

Marketing Mix Strategy (7Ps) in Building User Loyalty in Specialized Hospitals and General Hospitals: A Systematic Review of Various Service Sectors with Implications for Healthcare Services

Aditya Yuda Pratama¹, Dadan Andiyana², Muhammad Maulana Akbar^{3*}, Ni Putu Tiya Fenriyanti⁴, Yuda Prasetya⁵

Magister Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Mataram

Corresponding Author: Muhammad Maulana Akbar

mmaulanaakbar20@gmail.com

ARTICLE INFO

Keywords: Marketing Mix (7P), Influence, Patient Loyalty, Hospital

Received : 08, November

Revised : 29, November

Accepted: 28, December

©2025 Pratama, Andiyana, Akbar, Fenriyanti, Prasetya: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/).



ABSTRACT

This study aims to analyze the role *marketing mix* (7P) in building customer loyalty in various service sectors through a Systematic Literature Review (SLR) approach. The analysis was conducted on 15 scientific articles published between 2018 and 2024, which discussed the relationship between marketing mix elements and customer loyalty. The synthesis results show that the implementation of the marketing mix is not uniform, but rather depends on the characteristics of the service sector and the expectations of service users. In the banking sector, promotion and clarity of information are dominant factors; in the hotel sector, price and location are determining factors; while in the retail sector, product diversity and ease of access are drivers of repeat purchases. In the context of healthcare, the elements *people, process, physical evidence*, and service quality are central factors in building trust and emotional bonds with patients, which ultimately strengthen loyalty. These findings suggest that marketing strategies in healthcare services need to be oriented toward human experiences, interpersonal interactions, and service transparency, and not solely rely on a transactional approach.

INTRODUCTION

Healthcare is a crucial element in fulfilling basic human needs and plays a strategic role in improving public welfare. With social and technological advancements, healthcare is now viewed as a complex system, serving not only to cure illness but also to maintain quality of life through preventative approaches, health maintenance, and mental health support. As a result, patients are now viewed as service users with multiple needs, ranging from medical needs to the need for clear information, comfort, a sense of security, and a sense of respect throughout the service process. Therefore, healthcare is no longer limited to clinical interactions, but encompasses a holistic experience that influences public perception and trust in service providers.

In the context of healthcare in Indonesia, hospitals are the primary institutions providing professional medical services and tiered referral facilities. The number of hospitals in Indonesia has grown significantly, particularly since the implementation of the National Health Insurance (JKN).

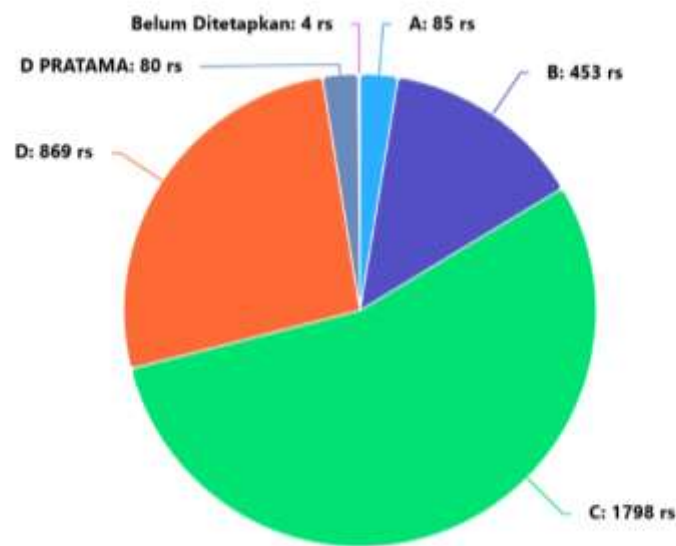


Figure 1. Summary of Hospitals in Indonesia

Source : <https://sirs.kemkes.go.id/>

Recent national data shows that there are thousands of hospitals of various classes spread across Indonesia, reflecting the expansion of access to advanced services for the public. This growing number of hospitals indicates that the public now has a wider choice of healthcare providers, making service quality, hospital reputation, and patient experience increasingly important factors in choosing a healthcare facility.

