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THE INFLUENCE OF THE 7P MARKETING MIX ON OUTPATIENTS' REVISIT INTENTION (A SURVEY STUDY AT DR. AGUNG HOSPITAL, BIMA CITY)

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Abstract

In the increasingly competitive healthcare sector, hospitals are required not only to provide high-quality medical services but also to implement effective marketing strategies. This study aims to analyze the influence of the 7P marketing mix (product, price, place, promotion, people, process, and physical evidence) on outpatients' revisit intention at dr. Agung Hospital, Bima City. A quantitative approach with a descriptive-verificative method was employed. The study involved 195 outpatients selected through purposive sampling. Data were collected using questionnaires and analyzed with multiple linear regression. The results show that the 7P marketing mix variables simultaneously have a significant effect on revisit intention, with a model contribution of 68.8% ($R^2 = 0.688$). Partially, price ($p = 0.004$), people ($p = 0.000$), and physical evidence ($p = 0.007$) have a significant positive influence on revisit intention. Among these, people emerged as the most dominant factor, indicating that the quality of human resources covering attitudes, service delivery, friendliness, and the competence of healthcare staff is the key determinant of patients' intention to return for treatment at dr. Agung Hospital.

Keywords: Marketing Mix 7P, Revisit Intention, Outpatients, Hospital.

INTRODUCTION

Hospitals are healthcare service facilities that provide comprehensive individual health services through promotive, preventive, curative, rehabilitative, and/or palliative care, including inpatient, outpatient, and emergency services (Law of the Republic of Indonesia No. 17 of 2023). As healthcare service providers, hospitals are required to deliver quality services that meet community expectations (Reza, 2023). In Bima, four referral hospitals are registered with the Ministry of Health of the Republic of Indonesia (KEMENKES RI): RSUD Kabupaten Bima, RS PKU Muhammadiyah, RSUD Kota Bima, and the private hospital RS dr. Agung Bima (RSDA). RSDA was originally a private clinic established in 2011 and was upgraded to a hospital in 2016 due to the limited capacity of existing hospitals. RSDA employs 148 medical and non-medical staff and provides various services such as outpatient and inpatient care, emergency services, pharmacy, surgery, maternity services, laboratory, radiology, physiotherapy, ICU, and NICU. Despite these facilities, RSDA faces increasingly complex competition and must continuously improve service quality while fulfilling its social role. In line with its vision to become the best healthcare service provider through professional and high-quality services, RSDA must enhance its competitiveness to meet community expectations and encourage patients to use and revisit its services. Hospital management efforts are needed to increase patient visits, including implementing appropriate marketing strategies (Mokoagow, 2023). Effective marketing can be carried out using marketing tools such as the marketing mix (Pinyo et al., 2022). The hospital recorded 16,122 outpatient visits and 1,632 inpatient visits, meaning inpatient visits represent only 10.12% of outpatient visits. Trends show fluctuations in patient visits, highlighting the importance of effective marketing strategies (Agic et al., 2016).

In the increasingly competitive healthcare sector, hospitals must understand patient needs and develop effective marketing strategies. One widely used strategic framework is Segmenting, Targeting, and Positioning (STP), which helps hospitals identify patient segments, determine target markets, and build a positive institutional image. However, STP must be supported by operational marketing tactics, particularly the marketing mix (Kotler & Keller, 2021; Musfar & Se, 2020). The marketing mix can consist of 4P (product, price, place, promotion) or be expanded into 7P by adding people, process, and physical evidence (Harrington et al., 2017; Musfar & Se, 2020). This study focuses on outpatient patients because their numbers have shown a relatively increasing trend, aiming to identify factors influencing revisit intention through the 7P marketing mix approach (Wati, 2017). The 7P marketing mix was selected because it comprehensively explains factors influencing patient revisit intention, including core services, pricing, location, promotion, human resources, service processes, and physical evidence. SWOT analysis indicates that the strength of this model lies in its comprehensive dimensions that capture patient experience and satisfaction. Although it requires detailed measurement instruments and may involve respondent subjectivity, its application is highly relevant given the increasing competition and rising patient awareness of service quality in Bima. Therefore, the 7P marketing mix is considered an appropriate analytical framework for this study. According to Kotler & Keller, the product element is the core of the marketing mix, representing anything offered to the market to satisfy consumer needs and wants, whether tangible or intangible (Kotler & Keller, 2021).

