

Marketing Mix and Trust Analysis on Medical Check Up Interest in Eka Hospital Pekanbaru

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Abstract

One of many ways to prevent diseases to recognize the health condition is through medical check up. It detects early abnormalities in human body functions which potentially cause diseases. Medical check up may also serve as a routine health check for people with chronic diseases. Eka Hospital is one of the private hospitals which provides medical check up services. It is found instability in the number of the medical check up patients from year to year. This research was conducted to analyze marketing mix variables covering product, price, promotion, and place (4P) aspect and trust in the medical check up interest. The used research instrument is a questionnaire distributed to 145 respondents who had never used medical check up service at Eka Hospital. The results of the questionnaire were analyzed using descriptive analysis method and Structural Equation Modeling (SEM) using SmartPLS 3 tools. The result of the analysis showed that the "product" marketing mix did not significantly affect the trust and interest. The "pricing" marketing mix has a significant effect on the interest, however it has no significant effect on the trust. The "promotion" marketing mix has a significant effect on the interest, with no significant effect on the trust. The "place" marketing mix has no significant effect on both interest and trust. It is suggested that medical check up products need to be informed further to the public. Through having more consideration to promotion / communication aspects, it means that more attention is given to product information, price, quality and consumer requirements. This research would be enhanced if a broader community is involved.

Keywords: Marketing mix (product, price, promotion, and place), trust, and interest.

Introduction

In the health law explained about health care facilities, namely as "A tool or place used to carry out health service efforts, both promotive, preventive, curative, and rehabilitative conducted by the central government, local governments, and also the community." with health efforts are: "Every activity or series of activities carried out in an integrated, integrated and continuous manner to maintain and improve the degree of public health in the form of disease prevention, health promotion, treatment of diseases, and health recovery by the government and / or the community." that promotive health services are: "An activity or series of health service activities that prioritizes health promotion activities, whereas preventive health services are prevention activities for a health problem / disease." According to Moelok, the Minister of Health of the Republic of Indonesia in the 2015 Eastern Regional National Health Work Meeting "The challenges of Post-2015 Health Development are reducing mortality, reducing poverty, and reducing morbidity". Of course, in order to achieve this, it is necessary to have a health effort. In organizing the government's health effort it cannot run alone, the government needs to partner with the private sector so that health services can reach all levels of society.

In order for quality services to be enjoyed by the wider community, Eka Hospital must also introduce its service products to the public. Health care products are designed in such a way as to make it easier for consumers to obtain health services to achieve optimal health degrees and free from disease. One way

to prevent disease that can be done is to know the health condition. That can be done through Medical Check Up (MCU). Medical Check Up can detect early abnormalities in bodily functions that have not yet manifested as a disease, but have the potential to cause disease and can be used as a routine check to control bodily functions for patients with chronic diseases such as diabetes mellitus, hypertension, impaired renal function, and heart problems.

The total data of Medical Check Up patients in Eka Hospital from the last five years from 2013 to 2017 is as follows:

Table 1.1 Medical Check Up Data

Year	Package Total					Total
	Basic	Silver	Gold	Platinum	Eka Star	
2013	731	169	83	5	4	992
2014	1396	244	116	13	3	1772
2015	954	355	92	7	5	1413
2016	1924	265	54	4	3	2250
2017 June	776	98	18	2	4	898

Source: Processed Data, 2017

The data above shows that there is an instability in the number of Medical Check Up patients. From year to year variations in the number of patients and Medical Check Up service packages are purchased according to what is offered by Eka Hospital. From the above data it can be seen that the packages that are most sought after by the public are the basic packages with an average achievement of 78% and the rest (22%) are included in the silver, gold, platinum and Eka Star packages. The percentage of increase and decrease in package usage over the past five years can be seen in table 1.2

Table 1.2 Percentage of Increase and Decrease in MCU Packages

Packages	Year			
	2013-2014	2014-2015	2015-2016	2016-2017
Eka Star	(75%)	167%	(60%)	133%
Platinum	260%	(54%)	(57%)	(50%)
Gold	140%	(79%)	(59%)	(33%)
Silver	144%	145%	(75%)	(37%)
Basic	191%	(68%)	201%	(40%)

