Analysis of the Effect of Marketing Mix 9p on Revisit Interest of Outpatient Patients at Metta Medika Hospital in Padangsidimpuan City

Rizkitha Martono Putri[1], A Rohendi[2], Achmad Dheni Suwardhani[3]
Universitas Adhirajasa Reswara Sanjaya

Article Info	Abstract
	Hospital marketing is carried out to fulfill patient needs and desires and generate profits for the hospital. A good marketing strategy requires a marketing mix method to achieve health service goals. The marketing mix is a hospital's main business closely related to patient behavior in utilizing services. The intention to revisit is influenced by patient perceptions of the marketing mix. This study aims to analyze the effect of the 9P marketing mix on the intention to revisit outpatients at Metta Medika Hospital, Padangsidimpuan City. The study uses quantitative methods with a sample of 340 outpatients selected using incidental sampling. Data collection uses questionnaires with a Likert scale. Data processing uses the Classical Assumption Test and multiple linear regression analysis with Statistical Package For The Social Science (SPSS). Partial research results show that process (p=0.029), physical evidence (p=0.000), people (p=0.007), and public relations (p=0.000) variables significantly influence revisit intentions. Meanwhile, product, price, place, promotion, and power variables do not have a significant effect. Simultaneously, all 9P marketing mix variables have a significant effect (F=28.814; p=0.000) with an R Square value of 0.440, indicating 44% of the variation in revisit intention can be explained by the 9P marketing mix variables.

Corresponding Author:
Rizkitha Martono Putri
Universitas Adhirajasa Reswara Sanjaya
Email: martonoputririzkitha@gmail.com

1. INTRODUCTION

Hospitals are places where healthcare services are provided, offering the best facilities and qualified human resources for healing and restoring a person's health. One of the most important services is outpatient care, which is the backbone of the healthcare system because it serves as the gateway to inpatient care and other healthcare services [1]. The public's tendency to seek practical medical services that provide comprehensive care on the same day makes outpatient care increasingly important.

Hospitals, as part of the healthcare industry, face intense competitive dynamics that require hospital management to improve itself and achieve efficiency. The era of globalization facing Indonesia has led to competition in various sectors between domestic and international organizations, including the healthcare sector [2]. This competition has changed the paradigm of hospitals, making them no longer viewed solely as social institutions but also as socio-economic institutions, due to the shift in the hospital paradigm toward profit-oriented ones.

A good and high-quality hospital marketing strategy requires a marketing mix strategy method to achieve the goals of a health service [3]. The marketing mix is a collection of

marketing tools that can be used by a company to achieve marketing objectives in the target market. The marketing mix is the hospital's main business that is closely related to patient behavior in utilizing services. The marketing mix elements consist of product, price, place, promotion, process, physical evidence, people, power, and public relations [4].

The intention to revisit is influenced by patient perceptions, including perceptions of the marketing mix. The intention to revisit or repurchase is part of post-purchase behavior. After purchasing a product, consumers will experience a level of satisfaction or dissatisfaction [5]. Maximum profit can be obtained if there is an intention to revisit to make repeat purchases. Customer loyalty is defined as random purchases expressed over time by several decision-making units, which explains that loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services of a selected company [6].

Previous research has shown mixed results regarding the influence of the marketing mix on repeat visit interest. Indraswati's (2022) study showed that place, promotion, people, process, and physical evidence had a positive and significant effect on patient repeat visit interest [7]. Meanwhile, Sary's (2023) study showed that only the performance variable had an influence on patient repeat visits [8]. Wijaya and Adriansyah's (2020) study at Jemursari Islamic Hospital, Surabaya, applied the 9P Marketing Mix and found that only the price variable had the most effective effect on patient satisfaction [9]. Meanwhile, Mokoagow et al.'s (2023) study stated that the power variable had the most significant influence on repeat visit interest, while the other 8P variables had no significant effect [10].

Metta Medika Hospital in Padangsidimpuan is a branch of Metta Medika Hospital in Sibolga, a healthcare referral center dedicated to providing comprehensive healthcare services. The hospital boasts professional and competent medical staff, modern and comprehensive facilities, and affordable rates. Outpatient visit data for the last six months of 2025 showed unstable fluctuations, particularly among existing patient visits, which declined in the last three months. An initial survey revealed several patient complaints related to long waiting times for services, lengthy service processes, and lengthy waiting times for medication collection.

Based on this background and the existence of a research gap from previous studies that show varying results regarding the influence of the marketing mix on the intention to revisit, this study aims to analyze the influence of the 9P marketing mix on the intention to revisit outpatients at Metta Medika Padangsidimpuan Hospital.