Preliminary findings indicate several gaps related to the 7P marketing mix in hospital services. First, regarding product, outpatients still experience difficulties obtaining medicines due to limited availability at the hospital pharmacy. Healthcare institutions must provide quality products and services to gain competitive advantage and increase patient revisit intention (Lubis et al., 2022). Previous studies also show that product significantly influences patient revisit rates (Aditya et al., 2024). Therefore, hospital management, particularly the pharmacy unit, must ensure regular drug stock availability to maintain optimal services.

Second, in terms of price, no major issues were identified, as patients perceive the service costs to be relatively affordable compared to other hospitals. Price should not only be viewed as a nominal value but also as a signal of value influencing perceived quality and brand image (Kotler & Keller, 2021). Research by Shalamah and Indrawati (2021) also found that price influences patient revisit intention in healthcare services.

Third, regarding place, patients often complain about inadequate hospital facilities, particularly the limited waiting space for outpatient clinics. Place refers not only to location but also to distribution, accessibility, and service convenience (Kushwaha & Agrawal, 2015). Supporting facilities such as ATM services, canteens, prayer rooms, clear directions, and adequate parking areas are important for patient comfort (Astrina et al., 2021).

Fourth, promotion still shows gaps, as patients expect more regular hospital health promotion programs (PKRS) through social media and improved informational signage. Promotion aims to communicate the benefits of services and persuade consumers to use them (Marques et al., 2014; Rangkuti, 2009). Previous studies confirm that promotion is an important factor influencing patient revisit intention (Shalma, 2021).

Fifth, the people element relates to human resources in service delivery. Preliminary findings indicate long waiting times for patients to receive medical services. Employees who demonstrate interpersonal care, politeness, and punctuality are crucial in improving service perception (Kukanja et al., 2016; Kushwaha & Agrawal, 2015).

Sixth, regarding process, patients experience difficulties accessing online services through the hospital website, especially during online registration. Efficient service processes, quick responses, and effective complaint handling are essential elements in service marketing (Yarimoglu, 2014; Kushwaha & Agrawal, 2015).

Seventh, physical evidence also shows deficiencies, such as insufficient waiting chairs and less hygienic restroom facilities. Physical evidence includes the physical environment, layout, cleanliness, and supporting facilities such as parking areas, prayer rooms, and waiting areas (Adhaghassani, 2016; Khan, 2014; Kukanja et al., 2016).

To meet community expectations and face global competition, hospitals must enhance competitiveness by improving service quality, developing human resources, strengthening infrastructure, and implementing effective marketing strategies (Fajrini et al., 2020). Marketing in healthcare differs from other sectors because patients play a central role in service production and delivery (Thomas, 2015; Purcarea, 2019). Therefore, marketing strategies must focus on patient needs and satisfaction.

Previous studies confirm the importance of the 7P marketing mix in healthcare services. Tarihoran et al. (2020) found that the marketing mix contributes 70.65% to increased patient visits. Similarly, a systematic review by Putra and Gani (2024) concluded that all seven elements of the marketing mix are associated with patient visit rates and hospital selection. However, the effectiveness of each element may vary between hospitals, requiring strategies tailored to specific institutional conditions. Another study found that hospital performance significantly influences outpatient revisit intention, highlighting the importance of comprehensive services supported by technological development (Sary et al., 2023).

Based on the background above, especially the existence of several problem gaps identified through preliminary studies related to the 7P Marketing Mix dimensions at Dr. Agung Hospital, so that it is necessary, the researcher feels interested in reviewing the research entitled "The Effect of the 7P Marketing Mix on Outpatient Revisit Interest at Dr. Agung Bima Hospital in 2025".

