining the success of an institution, including hospitals. As technology advances, competition intensifies, so a positive image is a valuable asset that can benefit an institution (Syaharah, Liana, & Hasyim, 2016). A good public reputation can stem from a hospital's positive image. A positive image can maintain the stability of hospital operations, improve patient satisfaction, service quality, and loyalty, and encourage patients to return to the hospital (Citra, Razak, & Amelia, 2021).

Revisit intention is a behavior that emerges in response to an object that can indicate a customer's desire to revisit (Mendrofa, 2022). Patients' intention to revisit a hospital is driven by previous experiences (Rahmawati, 2022). The intention to revisit is also influenced by patient perceptions of the marketing mix (Shalamah & Indrawati, 2021). According to Arici and Gucer (2018), a patient's revisit is an individual decision that results in a commitment to return to the hospital, based on peace of mind and trust in the hospital's commitment to provide good, quality care (Arici & Gucer, 2018).

The Bed Occupancy Rate (BOR) is an indicator of inpatient care efficiency, useful for determining bed occupancy during a given period. A hospital's BOR is used to determine how many beds are occupied by patients during a given period. A low BOR indicates low utilization of hospital care facilities. In other words, the number of patients being treated is also low (Putri, 2017; Salim, 2023; Surbakti, 2023).

Mempawah Regency is home to Dr. Rubini Regional Hospital, a Type C hospital owned by the Mempawah Regency Government and the only one in Mempawah Regency, West Kalimantan. Dr. Rubini Regional Hospital provides outpatient care, general inpatient care, and 24-hour Emergency Department (ER) services. However, according to research by Komari and Djafar (2021), West Kalimantan residents prefer seeking treatment in Malaysia due to lower costs, more comprehensive hospital facilities, more transparent, clear, and accurate diagnoses, and patients' confidence in the doctors' ability to treat their illnesses more effectively (Komari & Djafar, 2021).

The number of patient visits in 2021 was 4,956, 7,858 in 2022, and 10,525 in 2023. The %BOR in 2021 was 42%, 62% in 2022, and 69.6% in 2023. Rubini, Mempawah Regency, has seen an increase in bed occupancy rates, but each year the number of patient visits has not met the target of 75%-85% of the %BOR standard set

by the Barber Johnson chart and remains below the minimum standard set by the Ministry of Health, 60%-85% (Kemenkes RI, 2020). A study by Anala et al., (2021), entitled "Correlation of Bed Occupancy Rate with Number of Patient Visits at Lubuk Basung Regional Hospital," states that the number of patient visits is related to and influences bed occupancy rates. Higher bed occupancy rates lead to higher patient visits (Anala et al., 2021).

Management of inpatient facilities in hospitals is crucial, given that inpatient units allow for the purchase of numerous hospital products for consumer medical needs (Toriawaty et al., 2022; Widiyanto, 2020). Prolonged failure to meet the established BOR target will significantly impact hospital revenue. This will lead to a decline in hospital revenue (Kulsum et al., 2023). Furthermore, public demand for adequate healthcare services is increasing. The government, as one of the parties responsible for improving public welfare, provides social funding assistance administered by hospitals to maintain service quality. A low BOR indicates lower bed utilization compared to the available beds. This will cause hospitals to waste government-provided social funds due to low bed utilization (Surbakti, 2023; Heryani et al., 2023; Handayani et al., 2022).

According to Widiyanto et al., (2020), several factors contribute to low BOR rates, including inadequate human resources and inadequate infrastructure. These limitations directly impact communities in need of fast and effective healthcare services (Widiyanto et al., 2020). Research by Sihombing and Raymond (2023) suggests that limited healthcare services can influence public perceptions of healthcare services, leading to hesitation in accessing healthcare facilities in the future or opting for alternative services that do not meet medical standards. This has the potential to reduce overall public health (Sihombing & Raymond, 2023).

Research by Yasni et al., (2020) on the relationship between the marketing mix and patient repeat visits revealed a significant relationship between product, promotion, price, place, promotion, people, and physical evidence on patient repeat visit intentions. This study also suggests that patient repeat visit intentions can be increased through a well-developed and well-conceived marketing concept (Yasni et al., 2020). Another study by Hartiningsih and Rokhmah (2017) on "Marketing Mix (4Ps + Physical Evidence) and Its Influence on Consumer Decisions in Using Prodia Surakarta Clinical Laboratory Services" states that product quality, price, promotion, distribution channels, and physical evidence significantly influence consumer decisions in using laboratory services (Hartiningsih & Rokhmah, 2017).