2. RESEARCH METHOD

This study used a quantitative method based on the philosophy of positivism. The population in this study was all outpatients at Metta Medika Hospital, Padangsidimpuan for the period of September 2025, totaling 6,770 people. The research sample was calculated using the Slovin formula with a significance level of 95%, resulting in a sample of 340 respondents [5].

The sampling technique used was incidental sampling, which is a sampling technique based on chance. Data collection was conducted using a questionnaire with a Likert scale (1-5). The independent variable in this study was the 9P marketing mix, consisting of product, price, place, promotion, process, physical evidence, people, power, and public relations. The dependent variable was outpatient revisit interest.

Data analysis used the Classical Assumption Test and multiple linear regression analysis with the help of the Statistical Package for the Social Sciences (SPSS). Instrument validity and reliability tests were conducted to ensure the quality of the collected data.

3. RESEARCH RESULTS AND DISCUSSION

This study involved 340 outpatient respondents at Metta Medika Padangsidimpuan Hospital. The characteristics of the respondents showed that the majority were aged 51-60 years (22.4%), followed by 31-40 years (22.1%), then the 21-30 years and 41-50 years age groups at 19.7% each. This distribution indicates that outpatient services at this hospital are widely utilized by the productive age group and middle-aged adults who have a high awareness of the importance of health. Based on gender, the majority of respondents were women (55.6%) compared to men (44.4%). This dominance of female patients is consistent with the findings of various health studies which show that women tend to be more proactive in seeking health services both for themselves and their families [14].

In terms of occupation, the majority of respondents were self-employed (28.2%), followed by others (21.5%), employees (16.5%), housewives (15.3%), civil servants (9.4%), and unemployed (9.1%). This occupational distribution reflects the demographic conditions of Padangsidimpuan City, which is a trading city with many independent entrepreneurs. A notable characteristic is that 70.3% of respondents were returning patients who had visited previously, while 29.7% were new patients. The high proportion of returning patients indicates trust and loyalty to the hospital, but the fluctuations in visits indicate the need for special attention to factors influencing repeat visits.

Before conducting the main analysis, this study conducted a quality test of the instrument through validity and reliability tests. The validity test was conducted by comparing the calculated r-value with the r-table (0.514) for 15 trial samples. The results showed that all statement items for the nine marketing mix variables and the revisit intention variable had calculated r-values greater than the r-table, thus being declared valid. For example, for the product variable, the five statement items had calculated r-values ranging from 0.602 to 0.846. For the people variable, the calculated r-value even reached 0.918 for one item, indicating a very strong correlation between the item and the total score of the variable [15].

Table 1. Results of the Reliability Test of the Research Instrument

Variables	Cronbach's Alpha	Information
Product	0,758	Reliable
Price	0,724	Reliable
Place	0,686	Reliable
Promotion	0,743	Reliable
Process	0,646	Reliable
Physical Evidence	0,530	Reliable
People	0,801	Reliable
Power	0,791	Reliable
Public Relation	0,764	Reliable
Interest in Repeat Visits	0,811	Reliable

Source: Processed primary data, 2025

The reliability test using the Cronbach's Alpha method showed very satisfactory results, as shown in Table 1. All variables had Cronbach's Alpha values above the minimum limit of 0.60, with the highest values in the revisit intention variable (0.811) and people (0.801), indicating very good internal consistency. Even the variable with the lowest value, namely physical evidence (0.530), was still above the required threshold. These results confirm that the research instrument has a high level of reliability and consistency in measuring the intended construct. This high reliability is important to ensure that the measurement results are trustworthy and stable when measurements are carried out repeatedly [16].

Before conducting the regression analysis, a classical assumption test was conducted to ensure the regression model used met the requirements of the Best Linear Unbiased Estimator (BLUE). The normality test using the Kolmogorov-Smirnov test showed a significance value of 0.200, which is greater than 0.05, indicating that the residuals are normally distributed. The normal distribution of the residuals is important because it is the basis for conducting parametric statistical tests such as the t-test and the F-test [17]. The multicollinearity test showed that all independent variables had a Tolerance value above 0.1 and a Variance Inflation Factor (VIF) below 10, so it can be concluded that there is no serious multicollinearity between the independent variables. The absence of multicollinearity indicates that the independent variables are not highly correlated with each other, so that the contribution of each variable to the dependent variable can be clearly identified.

The heteroscedasticity test using the Glejser test shows that all independent variables have significance values above 0.05, with values ranging from 0.090 to 0.998. This confirms that there is no heteroscedasticity in the regression model, meaning that the residual variance is homogeneous for all observations. This homogeneity of variance is important to ensure that the regression parameter estimates are efficient and unbiased. Fulfillment of all these classical assumptions provides confidence that the resulting regression model is valid and can be used for statistical inference [18].