METHOD

Research Object

RS dr. Agung Bima was originally established from the Sari Farma inpatient clinic founded by drg. Hj. Siti Hadjar Joenoes on October 11, 2011, on a 1,300 m² area located in the center of Bima. The clinic was strategically located on a main road connecting districts and provinces in West Nusa Tenggara. In April 2016, the clinic was upgraded into a Type D hospital named RS dr. Agung, providing both outpatient and inpatient healthcare services. Geographically, the hospital is located in a strategic urban area with high community activity, making it easily accessible and recognizable. Integrated healthcare services, adequate facilities, and diagnostic infrastructure provide comfort for the community and make the hospital a preferred healthcare provider. Continuous facility development, supported by competent human resources and specialist doctors, has strengthened the hospital's reputation among residents of Bima and surrounding regions. The hospital was officially accredited on January 17, 2018. The vision of RS dr. Agung Bima is to become a provider of high-quality and professional healthcare services. Its missions include delivering excellent healthcare services using modern medical technology, prioritizing patient trust and satisfaction, implementing professional and innovative teamwork, improving facilities continuously, and enhancing human resource quality in line with developments in science and technology.

Research Methodology

According to Sugiyono (2022), research methodology is a scientific method used to obtain data for specific objectives and purposes, characterized by rational, empirical, and systematic principles. This study uses a quantitative research approach, which is considered a traditional and scientific method because it meets empirical, objective, measurable, rational, and systematic criteria (Sugiyono, 2022). Data collection in this study was conducted through questionnaires to obtain primary data. Based on the research objective—examining the effect of the 7P marketing mix on outpatient revisit intention at RS dr. Agung Bima—this study applies a descriptive–verificative analysis method. This method is used to describe the condition of the research variables and test the relationships among them.

Types and Sources of Data

1. **Types of Data**
   - Qualitative data: descriptive information presented in verbal form rather than numerical values, such as the general description of the research object.
   - Quantitative data: measurable data expressed in numerical form, obtained from questionnaire responses.
2. **Data Sources**
   - Primary data: data collected directly from respondents through interviews and questionnaires distributed to outpatient patients at RS dr. Agung Bima (Sugiyono, 2022).
   - Secondary data: data obtained indirectly through literature studies, including books, journals, documents, and other information related to the research object (Sugiyono, 2022).

Data Collection Techniques

Data collection in this study was conducted using two main approaches: library research and field research.

1. Library Research
   This method involved reviewing relevant theories and literature related to the research topic, including books and scientific journals discussing the 7P marketing mix and patient revisit intention.
2. Field Research
   Field research was conducted through interviews and questionnaires.
   - Interviews were carried out with outpatient patients to obtain information related to the implementation of the 7P marketing mix and factors influencing their intention to revisit.
   - Questionnaires were distributed directly to respondents, namely outpatient patients at RS dr. Agung Bima, containing structured questions related to the research variables.

The data collection process involved several steps: distributing questionnaires to respondents included in the sample, completing the questionnaire manually using checklist forms, editing the collected data, coding the required variables, tabulating the responses, and processing the data using computer software.

Population and Sample

This research is a quantitative research, sample collection was carried out using a purposive sampling technique. The sample criteria used in the study were the following inclusion criteria: 1) outpatients, 2) patients visiting more than once, 3) willing to be respondents, 4) patients able to read and write, 5) respondents who make their own decisions, 6) aged 17-60 years, 7) able to communicate well. The exclusion criteria in this study were: 1) Unable to make their own decisions, 2) Patients unwilling to be respondents, 3) Decreased memory ability, 4) Experiencing hearing impairment, 5) Experiencing visual impairment, 6) Not completing the questionnaire completely. The sample size was determined using the Slovin formula, with population data calculated based on the average number of outpatients in 2024. The percentage of error tolerated in sampling, in this case using e = 10% (0.1). The number of samples used in this study was 95 respondents.

RESULTS AND DISCUSSION

Classical Assumption Test

Normality Test

The normality test is used to determine whether the residuals in the regression model are normally distributed. A model is considered normal if the residual points in the plot follow the diagonal line representing the theoretical normal distribution.

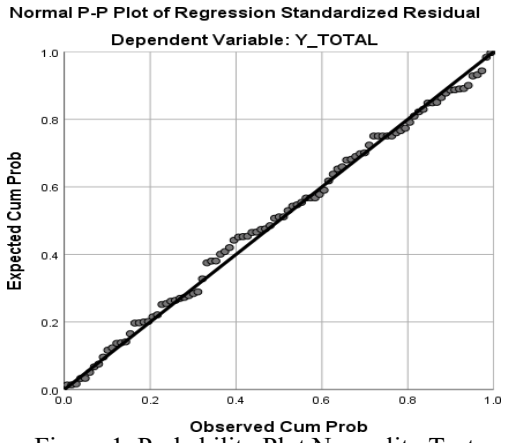

Figure 1. Probability Plot Normality Test

Based on Figure 1, the plotted values follow the diagonal line, indicating that the regression model residuals are normally distributed.