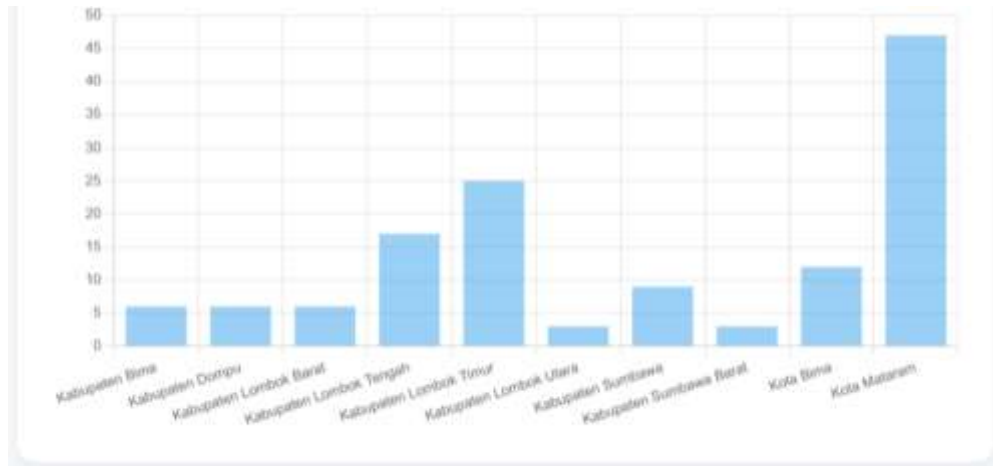


Figure 2. Hospital Summary in West Nusa Tenggara Province (NTB)

Source: <https://data.ntbprov.go.id/>

At the regional level, West Nusa Tenggara (NTB) Province also shows significant growth and distribution of hospitals. Mataram City is the largest concentration of healthcare facilities in the region, followed by East Lombok and Central Lombok, while other areas have a more limited number of hospitals. This varied distribution of healthcare facilities indicates that urban areas offer a wider choice of hospitals than in areas with limited facilities.

Hospitals are required to compete effectively and competitively. Therefore, they must strive to improve their services and facilities. Furthermore, to introduce their products and services to the public, hospitals must engage in marketing activities. This is not just a simple promotional practice, but requires an appropriate and effective strategy. The marketing strategy implemented by hospitals influences their activities to provide appropriate services that meet patient needs (Timeida and Sari, 2019).

Marketing activities in today's business era are a crucial factor in maintaining and growing a business. Increasing levels of competition in business require management to innovate in an effort to retain patients. This activity aims to create loyal hospital patients. Patient loyalty is crucial for a company's survival and growth (Leawaty and Sulistiadi, 2018).

In a competitive environment for services, hospitals face the need to manage services not only from a medical perspective, but also from a managerial perspective and through an understanding of user behavior. (Hermanto & Zaika, 2025) explain that the marketing mix in the hospital context can be understood as a set of strategic approaches that help healthcare institutions design how to deliver services to patients. This approach is not solely oriented towards marketing in the sense of promotion, but rather how the organization manages the operational and interactional aspects of the services received by patients, both directly and indirectly.

Furthermore, (Ellitan, 2021) points out that the 7P marketing mix is a model frequently used in modern marketing studies because it integrates product, price, distribution, promotion, people, process, and physical evidence as a single analytical unit to understand how consumers evaluate services and form attitudes toward service providers. This model is positioned not as a single

formula, but as a flexible framework whose application can vary across service sectors and organizations depending on their strategic needs and operational context.

However, a deeper understanding of how marketing mix strategies are actually implemented in various service contexts and how the 7P elements contribute to building patient loyalty is still needed. Many hospitals have attempted to improve service quality, but the effectiveness of their marketing approaches has not been fully measured or systematically understood. Therefore, this paper aims to review various national and international research findings that examine the application of the marketing mix in the healthcare sector and other service sectors, in order to identify patterns, roles, and components of the 7Ps that have been shown to influence customer loyalty. Through this literature synthesis, it is hoped that a clearer conceptual picture will be obtained regarding effective service strategies in increasing patient trust and loyalty, which can ultimately serve as a reference for implementing service strategies in specialized and general hospitals.

LITERATURE REVIEW

Marketing Mix

One marketing strategy is the marketing mix. The marketing mix is a set of controllable tactical marketing tools—product, price, distribution, and promotion—that a company combines to generate the desired response in its target market. The marketing mix is a combination of four or more variables that form the core of a company's marketing system. The 7Ps of the marketing mix are: product, price, place, promotion, people, process, and physical evidence (Kotler & Keller, 2016).

1. *Product*: the core service or main benefit offered.
2. *Price*: cost structure and value perception.
3. *Place*: distribution channels and ease of access.
4. *Promotion*: form of information communication and service publication.
5. *People*: parties involved in service interactions, including HR.
6. *Process*: operational procedures and service delivery flow.
7. *Physical Evidence*: physical evidence or visual elements that shape customer perceptions.