Source: Processed Data, 2017

An increase and decrease in buyers of Medical Check Up packages at Eka hospital is the initial basis for research. The increase is influenced by the presence of mobile medical check update products and the promotion of medical check up packages such as: Merdeka Package, Kartini Package, Lunar Package and so on. While the decline is influenced by the public's impression that treatment in Eka Hospital is expensive. The price for Medical Check Up at Eka Hospital is as in the following table:

Table 1.3 Price Recapitulation of Medical Check Up Packages

No	Packages	Price	
		Female	Male
1	Eka Star	Rp 8.000.000,-	Rp 8.000.000,-
2	Platinum	Rp 6.000.000,-	Rp 5.750.000,-
3	Gold	Rp 3.500.000,-	Rp 3.250.000,-
4	Silver	Rp 1.600.000,-	Rp 1.600.000,-
5	Basic	Rp 1.000.000,-	Rp 1.000.000,-

Source: Processed Data, 2017

Price issue trends in the community are not the only challenges that Eka Hospital will face in marketing service products, but the presence of other hospitals as competitors is also a challenge that must be faced in marketing services. Collaboration with companies that have not been extended. Besides this, the tendency of the community to travel to neighboring countries is also a challenge that must be faced in marketing services. Quoted from the Riau Governor's speech at the opening of one hospital in the city of Pekanbaru in 2016, it is estimated that around 30 billion of the budget spent by Riau people goes abroad every month. This is a challenge that must be faced in marketing services.

Whereas in previous research conducted by Ich Diana Sarah Dhiba and Ayun Maduwinarni (2014) in Dr. Health Museum Tourism Object Adhyatma, MPH Surabaya said that products, prices, promotions, places, processes, people, physical evidence, and the effect of services have a positive influence on visitor interests. Meaning that when Dr. Health Museum Adhyatma, MPH Surabaya applies product mix Price, promotion, place, process, person, physical evidence, and the effect of service well, it can automatically increase visitor interest. The same statement was conveyed by Sholilah M. S. & Susanto (2014) Product marketing mix, price, place, promotion, place, process, physical evidence, the effect of service simultaneously affect the interest of JKN patients' re-visit in the outpatient unit of Panembahan Senopati Hospital Bantul. While the research of Ridwan M. et al (2009) said that partially the service had a significant effect on inpatient decisions, promotions, processes, places, quality of service that was not significantly related was price. The results research of Ahmad K.M.A *et. al.*, (2013) five of the seven variables are significant (health care, promotion, physical evidence, processes and individual strategies) and two variables (price and distribution) are not significant. Ulfa Maria's research results (2013) seven aspects of the marketing mix (products, prices, places, promotions, officers, processes, and facilities) that were partially examined were only two factors that did not significantly influence outpatient decisions namely tariffs and processes. Sembor (2015) said there is a relationship between the marketing mix of product services, prices, places, promotions, officers, processes, physical evidence, and facilities with patient loyalty. The research results of Kuswanti Defriani N. & Sembiring Karina B. (2014) said the marketing mix of services consisting of variable dimensions namely: product, price, promotion, location, person, process and physical evidence simultaneously are positive and significant influences on patient decisions at Medan Hajj Hospital, and the most significant are products, processes and physical evidence. Research of Poernomo Hari D.I.S (2009) says that the majority of respondents have unfavorable perceptions about promotion, the majority respondents have good perceptions about people, most respondents have good perceptions about the process of loyal respondents greater than less loyal patients.

After knowing the conditions that occur in previous studies where the marketing mix of product services, prices, promotions, places, processes, people, physical evidence, and the effect of services have a positive and significant impact on visitor interest. And driven by curiosity over the truth of the public image of Eka Hospital in connection with the price plus the habit of traveling abroad encouraged the writer to conduct research on the analysis of the service marketing mix. In this study, researchers only limited the Eka Hospital Medical Check Up products. That is because the need to know the health condition from an early age

is a benchmark for community welfare. The encouragement made the writer give the title of this research is "Analysis of Marketing and Trust Mix in Medical Check Up Interests at Eka Hospital Pekanbaru".

Problem Formulation

Based on the description in the background, it can be seen that there is an increase and decrease in marketing achievement of package products that are not stable and difficult to predict, giving encouragement to researchers to find out how people's interest in Medical Check Up package products at Eka Hospital, because with the interest is expected to lead consumers to make the decision to do Medical Check Up. Based on that, the main problems in this study were formulated as follows:

1. How does the product influence the prospective of medical check-up patients?
2. How does Price affect the trust of prospective Medical Check Up patients?
3. How does Promotion influence the trust of prospective Medical Check Up patients?
4. How does Place influence the trust of prospective Medical Check Up patients?
5. How is the influence of Products on the interests of prospective Medical Check Up patients?
6. How is the influence of Products on the interests of prospective Medical Check Up patients?
7. How does Promotion affect the interests of prospective Medical Check Up patients?
8. How does Place influence the interest of prospective Medical Check Up patients?