Multicollinearity Test

The multicollinearity test is conducted to determine whether there is a high linear relationship among independent variables in the multiple regression model. This condition is identified using Tolerance and Variance Inflation Factor (VIF) values. Multicollinearity is indicated when Tolerance < 0.10 or VIF > 10. The test results are presented in Table 2.

Table 2. Multicollinearity Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.459	1.327		2.606	.011		
	X1_TOTAL	.174	.132	.118	1.318	.191	.449	2.225
	X2_TOTAL	.270	.092	.266	2.942	.004	.440	2.273
	X3_TOTAL	.125	.105	.096	1.192	.237	.556	1.798
	X4_TOTAL	-.109	.088	-.097	-1.228	.223	.574	1.743
	X5_TOTAL	.442	.121	.328	3.643	.000	.443	2.260
	X6_TOTAL	.154	.109	.123	1.418	.160	.478	2.093
	X7_TOTAL	.296	.107	.248	2.763	.007	.444	2.252
a. Dependent Variable: Y_TOTAL								

Source: SPSS data processing results

Based on Table 2, all independent variables (X1–X7) have Tolerance > 0.10 and VIF < 10, indicating no multicollinearity in the regression model.

Heteroscedasticity Test

The heteroscedasticity test examines whether residual variances are unequal in the regression model. In this study, the Glejser test is used by regressing the absolute residuals on the independent variables. The results are presented in Table 3.

Table 3. Heteroscedasticity Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.462	.792		1.846	.068
	X1_TOTAL	.052	.079	.104	.665	.508
	X2_TOTAL	-.068	.055	-.196	-1.237	.219
	X3_TOTAL	.035	.063	.079	.563	.575
	X4_TOTAL	.007	.053	.019	.135	.893
	X5_TOTAL	-.031	.072	-.067	-.428	.670
	X6_TOTAL	.042	.065	.099	.652	.516
	X7_TOTAL	-.047	.064	-.117	-.740	.461
a. Dependent Variable: Abs_RES						

Source: SPSS data processing results

Based on Table 3, all independent variables (X1–X7) have significance values > 0.05, indicating no significant relationship with the absolute residual values. Thus, the regression model does not show heteroscedasticity and satisfies the classical regression assumption.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the simultaneous and partial effects of the independent variables on the dependent variable, namely outpatient revisit intention at RS dr. Agung Bima.

The independent variables consist of the 7P marketing mix, including Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), and Physical Evidence (X7). This analysis aims to determine the contribution of these variables in explaining variations in patient revisit intention, as presented in Table 4.

Table 4. Results of Multiple Linear Regression Analysis

Independent Variable	B	Std. Error	Beta	t-value	Sig.
Constant	5.046	1.395	–	3.618	0.000
Product	0.179	0.144	0.111	1.243	0.217
Price	0.375	0.133	0.260	2.822	0.006
Place	0.131	0.130	0.085	1.007	0.317
Promotion	-0.139	0.124	-0.090	-1.122	0.265
People	0.500	0.141	0.325	3.536	0.001
Process	0.147	0.141	0.094	1.037	0.303
Physical Evidence	0.391	0.139	0.261	2.804	0.006

Source: SPSS data processing results

Based on the data processing results in Table 4.18, the following multiple linear regression equation model was obtained:

$$\mathbf{Y = 5.046 + 0.179\ X1 + 0.375\ X2 + 0.131\ X3 - 0.139\ X4 + 0.500\ X5 + 0.147\ X6 + 0.391\ X7}$$

From this equation, it can be explained:

1. If the marketing mix is not applied, the patient visit intention equals the **constant value of 5.046**.
2. A one-unit increase in **Product (X1)** increases patient visit intention by **0.179**, assuming other variables remain constant.
3. A one-unit increase in **Price (X2)** increases patient visit intention by **0.375**, assuming other variables remain constant.
4. A one-unit increase in **Place (X3)** increases patient visit intention by **0.131**, assuming other variables remain constant.
5. A one-unit increase in **Promotion (X4)** increases patient visit intention by **0.139**, assuming other variables remain constant.
6. A one-unit increase in **People (X5)** increases patient visit intention by **0.500**, assuming other variables remain constant.
7. A one-unit increase in **Process (X6)** increases patient visit intention by **0.147**, assuming other variables remain constant.
8. A one-unit increase in **Physical Evidence (X7)** increases patient visit intention by **0.391**, assuming other variables remain constant.
9. All coefficients are **positive**, indicating that improvements in the marketing mix increase patient visit intention.
10. The **People (human resources)** variable has the **largest influence**, indicating that staff play a key role in implementing marketing mix strategies to increase patient revisit intention.