Table 2. Results of Multiple Linear Regression Analysis

Variables	Coefficients (β)	t-count	Say.	Is.
Permanent	-0,143	-0,529	0,597	-
Product (X_1)	0,021	0,474	0,636	TS
Price (X_2)	0,000	0,004	0,997	TS
Place (X_3)	0,065	1,502	0,134	TS
Promotion (X_4)	0,087	1,789	0,075	TS
Process (X_5)	0,120	2,189	0,029	S
Physical Evidence (X_6)	0,276	4,941	0,000	S
People (X_7)	0,172	2,699	0,007	S
Power (X_8)	0,040	0,928	0,354	TS
Public Relation (X_9)	0,311	6,846	0,000	S

Source: Processed primary data, 2025

The results of the multiple linear regression analysis as shown in Table 2 show very important and interesting findings. Partially, of the nine marketing mix variables tested, there are four variables that have a significant effect on the intention of repeat visits of outpatients. The public relations variable shows the most dominant influence with the highest regression coefficient (β = 0.311) and a very large t-value (6.846) at a significance level of 0.000. This indicates that every one unit increase in the public relations variable will increase the intention of repeat visits by 0.311 units, assuming other variables are constant. The magnitude of the influence of public relations shows that good relations between the hospital and the community, effective communication, and a positive image that is built are crucial factors in encouraging patients to return to use services [19].

The physical evidence variable ranks second with a regression coefficient of 0.276 (t=4.941; p=0.000), indicating a highly significant influence. This finding confirms the importance of tangible aspects in the healthcare industry. Patients assess the quality of healthcare services not only from medical competence, but also from the physical evidence they see and feel, such as the cleanliness of the room, the completeness of medical equipment, the comfort of the facility, and the modernity of the technology used. This physical evidence provides a sense of security and confidence to patients that they will receive quality healthcare services [20]. The people variable has a significant influence with a coefficient of 0.172 (t=2.699; p=0.007), confirming that the quality of human resources remains the spearhead of healthcare services. The friendly, responsive, empathetic, and professional attitude of medical and non-medical staff creates a positive experience that leaves a lasting impression on patients.

The process variable showed a significant effect with a coefficient of 0.120 (t=2.189; p=0.029). Despite having the smallest coefficient among the four significant variables, the process remains an important factor influencing revisit intention. A systematic service process, clear procedures, a straightforward service flow, and reasonable waiting times are considerations for patients in deciding to return. These results are in line with the findings of Mokoagow et al. (2023) who found that the service process influences patients' revisit intention [10]. An interesting finding from this study is that the other five variables, namely product, price, place, promotion, and power, did not have a significant partial effect on revisit intention.

The insignificance of the product variable (β=0.021; p=0.636) can be explained by the fact that the majority of respondents (55%) considered the health services offered to be good and met their needs. Patients considered the completeness of the types of services, the availability of specialist doctors, and supporting facilities such as laboratories and pharmacies to be standard. In the context of basic health services, patients tend to expect certain minimum standards that are already met by hospitals, so variations in products are no longer a significant differentiator in influencing return visit decisions. A similar finding occurred with the price variable (β=0.000; p=0.997), which showed no effect at all. This finding is understandable considering that 51.5% of respondents considered the service rates affordable, coupled with the fact that the majority of patients use the BPJS Kesehatan program, which covers service costs. When cost is no longer a barrier, price is no longer a primary consideration in return visit decisions [21].

The place variable did not have a significant effect (β=0.065; p=0.134) even though its significance value approached the threshold. This indicates that in the context of healthcare services, location is not a primary consideration for patients. When someone requires healthcare services, they tend to prioritize service quality over distance or ease of access. The characteristics of Padangsidimpuan City as a medium-sized city with relatively

high mobility also make distance not a significant obstacle for patients. This finding differs from the study by Negsig et al. (2024), which found a significant relationship between location and revisit intention, indicating that the influence of location can vary depending on regional characteristics and demographic conditions [22].

Promotion had no significant effect (β=0.087; p=0.075) with a significance value also approaching the threshold. In today's digital era, information about hospitals is highly accessible through various social and digital media platforms. Metta Medika Hospital is active on Instagram, Facebook, and TikTok, so information about services, doctor schedules, and facilities is widely disseminated. When information is highly accessible, additional promotional efforts no longer have a significant impact on revisit interest. Patients rely more on word-of-mouth and personal experiences or those of close friends as references, rather than formal hospital promotions [23]. The power variable had no significant effect (β=0.040; p=0.354), indicating that policies, regulations, and support from authorities are not direct considerations for patients in deciding to revisit. Patients focus more on the direct service aspects they receive.