A study by Tama et al. (2024) in the inpatient unit of Dr. Sitanala General Hospital, Tangerang, found that brand image positively influences patients' decisions to use hospital services (Tama et al., 2024). A study by Fairiska and Sulistiadi (2024) entitled "The Influence of Hospital Brand Image on Patient Revisit Intentions" found that hospital image plays a significant role in increasing patient return intentions (Fairiska & Sulistiadi, 2024). Another study by Purwanto (2022) on outpatients at Dr. Sitanala General Hospital (RSAU) Dody Sardjoto stated that hospital image and service quality influence patient interest in seeking treatment (Purwanto et al., 2022).

Research by Rahmawati et al., (2022) shows that the achievement of the BOR percentage value at RSIM Sumberrejo in 2016-2018 experienced fluctuations, namely in 2016 reaching 49.41%, in 2017 reaching 49.29%, and in 2018 reaching 64.91%. When viewed from the established standards, the BOR value in 2018 has reached the ideal, but still at the lower limit. This indicates the still low interest of inpatients at RSIM Sumberrejo (Rahmawati et al., 2022). Patient interest in revisiting is influenced by several factors such as access to health care facilities, services provided, completeness of equipment and medicines needed. This shows that the easier the access and completeness provided by the hospital, the more likely patients will visit, and vice versa, the more difficult the access and incompleteness of the hospital makes patients reluctant to visit again (Kasuba & Kurniawan, 2018). Patient intention to revisit is also influenced by several other factors, including marketing strategy and hospital image (Syarah et al., 2024).

Based on the above background, the researchers were interested in conducting a study on "The Influence of Marketing Mix and Hospital Image on Inpatient Revisit Intention at Dr. Rubini Regional General Hospital, Mempawah Regency." At Dr. Rubini Regional General Hospital, Mempawah Regency, no research has been conducted on the influence of the marketing mix and hospital image on inpatient revisit intention. This study was conducted to serve as a reference and evaluation for hospital management in implementing an effective 7P Marketing Mix and maintaining and enhancing the hospital's image in the community.

## **RESEARCH METHODS**

### **Research Type**

This study employed a mixed methods approach, employing explanatory sequential mixed methods. This is a two-stage approach. The first phase involved quantitative data collection and analysis, followed by a qualitative phase.

The research design employed an observational analytical method with a cross-sectional approach.

### **Research Location and Time**

This study was conducted from September to October 2025 at Dr. Rubini Regional General Hospital, Mempawah Regency.

### **Population and Sample**

The population of this study was inpatients at Dr. Rubini Regional General Hospital, Mempawah Regency, during the September–October 2025 period. The sample consisted of all inpatients treated at Dr. Rubini Regional General Hospital, Mempawah Regency, meeting inclusion and exclusion criteria. Based on the Solvin formula, the sample size was  $99.05 \approx 100$  respondents. In the qualitative phase, informants were patients from the inpatient unit selected from 100 patients who had completed the questionnaire. The number of informants selected was 6 people.

**Data Collection Techniques**

The data collection techniques in this study utilized primary and secondary data sources. Data collection was conducted using questionnaires, semi-structured interviews, and documentation. Quantitative data collection used a questionnaire with a Likert scale of 1–6.

Qualitative data collection was conducted through participant observation and in-depth interviews.

**RESULTS AND DISCUSSION**

**Outer Model Test Results**

**Validity Test**

**Convergent Validity**

**Outer Loading Results**



**Figure 1. Outer Loading Results**

Figure 1 above shows that the outer loading values for all variable indicators are  $\geq 0.7$ , thus valid.