F-Test (Simultaneous Test)

To examine the simultaneous effect of all independent variables on the dependent variable, an F-test was conducted, as shown in Table 5.

Table 5. F Test Results (ANOVA)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	893.304	7	127.615	27.248	.000[b]
	Residual	407.466	87	4.684		
	Total	1300.770	94			

Source: SPSS data processing results

The regression analysis shows an F-value of 27.248 with a significance of 0.000 (< 0.05), indicating that all independent variables—physical evidence, product, promotion, process, place, people, and price—simultaneously affect revisit intention. Thus, the regression model is appropriate for explaining the relationship between the variables.

t-Test (Partial Test)

The t-test examines the individual effect of each independent variable on the dependent variable, as shown in Table 6.

Table 6. Results of the t-test (partial)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	5.046	1.395		3.618	.000
	Product	.179	.144	.111	1.243	.217
	Price	.375	.133	.260	2.822	.006
	Place	.131	.130	.085	1.007	.317
	Promotion	-.139	.124	-.090	-1.122	.265
	People	.500	.141	.325	3.536	.001
	Process	.147	.141	.094	1.037	.303
	Physical Evidence	.391	.139	.261	2.804	.006
a. Dependent Variable: interest in repeat visits						

Source: SPSS 21.0 data processing results

A t-test was conducted to assess the influence of each independent variable on revisit intention. The partial hypothesis test results are as follows:

1. Variable Product	0.217 > 0.05	Not Significant
2. Variable Price	0.006 < 0.05	Significant
3. Variable Place	0.317 > 0.05	Not Significant
4. Variable Promotion	0.265 > 0.05	Not Significant
5. Variable People	0.001 < 0.05	Significant
6. Variable Process	0.303 > 0.05	Not Significant
7. Variable Physical Evidence	0.06 < 0.05	Significant

Among the seven independent variables, only three variables—price, people, and physical evidence—are significant. Meanwhile, product, promotion, and process are not significant. This indicates that although these variables contribute to patient revisit intention, their effects are not statistically significant. Overall, patients' decisions to revisit are mainly influenced by affordable costs, quality of medical staff services, and comfortable facilities.

Correlation Coefficient and Coefficient of Determination (R2)

Table 7. Coefficient of Determination (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829[a]	.687	.662	2.164144

Source: Results of SPSS 21.0 data processing

The results in Table 7 show a correlation coefficient of 0.829, indicating a very strong relationship between the independent and dependent variables. The R Square and Adjusted R Square values are 0.687, meaning that 68.7% of the variation in revisit intention is explained by the independent variables—physical evidence, product, promotion, process, place, people, and price—while the remaining 31.3% is influenced by other factors outside the model, such as brand image, recommendations, personal experience, and psychological factors.

Thus, the regression model has a good ability to explain revisit intention, although other external factors also contribute.

Pearson Correlation Test

The Pearson correlation test is used to determine the direction and strength of the relationship between the independent variables and the dependent variable (revisit intention). The results are presented in Table 8.

Table 8. Pearson Correlation Test Results

Variable	Pearson Correlation (r)	Sig. (2-tailed)	Description
Product	0.579**	0.000	Moderate correlation
Price	0.567**	0.000	Moderate correlation
Place	0.581**	0.000	Moderate correlation
Promotion	0.429**	0.000	Moderate correlation
People	0.691**	0.000	Strong correlation
Process	0.621**	0.000	Strong correlation
Physical Evidence	0.698**	0.000	Strong correlation

Source: Results of SPSS 21.0 data processing

The Pearson correlation analysis shows that all independent variables have a significant relationship with revisit intention (Sig. 0.000 < 0.01), with correlation strengths ranging from moderate to strong. Product (r = 0.579), price (r = 0.567), place (r = 0.581), and promotion (r = 0.429) show moderate positive correlations, while people (r = 0.691), process (r = 0.621), and physical evidence (r = 0.698) show strong positive correlations. These results indicate that human resources, service processes, and physical facilities are closely related to patient revisit decisions. The findings are consistent with the regression results, where people and physical evidence significantly influence revisit intention, while the strong correlation of process may indicate multicollinearity or the influence of other dominant variables in the regression model.