In the end, the marketing mix becomes a solution to patient problems seen from the patient's perspective in terms of price, pleasant and comfortable service and good communication from hospital staff to patients, which is expected to increase patient loyalty (Agustine and Sulistiadi, 2018).

Customer Loyalty

Customer loyalty can be understood as a psychological attachment that drives individuals to consistently choose a service provider over other alternatives. This loyalty develops through repeated positive experiences, perceptions of consistent service quality, and the comfort and trust formed during interactions with the service provider. Loyal customers tend to use services repeatedly, continue to choose the same service even when other options

are available, and voluntarily recommend the service to others, thus creating a lasting relationship between the customer and the service provider.(Budianto, 2019).

Thus, loyalty can be understood as a form of psychological attachment that arises from the accumulation of positive experiences experienced by customers over a certain period of time, which ultimately encourages repeated behavior and voluntary recommendations to other parties.

Hospital

According to the Republic of Indonesia Law Number 17 of 2023 concerning Health, a hospital is a health service facility that provides comprehensive individual health services that provide inpatient, outpatient, and emergency services.

According to the Regulation of the Minister of Health of the Republic of Indonesia Number 3 of 2020 concerning Classification and Licensing of Hospitals, they can be divided into two based on the type of services provided, namely:

1. General Hospital

A general hospital is a hospital that provides health services for all areas and types of diseases. Public hospitals offer high-quality, affordable health services to improve public health.

2. Special Hospital

A specialized hospital is a hospital that provides primary care in a specific field or specific disease based on a specific discipline, age group, organ, disease type, or other specialty. In addition to providing specialized services, specialized hospitals may also provide services outside their specialty, including inpatient, outpatient, and emergency care. Inpatient services must be available at a maximum of 40% of the total number of beds in a specialized hospital.

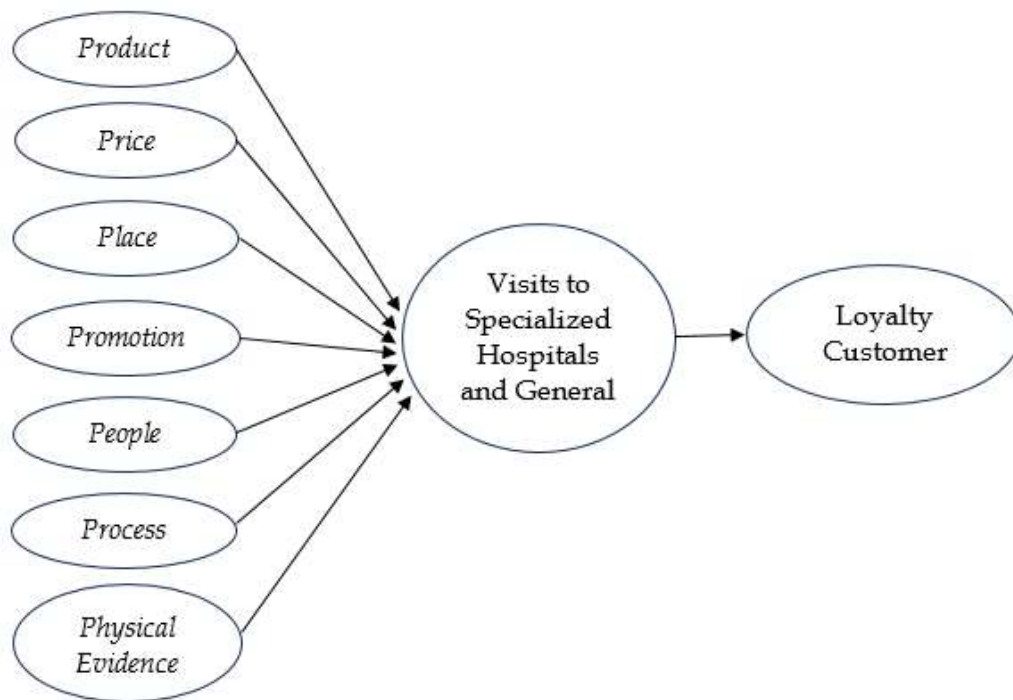


Figure 3. Conceptual framework

METHODOLOGY

Research Design

This study used a Systematic Literature Review (SLR) approach with reference to the PRISMA method to systematically search, filter, and synthesize research results. Article searches were conducted through Google Scholar and ProQuest with the keywords: "marketing mix 7P", "customer loyalty", "service", and "analysis". From the initial search results, several articles were obtained, then filtered based on title, abstract, full-text availability, and content suitability. The selection process resulted in 15 articles that met the criteria for further descriptive-thematic analysis.

