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The Role of Marketing Management in Enhancing Patient Satisfaction and Loyalty in Hospital Services

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Abstract

Marketing management plays an important role in improving hospital competitiveness amid increasingly intense competition in healthcare services. Hospitals are not only required to provide high-quality medical services but also to meet patient needs and expectations through appropriate marketing strategies. This article aims to analyze the implementation of marketing management in improving patient satisfaction and loyalty in hospitals. The method used is a literature study by reviewing various relevant scientific sources. The results indicate that patient-oriented marketing strategies, service quality improvement, utilization of digital media, and effective patient relationship management can enhance patient satisfaction and loyalty. Therefore, marketing management is an essential factor in supporting the success and sustainability of hospital services. This article contributes to strengthening the understanding of how patient-oriented marketing strategies can support hospital competitiveness and long-term patient loyalty.

Keywords: marketing management, hospital, patient satisfaction, patient loyalty.

Introduction

The rapid development of the health world has created quite fierce competition among various hospitals, both government and private hospitals. This condition requires every hospital to continue to improve the quality of service in order to be able to meet the needs of the community while maintaining its existence. If in the past hospitals focused more on the aspect of medical services, now hospitals also need to pay attention to marketing strategies as one of the efforts to increase competitiveness and build good relationships with patients.

Marketing management is one of the important functions in an organization that aims to identify consumer needs, create value, and provide satisfaction to consumers through the products or services offered. In the context of hospitals, marketing is not only related to the promotion of health services, but also includes efforts to understand patient needs, improve the quality of services, build a positive image, and create a satisfactory service experience. Thus, marketing has become an integral part of modern hospital management (Alma, 2018).

People today are increasingly critical in choosing health services. Before determining the hospital to be used, patients usually look for various information related to the quality of service, available facilities, competence of medical personnel, service costs, and the experience of other

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patients. Advances in information and communication technology also make it easier for people to obtain this information through the internet and social media. Therefore, hospitals need to have a marketing strategy that is able to answer the public's information needs while building trust in the services provided (Kawi & Keni, 2024).

Patient satisfaction is one of the important indicators in assessing the quality of hospital services. Satisfaction arises when the services received meet or even exceed the patient's expectations. On the other hand, if the service received is not in accordance with expectations, then the patient will feel dissatisfied. Patient satisfaction levels have a great impact on the image of the hospital because satisfied patients tend to give positive ratings and recommend the hospital to others. This shows that patient satisfaction not only provides benefits to the patient himself, but also contributes to the sustainability of the hospital (Wibowo et al., 2024).

In addition to satisfaction, patient loyalty is also a very important factor in the world of health services. Patient loyalty describes the patient's commitment to continue using the services of a hospital despite the many other healthcare alternatives. Loyal patients usually have a high level of trust in the hospital and tend to make repeat visits when they need health services. Patient loyalty can also help hospitals maintain the number of patient visits in a sustainable manner to support the stability of hospital operations.

In practice, the success of hospital marketing management is greatly influenced by various factors, such as service quality, competence of health workers, completeness of facilities, ease of access to services, effective communication, and the use of digital technology. Hospitals that are able to manage these factors well will more easily create patient satisfaction and loyalty. On the other hand, hospitals that do not pay attention to marketing aspects have the potential to lose public trust and experience a decrease in the number of patient visits.

The development of digital technology has also changed the way hospitals carry out marketing activities. Today, many hospitals use official websites, social media, health applications, and various other digital platforms to provide information to the public. The presence of digital technology allows hospitals to reach potential patients more widely, quickly, and efficiently. In addition, technology can also be used to improve the quality of services through an online registration system, online consultation, and health information services that are easily accessible to the public.

The implementation of effective marketing management can help hospitals in creating added value for patients. This added value does not only come from the medical services provided, but also from the patient's experience while receiving services. A positive experience will increase patient satisfaction levels and ultimately build loyalty. Therefore, hospitals need to implement marketing strategies that are oriented to patient needs and satisfaction in order to be able to compete in the midst of an increasingly dynamic development of the health industry (Wibowo et al., 2024).

Based on this description, it can be understood that marketing management has a very important role in supporting the success of hospital services. Through the right marketing strategy, hospitals can increase patient satisfaction, build loyalty, and strengthen their position in the midst

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of healthcare competition. Therefore, the discussion of the application of marketing management in increasing patient satisfaction and loyalty is important to be studied further.

Method

The writing of this article uses the literature study method (library research). The literature study method is a research method that is carried out by collecting, studying, and analyzing various sources of information relevant to the topic being discussed. The data sources used in this article come from books, scientific journals, research articles, as well as various academic references related to marketing management, healthcare marketing, patient satisfaction, and patient loyalty.