Research Objectives

Based on the above research problem formulation, the research objectives are formulated as follows

1. To analyze how the product affects the Trust Medical Check Up in Eka Hospital?
2. To analyze how the price affects trust Medical Check Up in Eka Hospital?
3. To analyze how the effect of promotion on trust Medical Check Up in Eka Hospital?
4. To analyze how the influence of place affects trust Medical Check Up in Eka Hospital?
5. To analyze how the effect of the product on interest in Medical Check Up in Eka Hospital?
6. To analyze how the influence of price on the interest of Medical Check Up in Eka Hospital?
7. To analyze how the effect of promotion on the interest of Medical Check Up in Eka Hospital?
8. To analyze how the influence of place affects the interest of Medical Check Up in Eka Hospital?

Benefits of Research

By achieving the objectives of this study it is expected to provide the following benefits:

1. Can increase knowledge and skills for researchers in the field of marketing science and can add experience in practicing all forms of marketing theory especially the science of consumer behavior
2. Can provide an overview and model for companies about the description of the responses of research respondents, who are prospective consumers about the marketing mix and trust, as well as an overview of consumer buying interest at Eka Hospital
3. Can be a reference for subsequent research on the model of the relationship between marketing mix variables and consumer buying interest, with the trust variable as a moderating variable.

Research Framework

The conceptual framework of this research was built from one of the products offered by Eka Hospital to the public which was packaged in the form of a Medical Check Up service package. It is hoped that the package product can be introduced and offered to the public through product marketing mix, price, promotion and place. In addition to the marketing mix of product introduction, it can also be done because of people's trust in Eka Hospital. Trust can be generated from seeing and hearing. Trust because seeing can arise when visiting family, friends, or relatives who are sick. Trust because hearing can arise from the news received both through the mass media and word of mouth. This can eventually lead to interest in using health services (Medical Check Up) at Eka hospital.

Research is an activity that aims to obtain the truth of scientific knowledge, through established procedures. The research design used in this study is quantitative research using surveys. This research is expected to be able to describe the atmosphere of an actual fact. According to the type of this research is analytical descriptive research that is the data obtained is then examined more thoroughly by using logical, rational and analytic thinking.

Population and Sample

The population in this study is prospective patients who already know the Medical Check Up product at Eka Hospital Pekanbaru. The sample is part of the number and characteristics possessed by the population (Sugiono, 2012). The samples in this study are the people who have received information about Eka Hospital's service products and make it possible to conduct a medical check-up at the Eka Hospital. Criteria include: Age of respondents 25 years and over, have direct income and who have never done a Medical Check Up at Eka Hospital.

Data Collection Techniques

Data collection in this study was carried out by giving questionnaires to the parties concerned. The answers to the list of questions that must be filled by respondents were made using a Likert scale, ie with a range of 1 to 5 The most positive responses (strongly agree) were given the highest value and the most negative responses (strongly disagree) were given the lowest value (Fuad Mas'ud,

2004).

Likert Scale Score

Strongly disagree Strongly agree

1	2	3	4	5
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Data analysis method

The data analysis method in this study uses the SmartPLS Version 3. software which is run by using computer media. Partial Least Square (PLS) is a component or variant based Equation Modeling Equation Modeling (SEM) equation. PLS is an alternative approach that shifts from the covariant-based SEM approach to variant-based. The goal is to help researchers get the value of variables linearly aggregates from the observed variables or indicators for predictive purposes (Ghozali, 2012).

Research result

Description of Respondent's Identity

In this study the characteristics of respondents who participated in providing answers to research questions were described. The things examined in this study are the marketing mix and trust in the interest of Medical Check Up Eka Hospital Pekanbaru. Respondent characteristics include: gender, age, occupation, monthly income, frequency of medical check-up, and ability to set aside health funds.

Data Testing Analysis

This study uses a variance based or component based approach model with the Partial Least Square (PLS) method. In PLS the structural model of the relationship between latent variables is called the inner model, while the measurement model is called the outer model. The stability of this estimation is evaluated using a t-statistic test. Before analyzing the test, an empirical model of the research is conducted.