Discussion

Characteristics of the Research Variables

Based on the results of the descriptive analysis, all variables in the 7P marketing mix show relatively high average scores. This indicates that patients have a positive perception of the outpatient services at RS dr. Agung Bima. The People variable obtained the highest average score (12.67), reflecting that the quality of human resources, friendliness, and professionalism of healthcare personnel are the aspects most appreciated by patients. This finding is consistent with the study by Budiman & Achmadi (2023), which shows that the competence and attitude of healthcare workers play an important role in increasing patient satisfaction and loyalty. The Product (12.33) and Place (11.96) variables also received good evaluations. This indicates that patients perceive the quality of medical services and the accessibility of the hospital to be in accordance with their expectations. Research by Astuti et al. (2025) confirms that the quality of clinical services and ease of access are important determinants influencing patients' decisions to make repeat visits.

Meanwhile, the Price variable (11.22) received a fairly good score, meaning that affordability remains an important consideration. This finding is consistent with the study by Muhardi et al. (2022), which states that pricing strategies aligned with patients' financial capabilities can increase trust and strengthen the intention to revisit. An interesting finding appears in the Promotion variable, which obtained the lowest average score (10.58). This result indicates that the hospital needs to improve its promotional strategies, particularly through the utilization of digital media and more effective information dissemination. Effective promotion has been proven not only to increase patient awareness but also to support the formation of positive perceptions of services (Astuti et al., 2025). In addition, the Physical Evidence variable (11.99) received a fairly good evaluation, indicating that patients perceive benefits from the comfort of physical facilities, cleanliness, and the completeness of the hospital's infrastructure. Overall, the average score for Revisit Intention of 19.83 indicates that patients have a relatively high level of loyalty toward RS dr. Agung Bima. These results strengthen the evidence that the implementation of the 7P marketing mix, particularly the aspects of People, Price, and Physical Evidence, plays an important role in influencing patients' repeat visit behavior.

The Effect of Product on Revisit Intention

The results of the t-test show that the product variable (X1) does not have a significant effect on the revisit intention of outpatients (p = 0.217 > 0.05). Although the Pearson correlation test shows a moderate relationship between product and revisit intention (r = 0.579; p < 0.01), the relationship is not strong enough to make product a determining factor in the regression model. This finding indicates that the quality of medical services as the hospital's main product is perceived as relatively standard and has not become a differentiating factor determining patients' decisions to return for treatment. In the context of healthcare services, patients tend to consider medical services as a necessity that must always be available with at least a minimum standard of quality. This finding is in line with the study by Rizqiyyah et al. (2024), which found that the product element did not have a significant effect on patients' revisit intention at Hermina Hospital Pekalongan, because patients placed greater emphasis on cost factors and humane service compared to the medical service product itself.

The Effect of Price on Revisit Intention

The price variable (X2) was proven to have a significant positive effect on patients' revisit intention (p = 0.006 < 0.05). In addition, the Pearson correlation test also shows a significant moderate relationship between price and revisit intention (r = 0.567; p < 0.01). This means that the more appropriate and affordable the healthcare service costs offered by the hospital, the greater the likelihood that patients will make repeat visits. Price affordability becomes an important factor influencing perceptions of fairness and accessibility of healthcare services, particularly for outpatients with relatively frequent visit patterns.

Muhardi et al. (2022) emphasized that pricing strategies aligned with patients' financial capabilities can increase trust and strengthen the intention to seek treatment again. Thus, price plays an important role as one of the elements in the hospital marketing mix.