Data collection was carried out through a search of various literature related to the application of marketing management in hospital services. The data obtained was then analyzed using a qualitative descriptive approach. This approach is used to provide a systematic overview of the concept of marketing management and its effect on patient satisfaction and loyalty in healthcare.

Through the literature study method, the author seeks to identify various marketing strategies that can be applied by hospitals in improving the quality of services and building good relationships with patients.

The results of the analysis are then presented in the form of a systematic description so that it can provide a more comprehensive understanding of the importance of marketing management in the health service sector.

Results and Discussion

The Concept of Marketing Management in Hospitals

Marketing management is the process of planning, executing, and controlling various activities that aim to create value for consumers while achieving organizational goals. In the healthcare sector, marketing has a very important role because hospitals not only offer medical services, but also provide a service experience to patients. Therefore, hospitals need to understand the needs of the community in order to provide services that meet patient expectations (Alma, 2018).

Hospital marketing is different from product marketing in general. Health products are included in the category of services that have intangible characteristics, perishability, variability, and inseparability from service providers. These characteristics cause hospitals to pay more attention to the quality of services provided to patients (Wibowo et al., 2024).

In its application, hospital marketing management does not only focus on promotional activities. Hospital marketing includes various aspects, such as service planning, facility development, rate setting, improving service quality, and managing relationships with patients. Thus, marketing becomes an important part of the overall hospital management strategy.

The main goal of hospital marketing is to create patient satisfaction through quality services. This satisfaction will shape public trust in hospitals so that they can increase the number of patient visits and strengthen the position of hospitals in the midst of increasingly fierce competition.

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Marketing Mix in Hospital Services

In health services marketing, the concept of a marketing mix or marketing mix is known as the 7P which consists of product, price, place, promotion, people, process, and physical evidence. These seven elements have an important role in determining the success of hospital marketing.

Product

Products in hospitals are in the form of health services provided to patients. These services include outpatient services, inpatient services, emergency installations, laboratory examinations, pharmaceutical services, and various other medical services. Good quality of service will provide added value to patients and increase their satisfaction (Rahmat & Kusumayati, 2024).

In addition to the main services, hospitals can also develop supporting services such as online health consultations, online registration services, and health information services that are easily accessible to the public. Service innovation is one of the important factors in increasing the competitiveness of hospitals.

Price

Prices in hospital services are related to the costs that patients have to spend to obtain health services. Pricing must consider the ability of the community, the quality of services provided, and the existing competitive conditions.

A suitable price will give a positive perception to the patient. On the other hand, prices that are too high without being balanced with adequate service quality can cause patient dissatisfaction. Therefore, hospitals need to implement a transparent and fair rate policy (Kawi & Keni, 2024).

Square

The location of the hospital is one of the factors that influence the patient's decision in choosing health services. Hospitals that are easily accessible, have good transportation access, and are supported by a comfortable environment will be more in demand by the community.

In addition to physical locations, technological developments have also caused the concept of place not only limited to hospital buildings. The presence of digital services allows patients to obtain various health information without having to come directly to the hospital.

Promotion

Promotion is a communication activity carried out by hospitals to introduce services to the community. Promotional forms can be done through print media, electronic media, official websites, social media, health seminars, and public education activities.

Effective promotion not only aims to attract new patients, but also build a positive image of the hospital. The information submitted must be clear, accurate, and in accordance with health service ethics.

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People

Human resources are a very important factor in hospital services. Doctors, nurses, administrative staff, and all hospital staff play a direct role in creating a service experience for patients.

Good communication skills, friendly attitude, empathy, and professionalism of health workers will give a positive impression to patients. Therefore, hospitals need to continue to improve the competence of their human resources through various training and development programs (Kawi & Keni, 2024).

Process

A fast, easy, and efficient service process is one of the factors that affect patient satisfaction. Patients generally want a simple registration process, a short waiting time, and clear and organized service.

The application of information technology can help hospitals improve the efficiency of the service process. Online registration systems, electronic medical records, and health service applications are examples of innovations that can improve the quality of service processes.

Physical Evidence

Physical evidence is any form of facility that can be seen directly by the patient. These factors include the cleanliness of the room, the comfort of the waiting room, the completeness of medical facilities, parking areas, and the appearance of health workers.

A clean, safe, and comfortable hospital environment will give a professional impression so as to increase patient confidence in the quality of service provided.

Hospital Marketing Strategies in Improving Patient Satisfaction

Patient satisfaction is one of the indicators of the success of hospital services. Patients will feel satisfied if the service received meets or even exceeds their expectations. In the world of health services, patient satisfaction is not only influenced by the success of medical procedures, but also by various other aspects of service such as the friendliness of the staff, speed of service, comfort of facilities, ease of obtaining information, and the quality of communication between health workers and patients. Therefore, hospitals need to implement marketing strategies that are oriented to the needs and expectations of patients.