Inclusion Criteria:

Articles included in the analysis met the following criteria:

1. Research articles published between 2018–2024.
2. Written in Indonesian or English.
3. *Full text* accessible.
4. Contains an analysis of the marketing mix (7P) in a service entity.
5. Have variables or discussions related to customer/service user loyalty.
6. In the form of a scientific article/journal, not a blog or non-scientific publication.
7. Relevant to the topic of building loyalty through service.

Exclusion Criteria:

Articles are not included if:

1. Only discusses marketing theory in general without empirical analysis.
2. Does not explain the 7P marketing mix specifically.

3. Not discussing customer loyalty.
4. Focus on the manufacturing sector or physical products (not services).
5. The form of publication is an abstract, summary, or non-scientific opinion.

RESEARCH RESULTS

No	Title	Research purposes	Research methods	Research result
1	Analysis of the Influence of the 7P Service Marketing Mix on Customer Loyalty Through Customer Satisfaction at Kozko Digital Printing Surabaya(Hamdali & Melinda, 2020)	Analyzing the influence of 7P on customer loyalty through customer satisfaction	Quantitative , SEM SmartPLS, 100 respondents	• <i>Product, price, place, people, process</i>→ has a positive effect on customer satisfaction. • <i>Promotion</i>and physical evidence → has no effect on satisfaction. • Customer satisfaction → has a positive effect on customer loyalty.
2	<i>The Influences of Services Marketing Mix (7Ps) on Loyalty, Intentions, and Profitability in Egyptian Travel Agencies</i> (Elgarhy et al., 2022)	Assessing the influence of 7P on satisfaction, loyalty, purchase intention, and profitability	SEM WarpPLS 7	• All 7P dimensions → have a positive influence on tourist satisfaction. • Satisfaction → has an indirect effect on loyalty. • <i>Purchase intention & profitability</i>→ partial mediator of the relationship between satisfaction and loyalty. • 7Ps are important for long term relationship between travel agents & tourists.

3	The Relationship between Marketing Mix and Inpatient Loyalty at Stella Maris Hospital Makassar(Amalia & Musyawir, 2023)	Analyzing the relationship between 7P and patient loyalty	Quantitative , cross-sectional, purposive sampling, 91 respondents	• <i>Product</i>($p=0.000$) → significantly related. • <i>Price</i>($p=0.675$) → not related. • <i>Place</i>($p=0.000$) → significant. • <i>Promotion</i>($p=0.860$) → not related. • <i>People</i>($p=0.000$) → significant. • <i>Process</i>($p=0.047$) → significant. • <i>Physical evidence</i>($p=0.017$) → significant.
4	<i>The Influence of the 7P Marketing Mix on Customer Satisfaction and Customer Loyalty at Orchid Salon Sukajadi</i> (Andi et al., 2023)	Analyzing the influence of 7P on customer satisfaction and loyalty	SEM AMOS 24, sample of 180 respondents	• <i>Product, promotion, people</i>→ has a negative effect on satisfaction. • <i>Price, place, process</i>→ has a positive but not significant effect. • <i>Physical evidence</i>→ has a significant positive effect. • On loyalty: promotion, people, process → positive but not significantly related.
5	<i>Effect of Marketing Mix on Outpatient Loyalty at Hajj Hospital Jakarta</i> (Wulandari et al., 2023)	Assessing the 7P elements that most influence outpatient loyalty	Quantitative , cross-sectional, 100 respondents	• <i>Marketing mix</i>influence the perception of service quality and hospital image. • Patient satisfaction is a mediator towards loyalty.

				• Future longitudinal studies are recommended. • People (medical personnel), service waiting times, and internal coordination are important factors.
6	<i>Analysis of The Influence of the 7P Marketing Mix on Consumer Loyalty Shipping Services Company(JNE)(Nengsih et al., 2024)</i>	Analyzing the influence of 7P on JNE consumer loyalty	Quantitative , questionnaire 100 respondents	• All 7P variables → have a significant effect. • The most dominant variable → physical evidence (X7). • Delivery service, punctuality, logistics SOPs affect loyalty.
7	<i>The Effect of the 7Ps Service Marketing Mix towards Patient Loyalty through Patient Satisfaction at X Hospital(Tiffany & Berlianto, 2024)</i>	Looking at the influence of 7P on loyalty with satisfaction as a mediator	Cross-sectional, 243 respondents , PLS SmartPLS 4.1.0.8	• <i>Promotion, process, physical environment</i> → significant positive on patient loyalty via patient satisfaction. • Price & product are not dominant. • Strengthens that service experience & physical environment influence satisfaction.
8	<i>Implementation of Marketing Mix to Enhance Patient Trust and Loyalty at Private</i>	Measuring the relationship between	Quantitative cross-sectional,	• <i>Product, price, place, promotion, people, process, physical</i>