**Average Variance Extracted (AVE) Value Results**

**Table 1. Results of Average Variance Extracted (AVE) Values**

Variabel	Average Variance Extracted (AVE)
<i>Product (X<sub>1</sub>)</i>	0.675
<i>Place (X<sub>2</sub>)</i>	0.727
<i>People (X<sub>3</sub>)</i>	0.775
<i>Promotion (X<sub>4</sub>)</i>	0.709
<i>Price (X<sub>5</sub>)</i>	0.598
<i>Process (X<sub>6</sub>)</i>	0.668

<i>Physical Evidence</i> (X <sub>7</sub> )	0.726
Hospital Image (X <sub>8</sub> )	0.575
Repeat Visit Intention (Y)	0.590

Based on the results of the convergent validity test in Table 1, the overall value shows a value  $\geq 0.5$ . The product variable (X<sub>1</sub>) has a value of 0.675, the place variable (X<sub>2</sub>) has a value of 0.727, the people variable (X<sub>3</sub>) has a value of 0.775, the promotion variable (X<sub>4</sub>) has a value of 0.709, the price variable (X<sub>5</sub>) has a value of 0.598, the process variable (X<sub>6</sub>) has a value of 0.668, the physical evidence variable has a value of 0.726, the hospital image variable (X<sub>8</sub>) has a value of 0.575, and the revisit interest variable (Y) has a value of 0.590. This shows that all variables can be stated as acceptable convergent validity.

### **Discriminant Validity**

Based on the analysis conducted, each indicator in the research variable has the highest cross-loading value on the variable it forms compared to the cross-loading values on the other variables. Therefore, it can be concluded that all indicators of each construct meet the criteria for good discriminant validity.

### **Reliability Test**

#### ***Composite Reliability***

**Table 2. Composite Reliability**

<b>Variabel</b>	<b><i>Composite Reliability</i></b>
<i>Product</i> (X <sub>1</sub> )	0.924
<i>Place</i> (X <sub>2</sub> )	0.878
<i>People</i> (X <sub>3</sub> )	0.969
<i>Promotion</i> (X <sub>4</sub> )	0.949
<i>Price</i> (X <sub>5</sub> )	0.930
<i>Process</i> (X <sub>6</sub> )	0.942
<i>Physical Evidence</i> (X <sub>7</sub> )	0.923
Hospital Image (X <sub>8</sub> )	0.943
Repeat Visit Intention (Y)	0.936

Based on the composite reliability test shown in Table 2, it is known that the composite reliability value for all variables shows a value  $> 0.7$ . The composite reliability value for the product variable (X<sub>1</sub>) is 0.924, place (X<sub>2</sub>) is 0.878, people (X<sub>3</sub>) is 0.969, promotion (X<sub>4</sub>) is 0.949, price (X<sub>5</sub>) is 0.930, process (X<sub>6</sub>) is 0.942, physical evidence (X<sub>7</sub>) is 0.923, hospital image (X<sub>8</sub>) is 0.943, and intention to revisit (Y) is 0.936. This shows that all variables are declared reliable.

**Cronbach's Alpha**

**Table 3. Cronbach's Alpha**

Variabel	Cronbach's Alpha
Product (X <sub>1</sub> )	0.931
Place (X <sub>2</sub> )	0.906
People (X <sub>3</sub> )	0.964
Promotion (X <sub>4</sub> )	0.918
Price (X <sub>5</sub> )	0.933
Process (X <sub>6</sub> )	0.901
Physical Evidence (X <sub>7</sub> )	0.937
Hospital Image (X <sub>8</sub> )	0.907
Repeat Visit Intention (Y)	0.825

Based on the Cronbach's alpha test shown in Table 3, it is known that the Cronbach's alpha value for all variables shows a value > 0.7. The Cronbach's alpha value for the product variable (X<sub>1</sub>) is 0.931, the place variable (X<sub>2</sub>) is 0.906, the people variable (X<sub>3</sub>) is 0.964, the promotion variable (X<sub>4</sub>) is 0.918, the price variable (X<sub>5</sub>) is 0.933, the process variable (X<sub>6</sub>) is 0.901, the physical evidence variable (X<sub>7</sub>) is 0.937, the hospital image variable (X<sub>8</sub>) is 0.907, and the revisit intention variable (Y) is 0.825. This shows that all research variables can be declared reliable.

