

# THE INFLUENCE OF MARKETING STRATEGY AND SERVICE INNOVATION ON THE GROWTH OF PRIVATE HOSPITAL PATIENTS

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## Abstract

Private hospitals need to implement marketing strategies and service innovation to increase the number of patients and maintain a competitive advantage. Marketing strategies increase public awareness, while service innovation improves quality and patient satisfaction. This research aims to analyze the influence of both. The method used is a literature study with secondary data from articles and literature taken from Google Scholar (2020-2024). The results of research conducted by several authors also show that marketing strategies and service innovation have a significant impact in increasing the number of patients visiting the hospital. The research results show that these two factors have a positive effect on the number of patient visits. Effective marketing strategies can attract public interest in health services, while service innovation improves the quality of the patient experience. These two factors interact, helping hospitals strengthen their competitive advantage and drive patient growth. Therefore, hospitals must develop effective marketing and service innovation strategies to maintain growth and competitive advantage.

**Keywords:** *Increase in Patients, Marketing Strategy, Private Hospital, Service Innovation*

## INTRODUCTION

In the era of globalization and digitalization, the healthcare sector has undergone rapid development as public awareness of the importance of health continues to grow. Advances in medical technology, increased access to health information, and shifting consumer behavior in seeking healthcare services have transformed how individuals choose healthcare facilities. In this context, private hospitals play a crucial role in complementing the healthcare services provided by public hospitals (Fitriani Putriadi et al. 2024). However, as business-oriented entities, private hospitals must be able to compete effectively in attracting and retaining patients through various marketing strategies and service innovations Sri Wahyuni et al.(2021).

Private hospitals are one of the health service providers that play a key role in improving the quality of life of the people of a country. However, over time, the number of private hospitals is increasing, causing competition in the health industry to be more intense. Therefore, private hospitals need to develop effective marketing strategies and service innovations to increase patient growth and maintain a competitive advantage.

Amid the increasingly intense competition in the healthcare industry, private hospitals face challenges in sustaining patient growth. They must not only provide high-quality medical services but also understand patient needs and preferences to remain relevant in a dynamic market. One of the key determinants of success for private hospitals is the implementation of an effective marketing strategy. Marketing strategies not only serve to introduce healthcare services to the public but also help build a positive image, enhance patient loyalty, and expand service reach. With technological advancements, healthcare marketing strategies have shifted from conventional methods to digital marketing approaches, including social media utilization, search engine optimization (SEO), and experience-based marketing Oliveira et al. (2022).

According to Kolter (2012), an effective marketing strategy can help private hospitals increase public awareness and interest in the health services offered. Meanwhile, service innovation can improve the quality and satisfaction of patients, thereby increasing the likelihood of patients returning to the hospital's health services (Hoyer & MacInnis, 2010). Service innovation also plays a critical role in enhancing the competitiveness of private hospitals. Modern patients seek not only competent medical services but also prioritize convenience,

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efficiency, and easy access to healthcare. Consequently, various service innovations such as telemedicine, electronic health records (EHR), digital queue management systems, and artificial intelligence (AI)-based consultations have been widely adopted by private hospitals. A study by Oliveira et al. (2022) revealed that hospitals that integrate technology and innovation into their services experience up to a 30% increase in patient satisfaction, contributing to a higher rate of returning patients.

However, there are still not many studies that examine the influence of marketing strategies and service innovation on the growth of private hospital patients. Some hospitals still face stagnation in patient numbers due to a lack of understanding of modern patient behavior, limited use of digital technology in marketing, and inadequate integration of innovations into healthcare systems. Therefore, this study aims to determine the influence of marketing strategies and service innovation on the growth of private hospital patients.

## LITERATURE REVIEW

### Marketing Strategy

Marketing strategy is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and reference and allocation, especially as a company's response to the ever-changing environment and competitive conditions. Marketing strategy consists of the basic principles that underlie management to achieve its business and marketing goals in a target market, marketing strategy contains basic decisions about marketing, marketing mix, marketing mix and marketing allocation (Karinda, et al. 2018).

From the definition above, the strategic marketing management structure describes the input used by the company to identify and choose strategies. The input is obtained through analysis of the internal and external environments. The main macro environmental forces include: demographics, technology, politics, law and socio-culture that affect the business. In addition, it is necessary to always monitor the main micro environmental actors, namely: competitor customers, distribution channels, suppliers, new entrants and substitute products that will affect the company's ability to make a profit in the target market.