Discussion and Research Results

Based on the entire research hypothesis proposed and supported by a series of analyzes that have been conducted to prove the validity of these hypotheses, it can be concluded that hypotheses 6 and 7 have a significant effect while the other hypotheses do not have a significant effect. These matters will be described and discussed in full as follows.

Effect of Products on Trust on Medical Check Up interest in Eka Hospital

Since the respondents in this study are prospective customers who have never done a medical check-up at Eka hospital, all the products mentioned above are new information. Respondents have not experienced these products themselves. This makes sensitivity to the product has not been profound. In this study the correlation between the product and the trust in the interest of medical check-up has no significant effect due to the lack of sensitivity of the respondent to the

product offered. Because respondents who answered the questionnaire have not been directly exposed to the product.

Effect of Price on Trust in Medical Check-Up Interests at Eka Hospital

In this research related to the price under study is the affordability of the community to the prices offered by Eka Hospital. Then about price variations in accordance with the value of the product, and finally the relationship between price and product quality. The answer given by the respondent regarding price is inseparable from the correlation between price and product . The price information with the product was obtained by respondents from newspapers and magazines Better Health produced by Eka Hospital itself. Where news in newspapers or magazines tend to contain success, the existence of new products, the existence of new sophisticated equipment, specialist doctors or new sub-specialists and so on. This makes the respondent's knowledge of price insensitive because it has not been experienced by the respondent.

Effect of Promotion on Trust Medical Check Up at Eka Hospital

Analysis of the effect of marketing promotion mix on trust in this study by using the SmartPLS test obtained an average loading factor value of 0.775 and obtained an average respondent's answer to the promotion questionnaire was 3.9. Although the promotion does not significantly influence the trust, but the promotion has more sensitive power than the product and the price of the trust in the interest of medical check-ups at Eka hospital.

Effect of Place on Trust Medical Check Up at Eka Hospital

The influence of the place on trust on the interest of medical check-ups at Eka Hospital can also be influenced by the condition of the respondents studied. They are not in a state of illness. Healthy and sick conditions can affect the perception of the place. Because it is not in a downtown location and avoiding traffic can make it easier to reach Eka Hospital. Having a large parking facility is one of the convenience to access if you bring a private vehicle. The typical spatial structure at Eka Hospital makes it look different from most hospital buildings in the city of Pekanbaru is a combination of green on the list of walls and window glass. This can give the impression which is generally better. So that this general impression makes the respondent insensitive to the research question of the trust in the interest of medical check-ups at Eka Hospital.

Effect of Products on Medical Check Up Interests at Eka Hospital

Judging from the characteristics of respondents showed that 91.7% of respondents had Medical Check Up but not at Eka Hospital with a frequency of 31.7% once a year, 46.9% 1 time in 3 years, and 13.1% 1 time in 5 years. So that the product can affect the interests need more intensive efforts again to be able to inform the product to the prospective consumer. Because interest can be formed from an on going attitude that rejects one's attention so as to make someone selective about the object of interest.

Effect of Price on Medical Check Up Interests at Eka Hospital

In this study there are 3 questions about prices, namely the respondent's perception of the price offered by Eka Hospital, indicating that the respondent's answer is good with an average value of 4.08. While the question of valuing price variations is in accordance with the product's value, the answer to the question says good with an average value of 4.14, and the last question about price is the price in accordance with the quality of the product the respondent's answer is also good with a value of 4.10.

Influence of Promotion of Medical Check Up Interests at Eka Hospital

In this study H1 of the 6th hypothesis was accepted, then there was a significant influence between promotion and the interests of prospective customers. The results of the analysis showed that the promotion variable had a positive influence on visitor interest. This meant that the interests of potential consumers could be formed through the promotional marketing mix. Where the better the promotion of the prospective consumer's interest will increase. But if the promotion in various ways is not good, the interest of potential consumers is also not good.

Effect of Place on Medical Check Up Interests at Eka Hospital

Place (place) in general is a distribution that is an effort to offer products that can be in a place and time that suits the needs of consumers. In hospitals, this variable can be interpreted as a place of health services provided, along with feelings of comfort, safety, and hospitality felt by consumers. Site decisions often have a long effect. This decision is usually more difficult to change compared to product decisions, promotion and price. According to Mudie & Pirrie (2006) in Fandy Tjiptono (2016, p. 96) There are six factors that must be carefully considered concerning the layout of service facilities: special planning, room planning, equipment / furniture, lighting, color, and messages delivered graphically.