**Inner Model Test Results**

**Coefficient of Determination**

**Table 4. R-Square Results**

	R-square	R-square adjusted
Repeat Visit Intention (Y)	0.901	0.892

Table 4 shows that the R-squared (R<sup>2</sup>) value for the revisit intention variable (Y) is 0.901, with an adjusted R-squared value of 0.892. The R-squared value indicates the extent to which the independent variables explain the variation in the dependent variable. Therefore, an R<sup>2</sup> value of 0.901 indicates that 90.1% of the variation in revisit intention can be explained by the independent variables in this research model. Meanwhile, the remaining 9.9% is explained by factors outside the model not examined in this study.

The adjusted R-squared value of 0.892 shows nearly the same results, but has been adjusted for the number of independent variables used in the model. Adjusted R<sup>2</sup> is generally used to provide a more accurate picture of model strength, especially when there are a large number of independent variables. In this case, the small difference between R<sup>2</sup> and Adjusted R<sup>2</sup> (i.e., 0.901 - 0.892 = 0.009) indicates that the model used is stable and does not experience overfitting, so it can be said to have a good level of fit between the model and the data used. Thus, it can be concluded that the structural model developed in this study has very strong power against the variable of revisit intention. This indicates that the independent variables in the study

have a substantial and relevant influence on visitors' intention to return to visit in the future.

**Standardized Root Mean Square Residual (SRMR) Test**

**Table 5. SRMR Test Results**

	Saturated model	Estimated model
SRMR	0.068	0.068

Table 5 shows that the SRMR value is  $0.068 < 0.10$ . Therefore, the model in this study is fit and can be continued to hypothesis testing.

**F2 (F Square) Test**

**Table 6. F-Square Results**

Variabel	Repeat Visit Intention (Y)
Product (X <sub>1</sub> )	0.159
Place (X <sub>2</sub> )	0.076
People (X <sub>3</sub> )	0.055
Promotion (X <sub>4</sub> )	0.039
Price (X <sub>5</sub> )	0.025
Process (X <sub>6</sub> )	0.207
Physical Evidence (X <sub>7</sub> )	0.185
Hospital Image (X <sub>8</sub> )	0.104

Based on the results of the f-square ( $f^2$ ) test, the effect value of each independent variable on the dependent variable is obtained, namely the product variable (X<sub>1</sub>) of 0.159, place (X<sub>2</sub>) of 0.076, people (X<sub>3</sub>) of 0.055, promotion (X<sub>4</sub>) of 0.039, price of (X<sub>5</sub>) 0.025, process (X<sub>6</sub>) of 0.207, physical evidence (X<sub>7</sub>) of 0.185, and hospital image (X<sub>8</sub>) of 0.104. Based on these results, it shows that the product variable (X<sub>1</sub>) of 0.159, process (X<sub>6</sub>) of 0.207 and physical evidence (X<sub>7</sub>) of 0.185 have a moderate influence, the place variable (X<sub>2</sub>) of 0.076, people (X<sub>3</sub>) of 0.055, promotion (X<sub>4</sub>) of 0.039 and hospital image (X<sub>8</sub>) of 0.104 show a small influence. Meanwhile, price (X<sub>5</sub>) at 0.025 had the smallest influence, meaning its contribution to changes in repeat visit interest was relatively low. Overall, the results of this f-square test indicate that the process (X<sub>6</sub>), physical evidence (X<sub>7</sub>), and product (X<sub>1</sub>) factors are the variables that contribute most to increasing patient repeat visit interest, while price (X<sub>5</sub>) and promotion (X<sub>4</sub>) have the smallest contribution to this interest.

**Goodness of Fit Test**

**Table 7. GoF Test Results**

	Saturated Model	Estimated Model
NFI	0.544	0.544

Based on table 7, the calculation results using the model are 0.544 in the NFI table and are included in the high GoF category, which means that this measurement model has a high level of suitability.

**Q<sup>2</sup> (Q Square) Test**

**Table 8. Q Square Results**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Repeat Visit Intention (Y)	500.000	248.578	0.503
Product (X <sub>1</sub> )	800.000	800.000	0.000
Place (X <sub>2</sub> )	500.000	500.000	0.000
People (X <sub>3</sub> )	900.000	900.000	0.000
Promotion (X <sub>4</sub> )	600.000	600.000	0.000
Price (X <sub>5</sub> )	1100.000	1100.000	0.000
Process (X <sub>6</sub> )	600.000	600.000	0.000
Physical Evidence (X <sub>7</sub> )	700.000	700.000	0.000
Hospital Image (X <sub>8</sub> )	900.000	900.000	0.000