### Service Innovation

The survival of the company depends on how quickly and responsively the company is in facing the existing dynamics. Therefore, effective competitive strategies are needed by making improvements, both in terms of product development and in terms of continuous processes. According to Drucker (1999), companies that succeed in creating competitive advantages are companies that are able to create innovation and creativity through effective and planned innovation processes. Innovation is a new combination of production factors created by entrepreneurs and innovative thinking is an important driving force in economic growth (Sugiharto, 2017).

As an organization, the public sector in adopting innovative products goes through two main stages, namely Initiation and Implementation. The pioneering stage includes the agenda setting phase which focuses on identifying and prioritizing problems and the matching phase, where the problems that have been identified are adjusted to the innovation to be adopted. After that, the implementation stage begins with the redefinition phase, where the organization and innovation adjust to each other through the necessary changes. Then, the clarification phase occurs when innovation begins to be applied widely and affects daily work in the organization. Finally, the routinization phase marks the stage where innovation has been fully integrated and is considered part of the organizational system.

### Private Hospitals

Private hospitals are health care facilities managed by non-government parties with the main objective of providing medical services to the community. Unlike government hospitals, private hospitals generally have more flexibility in resource management, business strategies, and the implementation of innovation in health services. According to several studies, the existence of private hospitals plays an important role in increasing public access to health services, especially in urban areas that have high demand for fast and quality medical services. In addition, private hospitals also often implement a profit-based business model that allows them to invest in advanced medical technology and improve the quality of medical personnel through continuous training (Christiani, et al. 2024).

However, despite having many advantages, private hospitals also face various challenges, especially in terms of service costs which tend to be higher than government hospitals. This is due to the need for private hospitals to cover operational costs without subsidies from the government, so they often charge higher fees to

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patients. In addition, competition between private hospitals is also increasingly fierce, especially in attracting patients and professional medical personnel. Several studies highlight the importance of efficient management, patient-based service systems, and compliance with health accreditation standards to ensure that private hospitals remain competitive and able to provide high-quality services to the community.

## METHOD

The method of writing this article is a literature study with secondary data collection obtained based on articles and literature from previous researchers. Reference collection is carried out through electronic databases, such as Google Scholar with a limit of 2020 to 2024. The keywords used in the article search were "Marketing Strategy", "Service Innovation" and "Private Hospital Patient Growth" which resulted in a total of 1,092 articles, consisting of 139 articles on Google Scholar that are relevant. The articles found are then re-selected based on the criteria that are in accordance with the discussion. The qualification includes articles that have titles and abstracts that are relevant to marketing strategies and service innovations for the growth of private hospital patients during the 2020-2024 period, and can be accessed fully and free of charge. In addition, it also includes articles that are inaccessible and less relevant to the topic of marketing strategies and service innovations for the growth of private hospital patients, or published outside the 2020-2024 range.