The Effect of Place on Revisit Intention

The analysis results show that the place variable (X3) does not significantly affect revisit intention ($p = 0.317 > 0.05$). However, the Pearson correlation test shows a positive moderate relationship between place and revisit intention ($r = 0.581$; $p < 0.01$). This indicates that although the hospital's location and accessibility are related to patients' decisions, these factors are not strong enough to significantly influence the regression model. This condition may occur because patients are already familiar with the location of RS dr. Agung Bima, so geographical factors are no longer the main determinant in deciding to return for treatment. Astuti et al. (2025) explained that although accessibility is important in selecting a new hospital, for patients who have previously used the services, location tends to no longer be the dominant factor in determining patient loyalty.

The Effect of Promotion on Revisit Intention

The analysis results show that the promotion variable (X4) does not significantly affect revisit intention ($p = 0.265 > 0.05$). Although the Pearson correlation test indicates a positive moderate relationship ($r = 0.429$; $p < 0.01$), the promotion carried out has not been strong enough to significantly influence patients' decisions. This indicates that the hospital's promotional strategies, whether through print, electronic, or digital media, have not been optimal or are not a primary consideration for patients. Patients tend to rely more on personal experience and recommendations from people close to them when deciding to make repeat visits. Berlianto (2024) states that promotion can contribute to patient loyalty only when it is associated with real satisfaction with the services; without satisfaction, promotion becomes less effective. Therefore, RS dr. Agung Bima needs to improve the effectiveness of its promotional strategies by emphasizing concrete evidence of service quality.

The Effect of People (Attitude/Human Resources) on Revisit Intention

The partial test results show that the People variable (X5) has a significant positive effect on revisit intention ($p = 0.001$; Beta = 0.325). In addition, the Pearson correlation test also shows a strong positive relationship between the People variable and revisit intention ($r = 0.691$; $p < 0.01$).This proves that the quality of human resources, including friendliness, professional attitude, and the competence of healthcare personnel, is one of the main factors influencing patients' decisions to return for treatment. These interpersonal factors shape patients' emotional experiences and increase trust in the hospital. Budiman & Achmadi (2023) also found that the People element in the marketing mix has a major influence on the satisfaction and loyalty of inpatients. This finding is reinforced by Astuti et al. (2025), whose systematic review confirms that People is a crucial aspect of the hospital marketing mix.

The Effect of Process on Revisit Intention

The partial test results show that the Process variable (X6) does not significantly affect revisit intention ($p = 0.303 > 0.05$). However, the Pearson correlation test indicates a strong positive relationship between process and revisit intention ($r = 0.621$; $p < 0.01$). This indicates that patients perceive the service flow and procedures at the hospital to be operating according to standards, so they are not a primary differentiating factor in deciding to revisit. According to Astuti et al. (2025), although smooth administrative and service processes are important for supporting satisfaction, their influence tends to be supportive rather than determining patient loyalty. Therefore, while good service processes are still necessary to maintain patient comfort and satisfaction, other factors such as humane service from healthcare personnel and the quality of physical facilities play a greater role in increasing revisit intention.

The Effect of Physical Evidence on Revisit Intention

The analysis results show that the Physical Evidence variable (X7) has a significant positive effect on revisit intention ($p = 0.006 < 0.05$). In addition, the Pearson correlation test shows a strong positive relationship between physical evidence and revisit intention ($r = 0.698$; $p < 0.01$). This means that the comfort of physical facilities, environmental cleanliness, and the completeness of hospital infrastructure are important factors encouraging patients to return for treatment. A study by Wasito (2024) at Santosa Hospital Bandung also found that the interaction between the quality of human resources and physical evidence plays an important role in shaping patient loyalty. Therefore, investment in hospital facilities and infrastructure can be an effective strategy to maintain patient loyalty and increase public trust.

The Simultaneous Effect of the 7P Marketing Mix on Revisit Intention

The F-test results show that the 7P Marketing Mix variables simultaneously have a significant effect on the revisit intention of outpatients, with an F value of 27.248 and $p = 0.000$ (< 0.05). The regression model also produces an R^2 value of 0.687, meaning that 68.7% of the variation in revisit intention can be explained by the 7P marketing mix variables, while the remaining 31.3% is influenced by other factors outside the research model. This indicates that the 7P-based marketing strategy can explain most of the factors influencing patient loyalty. This finding is consistent with the study by GSAR Publishers (2025), which emphasizes that the integrated implementation of the 7P marketing mix is an effective strategy for increasing trust and

loyalty among hospital patients in Indonesia. Therefore, the simultaneous implementation of the 7P marketing mix contributes significantly to improving service quality while maintaining patients' intention to revisit.