	<i>Hospitals in Indonesia</i> (Listyorini et al., nd)	7Ps and patient loyalty and patient trust	385 respondents	<i>evidence</i>→ significant (p=0.0001). • Marketing mix relationship → increases trust & loyalty. • Direct interaction with health workers → dominant factor in forming patient trust.
9	The Influence of Marketing Mix on Customer Loyalty at Hotel Machudum Padang(Zakirman & Farlis, 2025)	Assessing the influence of 7Ps on customer loyalty of Hotel Machudum	Quantitative PLS-SEM, 286 respondents	• All 7P elements have a positive and significant influence on customer loyalty. • Findings: 7P strategy integration is able to optimize hotel customer satisfaction. • Product & customer experience are key factors.
10	The Influence of Marketing Mix on Customer Satisfaction and Loyalty of Hotel Amaris Darmo Surabaya(Setio et al., 2017)	Analyzing the influence of 7P variables on customer satisfaction and loyalty	Quantitative , multiple linear regression, 80 respondents	• <i>Price & place</i>→ influence customer satisfaction • <i>Customer satisfaction</i>→ influences loyalty • <i>Product, physical evidence, people, process, promotion</i>→ functions as a support but does not significantly influence satisfaction.

11	<i>The Effect of Service Marketing Mix on Customer Satisfaction & Loyalty at Indomaret</i> (Mediation: Customer Satisfaction)(Tiffany & Berlianto, 2024)	Measuring the influence of 7P on Indomaret consumer loyalty with customer satisfaction as a mediator	Quantitative , PLS-SEM	• <i>Product, price, place</i>→ influence customer satisfaction • Customer satisfaction → significant mediator towards loyalty • <i>Promotion & process</i>→ weak effect on loyalty • <i>People</i>→ one of the significant factors in shaping customer experience in increasing customer satisfaction.
12	The Influence of Marketing Mix on Customer Loyalty at BNI Syariah Bengkulu(Diana & Setiadi, 2013)	Measuring the 7Ps against bank customer loyalty	Quantitative , accidental sampling, multiple linear regression	• <i>Product</i>→ significant (t = 2.159) • <i>Price</i>→ significant (t = 2.526) • <i>Place</i>→ significant (t = 2.548) • <i>Promotion</i>→ most dominant (t = 14.689) • <i>People</i>→ significant (t = 2.634) • Implications: promotion & location are strong variables in building customer loyalty.
13	<i>The Effects of Service Marketing Mix (7Ps) on Customer Satisfaction and</i>	Analyzing the influence of 7P on	Quantitative , 400 respondents	• <i>Promotion, people, physical evidence</i>→ has a significant

	<i>Loyalty of Medical Aesthetic Clinics</i> (Khumnualthong, 2015)	patient satisfaction & loyalty in medical aesthetic clinics	, regression & chi-square	impact on customer satisfaction • <i>Product, price, place, process</i>→ no effect on satisfaction • <i>Satisfaction</i>→ weakly but significantly related to loyalty • <i>Insight</i>: aesthetic customers focus more on the quality of staff & aesthetics of the clinic space than the price of the product.
14	<i>Marketing Mix Strategy in Increasing Customer Loyalty at CV Elmira Productions</i> (Jabani et al., 2022)	Knowing the marketing mix strategy implemented by EO to increase loyalty	Qualitative – interviews & observations	• <i>Product</i>: complete & varied services • <i>Price</i>: flexible pricing package + regular customer discount • <i>Promotion</i>: events + social media • <i>People</i>: teamwork & high HR competence • <i>Process</i>: follow the client's custom needs • <i>Physical evidence</i>: modern decoration quality → increase customer satisfaction
15	<i>Marketing MixGrab Indonesia Strategy</i> (Surya, 2019)	Analyzing Grab's 7Ps in increasing	Quantitative	• <i>Price</i>flexible (promo, cashback)

		customer retention		• <i>Place</i>→ easy access via app • <i>People</i>→ driver service quality affects rating • <i>Process</i>→ seamless ordering & tracking • <i>Physical evidence</i>→ app interface becomes an important factor • <i>Promotion</i>→ algorithm-based discounts & customer segmentation
--	--	--------------------	--	---

DISCUSSION

The results of the Systematic Literature Review indicate that the implementation of the marketing mix cannot be understood as a universal approach, but rather depends heavily on the nature, orientation, and patterns of consumers in each business sector. In the banking sector, the dimensions of product promotion and education are important because customers value transparency and clarity of information as the basis of trust in long-term relationships. Meanwhile, in the hotel and accommodation sector, the dimensions of price and location are primary factors because customer decisions are more based on economic value and ease of access. In the retail sector, product availability and affordability play a role as drivers of repeat purchases that are routine and transactional. This shows that each sector has its own determinants of loyalty, which shape the role of the 7P elements differently.