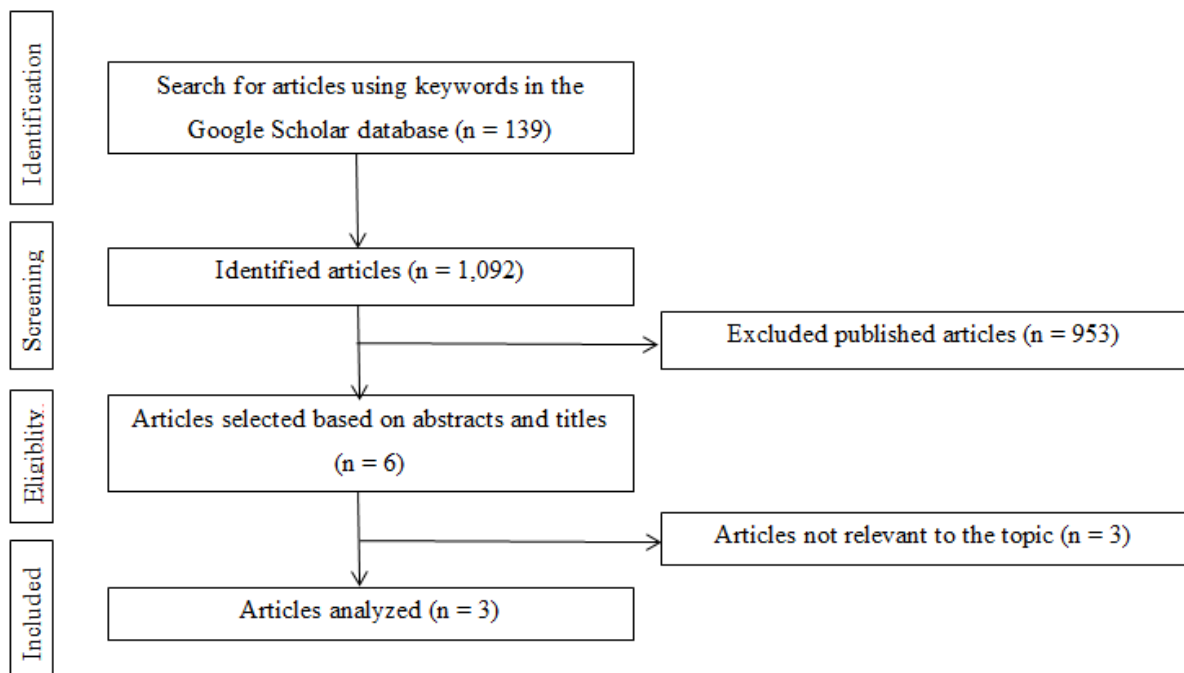


Image 1. Artikel Search Prism

## RESULTS AND DISCUSSION

The results of the literature search resulted in three articles that were relevant to the topic of discussion. Based on these articles, it can be seen that marketing strategies and service innovation have an influence on patient growth in private hospitals as follows:

Table 1. Research Results

| Author's (Year)  | Name                       | Research Title  | Population/Sample   | Population/Sample  |
|--|----------------------------|---|---|--|
| Rosita Yarmaliza., Siti Maisyaroh., Fitriah Reynaldi. (2021) | Afriani., Siti & Reynaldi. | Pengaruh Strategi Pemasaran Dan Mutu Pelayanan Terhadap Minat Kunjungan Ulang | The results of the literature search resulted in three articles that were relevant to the topic of discussion. Based on these articles, it can be seen that | The results of the analysis showed that marketing strategies had a significant influence on patients' interest in making repeat visits, with a Pvalue of 0.002 which was |

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|  |  |   |   |
|--|--|---|---|
|  | Pasien Rawat Inap di Rumah Sakit Swasta Harapan Sehat Aceh Barat Tahun 2021  | marketing strategies and service innovation have an influence on patient growth in private hospitals as follows:  | smaller than 0.05. Similarly, service quality also had a significant influence on patient interest in repeat visits, with a Pvalue of 0.003 which was smaller than 0.05.  |
| Fitriani Putriadi., Dicky Yulius., & Nurminingsih (2024)   | Pengaruh Penerapan Strategi Pemasaran Dan Fasilitas Produk Alat Kesehatan pada Peningkatan Jumlah Pasien di Rumah Sakit Citra Arafiq Depok | This study used patients at Citra Arafiq Hospital Depok as the research population, with a total of 200 patients selected as research samples.  | The results of the analysis show that marketing strategies in the form of promotion, human resources and services have a positive and significant influence on increasing the number of patients, as well as the quality and quantity of medical device facilities. |
| Sri Wahyuni Rochmawati., Nova Retnowati., Juliani Pudjowati., Farida Yuni Rahmawati., Mamak Balafit., & Achmad Syamsudin. (2021) | Analisis Strategi Pemasaran Terhadap Pelayanan Kesehatan pada Era Jaminan Kesehatan Nasional di Rumah Sakit Paru Surabaya                  | This study uses service staff, marketing staff, and patients at Surabaya Lung Hospital as the research population, covering all components related to service and marketing at the hospital | Surabaya Lung Hospital implemented a strategy, which included (products, prices, venues, promotions, people, processes, and physical evidence, so as to increase the number of patient visits. <i>Physical Evidence</i> ) can increase patient visits.              |

## Discussion

An effective marketing strategy can help hospitals increase public awareness and interest in the health services offered. According to Kumar et al.(2020), digital marketing strategies such as social media and email marketing can help hospitals increase patient growth. In addition, marketing strategies can also help hospitals increase their competitive advantage, as stated by Porter dan Kramer (2020). In addition, service innovation can also help hospitals increase patient growth. According to Oliveira et al.(2022), service innovations such as the use of telemedicine technology can help hospitals increase patient growth. This is because service innovation can improve the quality and satisfaction of patients, thereby increasing the likelihood of patients returning to use the hospital's health services. The interaction between marketing strategies and service innovations can also help hospitals increase patient growth. According to Lee et al.(2021), the interaction between marketing strategies and service innovation can help hospitals increase their competitive advantage and increase patient growth. This is because there is an interaction between marketing strategies and service innovations that can increase visibility, awareness, and patient satisfaction.