One of the strategies that can be applied is to improve the quality of service. The quality of service is the main factor that affects patients' perception of hospitals. Fast, precise, friendly, and professional service will provide a positive experience for patients. On the other hand, slow and unresponsive service can lead to dissatisfaction. Therefore, hospitals need to periodically evaluate the quality of services provided so that they can continue to make improvements.

In addition to the quality of service, effective communication is also an important part of the hospital's marketing strategy. Good communication between healthcare workers and patients can increase trust and reduce misunderstandings during the service process. Patients generally feel

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more comfortable if they get a clear explanation of health conditions, treatment procedures, and service costs that must be incurred (Nurhayati et al., 2024).

With open and transparent communication, patients will feel more valued so that their satisfaction level increases.

The next strategy is the development of health service facilities. Hospitals need to provide adequate facilities to support patient comfort during treatment. Clean, safe, and modern facilities can give a positive impression to patients. The availability of a comfortable waiting room, a clear information system, adequate parking areas, and other supporting facilities are factors that can increase patient satisfaction.

In today's digital era, the use of information technology is also a very effective marketing strategy. Hospitals can use official websites, social media, and health applications to provide information to the public. The presence of digital technology allows patients to obtain information more easily and quickly.

In addition, various services such as online registration, online consultations, and digital access to examination results can increase patient comfort in obtaining health services.

An equally important marketing strategy is to build long-term relationships with patients. Good relationships can be built through consistent service, continuous communication, and attention to the needs of patients after receiving services. Hospitals can utilize various communication media to provide health education, the latest service information, and speeches at certain moments. This step can strengthen the emotional connection between patients and hospitals.

Efforts to improve patient satisfaction can also be done through effective complaint management. Complaints submitted by patients should not be considered as a form of criticism alone, but as input that can be used to improve the quality of service. Hospitals need to provide an easily accessible complaint handling system so that patients can submit feedback comfortably. A quick response to complaints will show that the hospital has a high commitment to patient satisfaction.

The implementation of these various marketing strategies can have a significant impact on patient satisfaction levels. Patients who feel satisfied will have a positive perception of the hospital and are more likely to use the available services if they need health services in the future (Rahmat & Kusumayati, 2024).

The Influence of Marketing Management on Patient Loyalty

Patient loyalty is a patient's commitment to continue to use the services of a hospital repeatedly because of the trust and satisfaction with the services received. Loyalty is one of the important goals in the implementation of marketing management because it can support the sustainability of the hospital in the long term.

A well-implemented marketing management can increase patient loyalty through quality service, effective communication, and good relationships between hospitals and patients. Satisfied patients tend to have higher trust in the hospital and choose to return to the same service when they need health care.

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In addition, loyal patients often recommend hospitals to family or relatives based on their positive experiences. Therefore, hospitals need to maintain consistent service quality so that patient satisfaction and loyalty can continue to increase.

Hospital Marketing Challenges and Opportunities in the Digital Era

The development of digital technology provides great opportunities for hospitals to carry out marketing activities. Through websites, social media, and various other digital platforms, hospitals can convey service information to the public more quickly and widely (Handayani & Aisyah, 2024).

The use of technology also helps improve the quality of services through online registration systems, online consultations, and more accessible health information services.

On the other hand, hospitals also face challenges in the form of increasing competition and high public expectations for service quality. In addition, digital reputation management is important because patient information and reviews can affect the image of hospitals in the eyes of the public.

By utilizing technology appropriately and staying focused on patient needs, hospitals can increase competitiveness while strengthening relationships with the community.

Conclusion

Marketing management is one of the important aspects of hospital management that plays a role in increasing patient satisfaction and loyalty. In an era of increasingly fierce competition for health services, hospitals are not only required to provide quality medical services, but must also be able to understand the needs and expectations of patients through the implementation of the right marketing strategy. The application of marketing management in hospitals can be done through the management of the service marketing mix which includes products, prices, venues, promotions, human resources, processes, and physical evidence. All of these elements are interrelated in creating a positive service experience for patients. Good service quality, effective communication, adequate facilities, and the use of digital technology are important factors in increasing patient satisfaction. Patient satisfaction has a great influence on patient loyalty. Satisfied patients tend to have higher trust in the hospital, make repeat visits, and recommend hospital services to others. Therefore, hospitals need to continue to innovate and improve services in order to maintain patient satisfaction and loyalty in the long term. Thus, it can be concluded that effective marketing management not only helps hospitals in increasing the number of patient visits, but also contributes to the formation of a positive image, increased competitiveness, and the sustainability of hospitals in the future. Hospitals need to apply consistent service quality, transparent communication, digital innovation, and patient relationship management to improve satisfaction and build sustainable patient loyalty.

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