Conclusions and suggestions

1. This study uses Smart PLS 0.3 in analyzing the relationships between variables. Based on the analysis and discussion of the previous section, several conclusions can be drawn as follows:
2. The product has no significant effect on trust and interest but the positive path coefficient value means the better the respondent's perception of the product, the better the trust will be. For this reason, efforts are needed to improve the perception of potential customers so that trust is better, it needs continuous efforts or activities to influence the prospective customer's trust.
3. Price does not significantly influence trust but price significantly influences interest. Positive path coefficient value means the better the respondent's perception of the price, the better the confidence will be. The things that can affect trust are ability, integrity, and virtue.
4. Promotion has no significant effect on trust but promotion has a significant effect on interest. The value of the positive path coefficient means the better the respondent's perception of the promotion, the better the trust will be. Information in promotion is very important to be able to influence the affection and cognition of consumers and potential consumers. In addition, information through promotions can simplify and shorten the time of

consumers and prospective consumers to find out the product, price, and place.

5. Place has no significant effect on trust but positive path coefficient means that the better the respondent's perception of the place, the better the trust will be. For this reason, efforts should be made to make it easier for consumers or potential customers to access Eka Hospital's premises.
6. The product has no significant effect on interests but the positive path coefficient value means the better the respondent's perception of the product, the better the interest will be. An interest in a product can be formed from an ongoing attitude that can repel someone's attention so that someone is selective about the object of their interest.
7. Price has a significant effect on interest and positive path coefficient values, meaning that the better the respondent's perception of price, the better the interest will be. In a society of price differences more sensitive than differences in product quality, the decision to set an important price starts with customer value. Pricing is oriented to the customer with an understanding of the value that is considered customers can replace the benefits they get.
8. Promotion has a significant effect on interests and the value of the positive path coefficient means that the better the respondent's perception of the promotion, the better the interest will be. Promotion is the act of informing, seducing, and reminding potential consumers to influence decision making. The means used for promotion through various means of communication are different media, posters, meetings, and so on. The interests of potential customers can be formed through a promotional marketing mix.
9. Place has no significant effect on interest, but the value of the positive path coefficient means that the better the respondent's perception of the place, the better the interest will be. Site decisions often have a long effect. Site decisions are usually more difficult to change compared to other marketing mixes. To conduct a good place marketing mix, Eka Hospital can use all the elements of the place marketing mix so that prospective patient interest increases.

Suggestion

Based on the results of the research and discussion in the previous section the researcher gives some advice to:

1. Eka Hospital through management in order to increase the marketing mix to the public includes;
 - a. Research would be far better if it could be done to patients using the 7 P marketing mix element
 - b. Eka Hospital (Medical Check Up) service products to be more socialized through various media and activities.
 - c. Because prices have a sensitivity value that is more than quality, it is necessary to pay attention to price performance without having to ignore quality. For that, in setting prices, it is necessary to pay attention to the needs of consumers and potential customers. And how can consumers and potential customers feel the transfer of profits from the price paid.
 - d. Promotion pays attention to means of communication or means of promotion so that product information can reach the public. In addition to product

information that is also important for potential customers is price information.

- e. Place (place) includes the location of the hospital is easy to access the place (location) has a positive effect between interests and places, it needs efforts to help people's perceptions to easily find a place, especially those who have never been to Eka Hospital. Giving signs at every crossroads that are widely passed by means of transportation is an effort for people to easily access the place.
- f. In this study found the influence of product insensitivity, price, promotion, and place of trust. Also product insensitivity and place to interest. So that further researchers can be more useful from the marketing mix with elements (4P) to prospective consumers by sharpening and refining the elements contained in the 4P marketing mix

This study has several limitations that need to be considered for future researchers. The limitations include:

1. The scope of this research which includes correspondents is still limited to friends and fellow researchers themselves. It would be far better if the respondents were also from the wider community.
2. This research can only be done to prospective patients and use the 4 P element of the marketing mix
3. The method used in this study is SmartPLS 3.0 M3, so that it is less sensitive for research in hospitals, it is better for researchers to use software other than SmartPLS 3.0 M3 in order to find more sensitive results for research.

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