Table 3. Summary of Regression Model and F-Test

Indicator	Mark	Interpretation
R (Correlation)	0,663	Strong Correlation
R Square	0,440	44.0% of the variation is explained
Adjusted R Square	0,425	42.5% of variation explained (adjusted)
F-count	28,814	F-count > F-table (2.01)
Significance of F	0,000	Significant (p < 0.05)

Source: Processed primary data, 2025

The results of the simultaneous test (F Test), as shown in Table 3, show highly significant findings. The F-count value of 28.814 with a significance of 0.000 (p < 0.05) confirms that together, the nine marketing mix variables have a significant effect on outpatient revisit interest. The F-count value is much greater than the F-table (2.01), indicating that this regression model is feasible and can be used to predict revisit interest. This finding confirms that although some variables do not have a significant effect partially, the combination of all marketing mix elements together makes a very significant contribution to revisit interest [24].

The coefficient of determination (R Square) value of 0.440 or Adjusted R Square of 0.425 indicates that 42.5% of the variation in outpatient revisit interest can be explained by the nine marketing mix variables in this research model. The remaining 57.5% is influenced by other factors not examined in this study, such as patient satisfaction, quality of medical services, previous experience, recommendations from others, or patient demographic and psychographic factors. The R value of 0.663 indicates a strong correlation between the independent variables and the dependent variable. Although not all marketing mix variables have a significant partial effect, the coefficient of determination value reaching 42.5%

indicates that the 9P marketing mix model is quite good at explaining variations in patient revisit interest [25].

The regression equation obtained is: $Y = -0.143 + 0.021X_1 + 0.000X_2 + 0.065X_3 + 0.087X_4 + 0.120X_5 + 0.276X_6 + 0.172X_7 + 0.040X_8 + 0.311X_9$. The negative constant value (-0.143) indicates that without the influence of marketing mix variables, repeat visit interest tends to be low. However, with the implementation of a good marketing mix strategy, repeat visit interest can be increased significantly. All regression coefficients are positive, indicating that an increase in each marketing mix variable will have an impact on increasing repeat visit interest, with varying degrees of influence.

The findings of this study provide an important contribution to filling the existing research gap. In contrast to the research of Wijaya and Adriansyah (2020), which found only price to be effective, and the research of Mokoagow et al. (2023), which found power as the most influential variable, this study found that public relations, physical evidence, people, and processes had a significant influence [9][10]. This difference indicates that the influence of the marketing mix can vary depending on the hospital context, patient characteristics, and geographic conditions. The theoretical contribution of this study is to provide empirical evidence that, in the context of type C hospitals in the region, intangible factors such as relationships with the community and the quality of human resources have a very important role, even more important than tangible factors such as price and location.

The managerial implications of these findings suggest that the management of Metta Medika Padangsidimpuan Hospital needs to prioritize improvement efforts in four variables that have been shown to have significant impacts. For public relations, the hospital needs to strengthen community engagement programs, increase responsiveness to public feedback, and build more effective communication through various channels. For physical evidence, investment in modernizing medical facilities and equipment, improving environmental cleanliness and comfort, and conducting regular facility maintenance are priorities. For people, ongoing training programs for medical and non-medical personnel, a clear reward and punishment system, and the creation of a work culture oriented towards patient satisfaction need to be strengthened. For processes, simplifying service flows, reducing waiting times, and utilizing information technology to speed up administrative processes are key to improvement [26].

4. CONCLUSION

This study concluded that, partially, the variables of process, physical evidence, people, and public relations significantly influence the intention to revisit outpatients at Metta Medika Hospital Padangsidimpuan, with public relations having the most dominant influence. Meanwhile, the variables of product, price, place, promotion, and power do not have a significant effect partially. Simultaneously, all 9P marketing mix variables significantly influence the intention to revisit patients with a contribution of 42.5%. This finding provides empirical evidence that in the context of health services in type C hospitals in the region, factors related to the service process, physical evidence, quality of human resources, and relationships with the community are the main determinants that encourage patients to return to utilize services.

The theoretical implications of this study are to enrich the marketing mix literature in the healthcare context by demonstrating that not all marketing mix elements have the same influence in every context. This study also confirms the importance of considering demographic, geographic, and hospital type characteristics in designing marketing strategies. Practically, this study guides for hospital management to allocate resources more efficiently by focusing on aspects that have been shown to have a significant influence. The

limitations of this study are that it was conducted in a single hospital and was limited to outpatients. Future research is recommended to expand the scope to several hospitals of different types, analyze inpatients, and add moderating or mediating variables to gain a more comprehensive understanding of the mechanisms by which the marketing mix influences patient loyalty.

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