In the context of healthcare services, the literature review shows that the formation of patient loyalty is strongly influenced by interpersonal and psychological elements, particularly those related to human factors (people), the service process (process), and physical evidence. The people dimension encompasses the professionalism of medical personnel, empathy in communication, staff friendliness, and attention to the patient's emotional well-being. Unlike in the commercial sector, patients in healthcare services assess quality not only in terms of outcomes but also the interpersonal relationships they experience during treatment. Patient loyalty is thus largely formed through interactions that build trust, respect, and security.

The service quality (product) dimension in the healthcare sector relates to the quality of medical procedures and the consistency of administrative and non-medical services. Patients perceive service quality not only from the success of

medical procedures but also from the clarity of instructions, ease of access to information, and support provided throughout the care process. Consistency in service delivery contributes to the perception of institutional professionalism, which in turn strengthens patient loyalty.

The price dimension in the healthcare sector is more psychological than transactional. What is assessed is not just the nominal cost, but also the perception of price fairness, transparency in rate determination, and equality of access to services. In the context of regional hospitals serving diverse social strata, equity in access to healthcare services is a crucial element influencing perceptions of satisfaction and loyalty. Inclusive service programs and reducing cost barriers can increase public trust, thereby strengthening long-term bonds between patients and healthcare institutions.

The dimensions of location and accessibility (place) in the healthcare sector encompass not only geographic convenience to facilities but also convenience in the referral system, facility layout, and systematic service flow. Patients tend to be more loyal to institutions that are not only physically accessible but also provide an efficient service experience, minimize confusion, and are free from administrative barriers.

The promotional dimension of healthcare services is not a commercial persuasion strategy, but rather a public education effort, increased health literacy, and empathetic communication. When healthcare institutions actively disseminate health information, reduce stigma, and provide education through public media, this reinforces the perception that hospitals act as public health partners, not simply service providers. In the context of regional hospitals, these educational activities can build social cohesion and enhance the institution's reputation.

These findings indicate that the implementation of the marketing mix in the healthcare sector is humane, communicative, and trust-based, unlike other sectors that are more oriented towards economic transactions. Patient loyalty is not shaped by financial rewards or promotional incentives, but rather by a sense of security, emotional comfort, respect for patient dignity, and the perceived quality of healthcare professionals. Therefore, the implementation of the marketing mix in regional hospitals should be directed at strengthening interpersonal relationships, transparency in communication, fair access, and the overall quality of the service experience.

CONCLUSION AND RECOMMENDATIONS

Based on the results of the literature synthesis, it shows that customer loyalty is not entirely formed by traditional marketing stimuli such as price and promotion, but is more influenced by interpersonal factors, service experience, and psychological dimensions that accompany the patient care process. In the context of healthcare, the elements of people, process, physical evidence, and service quality (product) are the main determinants of loyalty formation, because patients assess not only the final outcome of care, but also the overall experience during interactions with healthcare institutions.

Pricing in the healthcare sector is assessed through perceptions of fairness and inclusive access, not just the nominal cost. Location and accessibility are assessed through ease of access to services and internal service flows that minimize barriers for patients. Effective promotion in this area is educational, in the form of public communication that increases health literacy, rather than transactional.

Thus, it can be concluded that patient loyalty in healthcare is a multidimensional phenomenon formed through the interaction of trust, perceived interpersonal quality, medical experience, and perceived fairness of service. The marketing mix in both specialized and general hospitals should be understood not as a purely commercial strategy, but as a public service instrument that prioritizes long-term relationships based on trust, comfort, and a sense of security.