Based on the results of the articles analyzed in the literature review that has been carried out, marketing strategies and service innovations have a positive influence on the increase in the number of patient visits in hospitals. These results are in line with the results of the analysis from the article Rosita et al.(2021), which uses a quantitative research method with a cross-sectional design. The study involved 70 patients and found that marketing strategies had a significant influence on patients' interest in making repeat visits (Pvalue = 0.002). In addition, service quality also had a significant influence on patient interest in revisiting (Pvalue = 0.003).

The research of Fitriani Putriadi et al.(2024), shows that marketing strategies in the form of promotion, human resources, and services have a positive and significant influence on increasing the number of patients, as well as the quality and quantity of medical device facilities. This can be proven by using *inner model* tests and hypothesis tests and producing marketing strategies in the form of promotions, human resources and services that have a positive and significant influence on increasing the number of patients, as well as the quality and quantity of medical device facilities. In addition, the marketing strategy carried out by Sri Wahyuni et al.(2021), shows that

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Surabaya Lung Hospital through a strategy that includes (products, prices, places, promotions, people, processes, and physical evidence, so that it can increase the number of patient visits. *Physical Evidence*) can also increase patient visits with the population used in this study, namely service staff, marketing staff, and patients at the hospital. Marketing strategies implemented by private hospitals play a crucial role in attracting patients to utilize healthcare services. Unlike public hospitals that rely on government funding, private hospitals must actively market their services to ensure financial sustainability and growth. Effective marketing not only increases the number of new patients but also fosters long-term relationships with existing patients, ensuring their continued loyalty. According to research by Rosita et al. (2021), a well-executed marketing strategy significantly enhances patient revisit interest, with a P-value of 0.002, indicating strong statistical significance in the context of healthcare service marketing. This suggests that private hospitals must develop innovative marketing strategies tailored to different patient demographics, addressing both their medical needs and service expectations. Additionally, digital marketing strategies, such as targeted advertising, search engine optimization (SEO), and content marketing through social media, can significantly expand a hospital's reach, ensuring that potential patients are well-informed about the available services. Hospitals that fail to adapt to modern marketing trends risk losing potential patients to competitors that offer a more engaging and informative online presence.

Service innovation is another critical factor influencing patient growth in private hospitals. Unlike traditional healthcare models that focus primarily on in-person consultations and treatments, modern hospitals are leveraging technology to enhance service delivery. According to Oliveira et al. (2022), service innovations such as telemedicine, AI-assisted diagnostics, and automated patient management systems can significantly improve patient satisfaction, leading to higher retention rates. This aligns with the findings of Fitriani Putriadi et al. (2024), which indicate that a combination of strategic marketing efforts and high-quality medical equipment enhances patient trust and confidence in hospital services. In an increasingly competitive healthcare industry, hospitals that fail to innovate risk being perceived as outdated and inefficient. Therefore, it is imperative for private hospitals to continuously invest in cutting-edge medical technology, improve the efficiency of patient care processes, and enhance overall service quality. Moreover, patient-centric innovations, such as flexible appointment scheduling, personalized treatment plans, and AI-powered health monitoring, contribute to a seamless healthcare experience, increasing the likelihood of repeat visits.

The integration of marketing strategies and service innovation creates a synergistic effect, amplifying the overall impact on patient growth. According to Lee et al. (2021), the interplay between these two factors enhances a hospital's competitive advantage and broadens its service reach. An effective marketing strategy alone may attract initial patient interest, but without consistent service innovation, patient satisfaction may decline over time. Conversely, groundbreaking innovations in healthcare services may go unnoticed if a hospital lacks an effective marketing strategy to communicate these advancements to potential patients. Experience-based marketing, such as patient testimonials, case studies, and online reviews, plays a crucial role in shaping public perception. A study by Johnson & Smith (2020) found that 78% of prospective patients consider online reviews before selecting a healthcare provider. This highlights the importance of not only delivering high-quality healthcare services but also ensuring that satisfied patients share their positive experiences through various digital platforms. By effectively combining marketing and innovation, hospitals can cultivate a strong brand reputation, positioning themselves as leaders in healthcare excellence.