Based on Table 8, it shows that the results of the Construct Cross-Validated Redundancy (Q<sup>2</sup>) test obtained a Q<sup>2</sup> value for the Revisit Interest variable (Y) of 0.503, while all independent variables, namely product (X<sub>1</sub>), place (X<sub>2</sub>), people (X<sub>3</sub>), promotion (X<sub>4</sub>), price (X<sub>5</sub>), process (X<sub>6</sub>), physical evidence (X<sub>7</sub>), and hospital image (X<sub>8</sub>) have a Q<sup>2</sup> value = 0.000. Thus, the results of this study indicate that the model has good predictive ability for the revisit interest variable (Y) because the Q<sup>2</sup> value of 0.503 > 0 and is included in the strong category (> 0.35). Overall, these results indicate that the PLS model used in the study has very good predictive ability for patient revisit interest, so the model can be considered appropriate in explaining the relationship between the variables tested.

**Hypothesis Testing**

**Table 9. Results of Direct Hypothesis Testing**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Product (X <sub>1</sub> ) -> Intention to Repeat Visit (Y)	0.256	0.239	0.114	2.240	0.025
Place (X <sub>2</sub> ) -> Intention to Repeat Visit (Y)	0.165	0.148	0.082	2.028	0.043
People (X <sub>3</sub> ) -> Intention to Repeat Visit (Y)	0.082	0.072	0.033	2.436	0.015
Promotion (X <sub>4</sub> ) -> Intention to Repeat Visit (Y)	-0.097	-0.091	0.060	1.615	0.106

Price (X <sub>5</sub> ) -> Intention to Repeat Visit (Y)	0.061	0.057	0.039	1.545	0.122
Process (X <sub>6</sub> ) -> Intention to Repeat Visit (Y)	0.223	0.212	0.087	2.557	0.011
Physical Evidence (X <sub>7</sub> ) -> Intention to Repeat Visit (Y)	0.254	0.289	0.105	2.422	0.015
Hospital Image (X <sub>8</sub> ) -> Intention to Repeat Visit (Y)	0.193	0.194	0.090	2.146	0.032

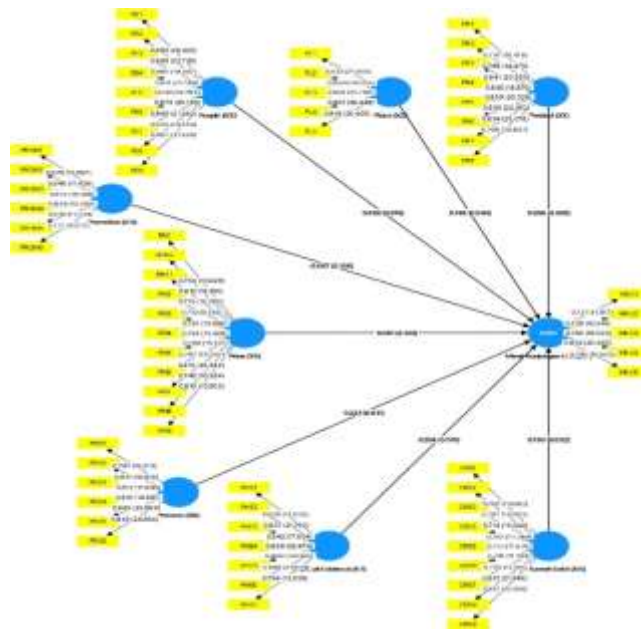


Figure 2 Image of Direct Hypothesis Test Results

1. **H1: Product has a positive and significant effect on the intention to revisit inpatients at Dr. Rubini Regional General Hospital, Mempawah Regency.**

The results of the hypothesis test indicate that Product (X<sub>1</sub>) has a positive and significant effect on the intention to revisit patients at Dr. Rubini Regional General Hospital, Mempawah Regency, with a coefficient value of 0.256, a t-statistics of 2.240, and a p-value of 0.025. Therefore, H1 can be concluded as accepted.

2. **H2: Place has a positive and significant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency.**

The results of the hypothesis test indicate that Place (X<sub>2</sub>) has a positive and significant effect on patients' intention to revisit at Dr. Rubini Regional

General Hospital, Mempawah Regency, with a coefficient value of 0.165, a t-statistics of 2.028, and a p-value of 0.043. Therefore, H2 can be concluded as accepted.