ADVANCED RESEARCH

- a. Application of the model to different geographic or cultural contexts
This systematic review may draw general conclusions across sectors. Further studies may focus on:
 1. Cross-Cultural Studies: Comparing the effectiveness of the 7P elements in building loyalty in hospitals in countries or regions with different cultures and health systems (e.g., comparing Asia with Europe or America).
 2. Specific Area Focus: Applying the 7P model specifically to hospitals in remote or rural areas, where access and resources may differ significantly from urban settings.
- b. In-depth Analysis of Specific 7P Elements
While all elements of the 7Ps are important, some may require further attention:
 1. The Role of "People" (Health HR): Conducting in-depth qualitative or quantitative studies on how the attitudes, competencies, and behaviors of medical and non-medical staff directly influence patient loyalty.
 2. The Influence of "Process" and Waiting Time: Specifically examining the correlation between the efficiency of service processes (such as waiting time for registration, diagnosis, and treatment) on patient loyalty and satisfaction, especially for service users such as BPJS Kesehatan.
- c. Integrating Mediating or Moderating Variables
Further studies could enrich the model by adding other variables that might influence the relationship between the 7Ps and loyalty:
 1. Patient Satisfaction as a Mediator: Analyzing the role of patient satisfaction as an intermediary variable between the 7P strategy (especially service quality) and patient loyalty.
 2. Demographic Variables: Examines how patient demographic factors (age, education level, economic status) moderate or influence their perceptions of the marketing mix and the resulting loyalty.
- d. Development of an Expanded Marketing Mix Model

Future research could consider a broader model, such as the 10Ps (adding Performance, Power, and Public Relations) to see its impact on loyalty in hospitals.

e. Focus on Specific Hospital Types

This study covers both general and specialty hospitals. Further studies could isolate specific hospital types:

1. Specialized Hospital for Mothers and Children: Analyzing which 7P factors are most dominant in forming patient loyalty in maternity or children's hospitals.
2. Ministry of Health/TNI/Polri Vertical Hospitals: Reviewing the implementation of 7P in the context of government or military hospitals that have unique structures and target markets.

ACKNOWLEDGMENT

The authors express their deepest appreciation and gratitude to all parties who have contributed to the preparation of this journal. Special appreciation is extended to the institutions and previous researchers whose work served as the basis for this systematic review. The authors also acknowledge the valuable insights and input from experts and practitioners in the fields of healthcare management and services marketing, which have enriched the analysis in this journal.

Thanks are also due to the peer reviewers for their constructive feedback that helped improve this manuscript. Furthermore, the authors appreciate the support of their colleagues and the administrative team who facilitated access to various relevant literature sources.

Finally, the authors would like to express their gratitude to their respective institutions for the support and conducive academic environment, so that this journal can be completed well.

REFERENCES

- Agustine, E. D. and Sulistiadi, W. (2018) 'Analisis Elemen Bauran Pemasaran Yang Mempengaruhi Loyalitas Pasien Rumah Sakit: Systematic Review Analysis of Marketing Mix Elements that Affect Loyalty Hospital Customers: Systematic Review Sumber Data Artikel bahasa Bahasa Indonesia yang relevan S', **Jurnal Administrasi Rumah Sakit Indonesia**, 4, pp. 48-56.
- Amalia, M., & Musyawir, A. K. (2023). HUBUNGAN BAURAN PEMASARAN DENGAN LOYALITAS PASIEN RAWAT INAP DI RUMAH SAKIT STELLA MARIS MAKASSAR. *Public Health and Medicine Journal (PAMA)* 2023. Vol. 1(2), 06-23, 23-31.
- Andi, Suyono, Panjaitan, H. P., & Syahriza, D. (2023). THE INFLUENCE OF THE 7P MARKETING MIX ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT ORCHID SALON SUKAJADI BRANCH PEKANBARU. *Procuratio: Jurnal Ilmiah Manajemen---* Vol. 11 No. 3, September 2023, 11(3).