Beyond digital marketing strategies, a personalized approach to healthcare marketing significantly impacts patient acquisition and retention. Unlike conventional promotional efforts that target broad audiences, personalized marketing focuses on individual patient needs and preferences. Loyalty programs, exclusive discounts on preventive health screenings, and direct communication through chatbots, email newsletters, and mobile apps help establish deeper connections between hospitals and their patients. According to Kumar et al. (2020), healthcare marketing strategies that prioritize personalization result in a 25% increase in patient loyalty and engagement. This is because patients value healthcare providers that understand their unique needs and offer tailored solutions. For instance, hospitals that use predictive analytics to send targeted health reminders—such as vaccine schedules, annual check-up notifications, and chronic disease management tips—enhance patient compliance and satisfaction. By leveraging big data analytics, hospitals can gain valuable insights into patient behavior, enabling them to refine their marketing strategies for maximum effectiveness. This personalized approach not only fosters trust but also encourages long-term patient relationships, reducing the likelihood of patients switching to competing hospitals.

A patient-centered service approach further strengthens a hospital's ability to attract and retain patients. According to research by Sri Wahyuni et al. (2021), implementing a comprehensive marketing strategy that encompasses the 7Ps are product, price, place, promotion, people, process, and physical evidence has been proven



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to increase patient visits at Paru Hospital Surabaya. This reinforces the notion that healthcare marketing must be multifaceted, addressing various aspects of the patient experience. Hospitals that excel in customer service, provide clear pricing structures, and ensure a comfortable hospital environment are more likely to foster patient trust and satisfaction. Additionally, responsive and empathetic healthcare professionals play a crucial role in shaping a hospital's reputation. Studies have shown that hospitals with strong doctor-patient communication and patient support systems report higher satisfaction rates, leading to more positive word-of-mouth referrals. As healthcare consumers become increasingly discerning, hospitals must prioritize transparency, reliability, and convenience in their service delivery. Without these elements, even the most aggressive marketing campaigns may fail to translate into long-term patient retention.

Technological advancements further drive the effectiveness of marketing strategies and service innovation in private hospitals. In today's digital age, hospitals that leverage technology for operational efficiency and patient engagement gain a significant competitive edge. Online appointment scheduling systems, AI-powered chatbots for preliminary diagnoses, electronic health records (EHRs), and virtual health consultations enable patients to access healthcare services more conveniently. According to Oliveira et al. (2022), technology-driven service enhancements lead to a 30% increase in patient satisfaction and a 20% reduction in appointment cancellations. Moreover, hospitals utilizing advanced data analytics can optimize resource allocation, predict patient trends, and tailor marketing campaigns with precision. The integration of machine learning in diagnostic processes also ensures faster and more accurate results, further improving patient trust in healthcare services. The rise of wearable health technology, such as smartwatches and remote monitoring devices, has also transformed patient engagement, allowing hospitals to proactively manage chronic conditions and encourage preventive healthcare behaviors. By embracing these digital innovations, hospitals can significantly enhance both their marketing outreach and service efficiency, ensuring sustained patient growth.

The combination of effective marketing strategies and continuous service innovation serves as the foundation for sustainable patient growth in private hospitals. A well-executed marketing plan attracts patients, but long-term retention depends on the hospital's ability to deliver high-quality, innovative healthcare solutions. The integration of digital marketing, personalized patient engagement, and advanced medical technology strengthens a hospital's competitive position, fostering trust and credibility within the healthcare sector. Hospitals that fail to adapt to evolving patient expectations and technological advancements risk stagnation and decline. Therefore, continuous evaluation, refinement, and investment in marketing strategies and service innovations are essential for hospitals seeking long-term success. By prioritizing both patient experience and operational excellence, private hospitals can establish themselves as the preferred choice for high-quality healthcare services, ensuring a steady increase in patient numbers while maintaining superior standards of medical care.

## CONCLUSION

From the results of the analysis and discussion carried out, it can be concluded that marketing strategies and service innovation have a positive impact on increasing the number of patients in hospitals. An effective marketing strategy can increase public awareness and interest in the health services offered, while service innovation can improve the quality and satisfaction of patients. The interaction between marketing strategies and service innovations can also help hospitals increase their competitive advantage and increase patient growth. The results of research conducted by several authors also show that marketing strategies and service innovation have a significant impact in increasing the number of patients visiting the hospital. Therefore, in order to increase the number of patients and maintain a competitive advantage, hospitals must prioritize the development of effective marketing strategies and service innovation.

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