3. **H3: People have a positive and significant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency.**

The results of the hypothesis test indicate that People ( $X_3$ ) have a positive and significant effect on patients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency, with a coefficient value of 0.082, a t-statistics of 2.436, and a p-value of 0.015. Therefore, H3 can be concluded as accepted.

4. **H4: Promotion has a negative and insignificant effect on inpatient revisit intention at Dr. Rubini Regional General Hospital, Mempawah Regency.**

The results of the hypothesis test indicate that Promotion ( $X_4$ ) has a negative and insignificant effect on patient revisit intention at Dr. Rubini Regional General Hospital, Mempawah Regency, with a coefficient value of -0.097, a t-statistics of 1.615, and a p-value of 0.106. Therefore, H4 is rejected.

5. **H5: Price has a positive but insignificant effect on inpatient revisit intention at Dr. Rubini Regional General Hospital, Mempawah Regency.**

The results of the hypothesis test indicate that Price ( $X_5$ ) has a positive but insignificant effect on patient revisit intention at Dr. Rubini Regional General Hospital, Mempawah Regency, with a coefficient of 0.061, a t-statistics of 1.545, and a p-value of 0.122. Therefore, H5 is rejected.

6. **H6: Process has a positive and significant effect on inpatient revisit intention at Dr. Rubini Regional General Hospital, Mempawah Regency.**

The results of the hypothesis test indicate that Process ( $X_6$ ) has a positive and significant effect on patient revisit intention at Dr. Rubini Regional General Hospital, Mempawah Regency, with a coefficient of 0.223, a t-statistics of 2.557, and a p-value of 0.011. Therefore, H6 can be concluded as accepted.

7. **H7: Physical Evidence has a positive and significant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency.**

The results of the hypothesis test indicate that Physical Evidence ( $X_7$ ) has a positive and significant effect on patients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency, with a coefficient of 0.254, a t-statistics of 2.442, and a p-value of 0.015. Therefore, H7 can be concluded as accepted.

8. **H8: Hospital Image has a positive and significant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency.**

The results of the hypothesis test indicate that Hospital Image ( $X_8$ ) has a positive and significant effect on patients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency, with a coefficient of 0.193, a

t-statistics of 2.146, and a p-value of 0.032. Therefore, H8 can be concluded as accepted.

### Simultaneous Effect Analysis

**Table 10 Results of Simultaneous Effect Analysis**

Variabel	R-Square	F Statistik	P-Value
Interest in Repeat Visits	0.901	100,672	.000

- H9: Product, Price, Place, Promotion, People, Process, Physical Evidence, and Hospital Image have a positive and significant effect on revisit intention among inpatients at Dr. Rubini Regional General Hospital, Mempawah Regency.**

Table 10 shows an  $R^2$  value of 0.901, meaning that 90.1% of the variation in revisit intention can be explained by the independent variables included in this research model. Meanwhile, the remaining 9.9% is explained by other factors outside the model not examined in this study. The R-square value indicates that product, price, place, promotion, people, process, physical evidence, and hospital image have a strong contribution to revisit intention. Furthermore, the F-statistic of 100.672 with a p-value of 0.000 indicates that variables X and Y are simultaneously significant. This indicates that H9 is accepted.

### Discussion

#### The Influence of Product Variables on Patient Revisit Intention

The research results indicate that the product variable in the marketing mix has a positive and significant influence on patient revisit intention. The quantitative research results are supported by interviews with several informants. Thematic analysis yielded three findings: the completeness of medical personnel, the completeness of medical equipment, supporting facilities, and medications, and clinical consultations. Patients stated that they were treated directly by specialist doctors according to their complaints, were not asked to redeem medications outside the hospital, and received clear explanations regarding their condition and treatment plan. However, there were still problems such as limited blood availability, requiring patients to find their own donors. Quality products, such as the completeness of doctors and supporting equipment, impact patients' desire to revisit when they need health services (Indraswati & Asrina, 2023). This research aligns with research conducted by Ginting, Kurnia, & Zai (2020) at Marelon General Hospital, which stated that product significantly influences patient revisit intention.