- Budianto, A. (2019). The Graduate Program of Universitas Galuh Master of Management Studies Program Customer Loyalty : Quality of Service. *Journal of Management Review*, 3(1).
- Diana, N., & Setiadi, Y. W. (2013). Effect of Marketing mix on BNI Syari ' ah Bengkulu Customer Loyalty Pengaruh Bauran Pemasaran Terhadap Loyalitas Nasabah BNI Syari ' ah Pintu Batu Bengkulu. *Journal of Indonesian Management*, Vol. 1 No. 3 September 2021 Page: 368-376, 368-376.
- Elgarhy, S. D., Mohamed, L. M., & Elgarhy, S. D. (2022). The Influences of Services Marketing Mix (7ps) on Loyalty , Intentions , and Profitability in the Egyptian Travel Agencies : The Mediating Role of Customer Satisfaction *Journal of Quality Assurance in Hospitality & Tourism*, 00(00), 1-24. <https://doi.org/10.1080/1528008X.2022.2080148>
- Ellitan, L. (2021). THE ROLE OF MARKETING MIX IN BUILDING CUSTOMER SATISFACTION AND LOYALTY : A THEORETICAL STUDY *International Journal of Research*. *International Journal of Research (IJR)*, 8(12), 118-129.
- Hamdali, R. N., & Melinda, T. (2020). Analisis Pengaruh Service Marketing Mix 7P Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan di Kozko Digital Printing Surabaya. *Media Mahardhika* Vol. 20 No. 1 September 2021.
- Hermanto, & Zaika. (2025). PENGARUH MARKETING MIX (7P) TERHADAP LOYALITAS PASIEN DI RUMAH SAKIT : TINJAUAN SISTEMATIS TERHADAP STUDI DI INDONESIA THE EFFECT OF MARKETING MIX (7P) ON PATIENT LOYALTY IN HOSPITALS: A. *SIBATIK JOURNAL | VOLUME 4 NO.7 (2025)*, 4(7), 1079-1090.
- Jabani, M., Muang, M. S. K., & Rahman, M. H. (2022). Marketing Mix Strategy in Increasing Customer Loyalty CV. Elmira Productions. *DINAMIS: Journal of Islamic Mangement and Bussines* Volume 5 Nomor 1, April 2022.
- Khumnualthong, P. (2015). The Effects of Service Marketing Mix (7Ps) on Customer Satisfaction and Customer Loyalty of Medical Aesthetic Clinics . The Effects of Service Marketing Mix (7Ps) on Customer Satisfaction and Customer Loyalty of Medical Aesthetic Clinics . *Thesis University of the Thai Chamber of Commerce*.
- Listyorini, P. I., Lestari, P., & Susanto, A. (n.d.). GSAR Journal of Applied Medical Sciences ISSN : 2584-2323 (Online) Implementation of Marketing Mix to Enchance Patient Trust and Loyalty at Private Hospital GSAR Journal of Applied Medical Sciences ISSN : 2584-2323 (Online). *GSAR Journal of Applied Medical Sciences* ISSN: 2584-2323 (Online) GSAR, 2323(6), 9-15.
- Nengsih, S., Bachri, N., Edyansyah, T., & Asbar, Y. (2024). Analysis of The Influence of the 7p Marketing Mix on Consumer Loyalty Shipping Services Company. *Journal Ilmiah Manajemen Dan Bisnis* Volume 10, No. 1, March 2024, 138-156 ISSN, 10(1), 138-156.

Peraturan Menteri Kesehatan Republik Indonesia Nomor 3 Tahun 2020 tentang Klasifikasi dan Perizinan Rumah Sakit.

Setio, S., Bernardus, D., & Wahjudono, K. (2017). PENGARUH MARKETING MIX TERHADAP KEPUASAN DAN LOYALITAS CUSTOMER HOTEL AMARIS DARMO SURABAYA Berdasarkan pada data Badan Pusat Statistik (BPS) provinsi Jawa Timur tahun Surabaya . Hotel yang letaknya tepat di Bintoro 3 – 5 Surabaya ini merupakan hotel. *Ekuitas: Jurnal Ekonomi Dan Keuangan Akreditasi No. 32a/E/KPT/2017*, 32, 396–420.

Surya, A. P. (2019). CUSTOMER LOYALTY FROM PERSPECTIVE OF MARKETING MIX STRATEGY AND CUSTOMER SATISFACTION A Study from Grab - Online Transportation in Era of Industrial Revolution 4 . 0. *MIX: Jurnal Ilmiah Manajemen*, Volume 9, No. 3, Oktober 2019, 9(3), 394–406.

Tiffany, & Berlianto, M. P. (2024). The effect of the 7Ps service marketing mix towards patient loyalty through patient satisfaction as a meditating effect in X Hospital. *Intisari Sains Medis 2024*, Volume 15, Number 3: 1152-1158 P-ISSN:, 15(3), 1152–1158. <https://doi.org/10.15562/ism.v15i3.2178>

Undang-Undang Republik Indonesia Nomor 17 Tahun 2023 tentang Kesehatan (Lembaran Negara Republik Indonesia Tahun 2023 Nomor 105, Tambahan Lembaran Negara Republik Indonesia Nomor 6887)

Wulandari, R. R. S. D., Khatibi, A., Azam, S. M. F., & Tham, J. (2023). Effect of Marketing Mix on Outpatient Loyalty at Hajj Hospital , Jakarta , Indonesia. *Journal of Hunan University (Natural Sciences)* , 10–15.

Zakirman, A. W., & Farlis, F. (2025). Pengaruh Bauran Pemasaran (Marketing Mix) Terhadap Loyalitas Pelanggan Pada Hotel Machudum Kota Padang. *Journal of Business Economics and Management Vol. 2 No. 1 (2025): Juli – September Page. 1747-1763*, 2(1), 1747–1763.