#### The Influence of Place Variables on Patient Revisit Intention

The research results indicate that the place variable in the marketing mix has a positive and significant influence on patient revisit intention. The quantitative research findings are supported by interview results. Thematic analysis yielded two

findings: accessibility and mobility. Patients considered the hospital's location strategic and easily accessible, and the presence of an elevator facilitated patient mobility. However, patients living far from the city center felt the distance was quite long, and they also stated that the inpatient pharmacy depot was located on a different floor, making it difficult for patient companions. Place is an element in the marketing mix that refers to consumers' ease of access to the services they need. Location is assessed not only by its physical appearance but also by the distribution mechanisms used to deliver the offered product from the point of production to the consumer (Bandaso et al., 2020). This research aligns with research conducted by Priyanugraha, Rahim, and Sukajie (2024) at the Khasanah Medika Clinic and Baitul Syifa, which found that place significantly influences patient revisit intention.

### **The Influence of People Variables on Patient Revisit Intention**

The research results indicate that the people variable in the marketing mix has a positive and significant influence on patient revisit intention. The quantitative research findings are supported by interviews. Thematic analysis yielded five findings: staff attitude, staff identity, communication, education, and attentiveness. Patients rated doctors and most nurses as friendly and communicative, but some staff were less friendly and provided insufficient explanations. According to Andriani, Purwadhi, and Disman (2022), the service culture and performance of a service provider are influenced by the human resources within it. This research aligns with research conducted by Saputra, Rohendi, and Mulyani (2025) at the PKU Muhammadiyah H. Mahmud Clinic in Pemalang, which found a significant influence between people, specifically human resources, and patient revisit intention.

### **The Influence of Promotion Variables on Patient Revisit Intention**

The research results indicate that promotion variables have a negative and insignificant influence on patient revisit intention. The quantitative research findings are supported by interview results. Thematic analysis yielded three findings: word of mouth, performance, and social media. This study indicates that patients obtain more information through word of mouth than through formal promotions or social media. According to Wahyuni (2020), promotion is an activity carried out with the aim of conveying information, influencing, convincing, and reminding customers to purchase a product offered (Wahyuni, 2020). This study aligns with research conducted by Kaivi (2025) at Aisyiyah General Hospital, Padang, which found no relationship between the influence of promotion and inpatient revisit intention.

### **The Influence of Price Variables on Patient Revisit Intention**

The research results indicate that price has a positive but insignificant effect on patient revisit intention. The quantitative research findings are supported by interviews. Thematic analysis yielded three findings: the suitability of facilities to BPJS (Social Security Agency) fees, affordability, and ease of access. Most BPJS patients considered the service commensurate with their membership entitlements

and did not consider the cost, although some patients still felt burdened by BPJS fines. Competitive and affordable prices can influence patient revisit intention. This study aligns with research by Fitriana, Jafar, and Batara (2024) at Dr. La Palaloi Regional Hospital in Maros Regency in 2024, which found that price in the marketing mix did not significantly influence patient revisit intention.

### **The Influence of Process Variables on Patient Revisit Intention**

The research results indicate that process variables have a positive and significant influence on patient revisit intention. The quantitative research findings are supported by interview results. Thematic analysis yielded three findings: administration, accuracy and care, and waiting time. Patients rated the staff's thoroughness and clinical response as quite good, but challenges persisted regarding information on administrative flows and waiting times. In healthcare, the caregiving process and supporting processes used to provide services are not solely driven by medical personnel but also depend on patient contributions (Taruna & Assa, 2025).

This research aligns with research conducted by Muliawati (2020) at the Specialist Polyclinic at Sriwijaya Hospital in Palembang, which found that process significantly correlates with patient revisit intention.

### **The Influence of Physical Evidence Variables on Patient Revisit Intention**

The research results indicate that physical evidence has a positive and significant effect on patient revisit intention. The quantitative research findings are supported by interview results. Thematic analysis yielded five findings: the aesthetics of the treatment room, cleanliness and utilities, air circulation and lighting, environment and noise, and improvements in facility quality. Patients rated the rooms as comfortable and the facilities continually updated, although complaints about noise and additional facilities persisted. The physical environment provided by hospitals as a place for healthcare services must consider the design and appearance that directly interact with patients (Nurmawaddah, Ekawaty, & Insani, 2020).

This study aligns with research conducted by Komang and Tri Suratmi (2024) at Karunia Bunda Women's and Children's Hospital (RSIA Karunia Bunda), which found that physical evidence influences patients' decisions to visit the hospital.

### **The Influence of Hospital Image on Patient Revisit Intention**

The research results indicate that hospital image has a positive and significant effect on patient revisit intention. The quantitative research findings are supported by interviews. Thematic analysis yielded one finding: positive perceptions. Patients rated the hospital's image favorably, reinforced by personal experiences and family recommendations. A positive or negative hospital image is highly dependent on the patient's experience during their stay (Situngkir, Handoko, & Agustina, 2025). This research aligns with research conducted by Marchama et al., (2021) at Hospital X Indonesia, which found that hospital image significantly influenced inpatients' revisit intention.

## **The Influence of the Marketing Mix and Hospital Image on Patient Revisit Intention**

The research results indicate that the marketing mix and hospital image simultaneously have a positive and significant effect on patient revisit intention. The quantitative research findings are supported by interview results. Thematic analysis yielded five findings: revisit intention, service quality, recommendations, assurance, and trust. These findings indicate that the combination of service quality, processes, facilities, and image fosters patient trust and loyalty. A positive marketing mix and brand image impact patients' intention to revisit the hospital (Paradilla, 2021). This research aligns with Paradilla (2021), who stated that the marketing mix and brand image significantly influence patient loyalty, including revisit intention.

## **CONCLUSION AND SUGGESTIONS**

### **Conclusion**

Based on the results of research on the influence of marketing mix and hospital image on the intention of repeat visits of inpatients at Dr. Rubini Regional General Hospital, Mempawah Regency, it can be concluded that:

1. Product in the marketing mix has a positive and significant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency. This indicates that the better the product services provided by the hospital, the higher the intention of inpatients to return to Dr. Rubini Regional General Hospital, Mempawah Regency.
2. Place in the marketing mix has a positive and significant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency. This indicates that the better the access and mobility provided by the hospital, the higher the intention of inpatients to return to Dr. Rubini Regional General Hospital, Mempawah Regency.
3. People in the marketing mix has a positive and significant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency. This indicates that the clearer and better the staff interaction, the higher the intention of inpatients to return to Dr. Rubini Regional General Hospital, Mempawah Regency.
4. Promotion in the marketing mix has a negative and insignificant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency. This indicates that current promotions have not been proven to influence inpatients' intention to return to Dr. Rubini Regional General Hospital, Mempawah Regency.
5. Price in the marketing mix has a positive but insignificant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency. This suggests that affordability tends to increase inpatients' intention to return, but this effect was not proven strong in this study.

6. Process in the marketing mix has a positive and significant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency. This indicates that the clearer and faster the service flow, the higher the patient's intention to return to Dr. Rubini Regional General Hospital, Mempawah Regency. However, a problem remains: patients perceive that good service is not consistent across situations.
7. Physical Evidence in the marketing mix has a positive and significant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency. This suggests that the more comfortable the hospital environment, the higher the patient's intention to return to Dr. Rubini Regional General Hospital, Mempawah Regency.
8. Hospital image has a positive and significant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency. This is supported by the results of quantitative research on hospital image, which indicates that the more positive the hospital's reputation, the higher the patient's intention to return to Dr. Rubini Regional General Hospital, Mempawah Regency.
9. Product, place, people, promotion, price, process, physical evidence, and hospital image simultaneously have a positive and significant effect on inpatients' intention to revisit at Dr. Rubini Regional General Hospital, Mempawah Regency. This indicates that when all aspects of the marketing mix (product, place, people, promotion, price, process, physical evidence) and hospital image are well-managed and effective, the quality of the patient experience improves, leading to a higher intention to return to Dr. Rubini Regional General Hospital, Mempawah Regency.

### **Recommendations for Future Researchers**

The researchers' recommendation for this study is to use a longitudinal design or more in-depth qualitative methods. Future research could consider a longitudinal design to examine changes in revisit intentions over time or deepen the qualitative aspects through more extensive interviews, including with patients' families and staff, to more fully understand the dynamics of patient experiences.

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