The Relationship Between the 7P Marketing Strategy and Revisit Intention

The Pearson correlation test results show that all independent variables have a significant positive relationship with revisit intention ($p = 0.000 < 0.01$), with moderate to strong correlation strength. Product ($r = 0.579$), price ($r = 0.567$), place ($r = 0.581$), and promotion ($r = 0.429$) show moderate correlations. This means that product quality, price affordability, hospital location, and promotion remain related to patient loyalty, although they are not dominant factors. This finding is consistent with Rizqiyyah et al. (2024), Muhardi et al. (2022), Astuti et al. (2025), and Berlianto (2024), who emphasize that product, price, location, and promotion contribute to patients' decisions, but their influence depends on service quality and patients' real experiences.

Meanwhile, the variables people ($r = 0.691$), process ($r = 0.621$), and physical evidence ($r = 0.698$) show strong correlations with revisit intention. The quality of interactions with healthcare personnel, smooth service procedures, and the comfort of facilities are closely related to patient loyalty. These findings are consistent with Budiman & Achmadi (2023), Astuti et al. (2025), and Wasito (2024), who emphasize that human resources and physical evidence are crucial factors, while process functions more as a supporting factor. Overall, the correlation results are consistent with the regression analysis, where people and physical evidence significantly influence revisit intention. However, although process shows a strong correlation, the regression results indicate that this variable is not significant, possibly due to multicollinearity with other more dominant variables.

Synthesis of Regression and Correlation Analysis Results

Based on the results of multiple linear regression analysis and Pearson correlation tests, it can be concluded that the variables in the 7P marketing mix contribute differently to the revisit intention of outpatients at RS dr. Agung Bima Partially, the variables Price, People, and Physical Evidence have a significant positive effect on revisit intention. Among these, the People variable is the most dominant factor, emphasizing the crucial role of the quality of healthcare personnel services in building patient loyalty. Meanwhile, Product, Place, Promotion, and Process do not have a significant effect, although the correlation results show positive and significant relationships with revisit intention. This indicates that aspects such as medical products, location, promotion, and service flow tend to be perceived as standard by patients and therefore do not become the main determinants in the decision to revisit.

Simultaneously, all 7P variables significantly influence revisit intention, with an R^2 value of 0.687. This means that 68.7% of the variation in revisit intention can be explained by the variables in the model, while the remainder is influenced by external factors outside the study, such as hospital image, recommendations from others, or patients' personal experiences. These findings confirm that the 7P-based marketing strategy remains important. However, the hospital's primary focus should be directed toward three key aspects: affordable pricing, professional and friendly human resources, and the provision of adequate and comfortable physical facilities. These three aspects have proven to be the main drivers in increasing satisfaction and strengthening patients' intention to make repeat visits.

CONCLUSION

Based on the data analysis and discussion in the previous chapter, the following conclusions were drawn:

1. In general, all dimensions of the 7P marketing mix at Dr. Agung Bima Hospital are considered good, but challenges remain. Products are adequate, but drug availability needs to be improved. Prices are affordable and competitive, and the location is easily accessible, but the waiting room is uncomfortable. Promotion scored the lowest; promotions are ongoing but not optimal, particularly on social media. Attitude (people) scored the highest because the medical staff are friendly and professional. The service process is good, but online registration and scheduling accuracy need to be improved. Physical facilities are quite good, but parking and restroom cleanliness need improvement. Overall, patients have a high intention to revisit due to satisfaction with the hospital's services.
2. Product has a positive relationship with intention to revisit, but the effect is not significant ($p = 0.217$). This means that product quality and features tend to encourage patient return, but the effect has not been statistically proven.
3. Price has a significant positive effect on intention to revisit ($p = 0.006$). Affordable and competitive rates increase patient satisfaction and encourage return.
4. Location had a positive but insignificant effect ($p = 0.317$), indicating that a hospital's strategic location was not a major statistical determinant of repeat visit intention.
5. Promotion had a positive but insignificant effect ($p = 0.265$), as patients relied more on the service experience than promotional information.
6. The people/attitude of medical staff had a significant positive effect and was the most dominant variable ($p = 0.001$). Friendliness, professionalism, and competence of human resources significantly influence patients' decisions to return.
7. The service process had a positive but insignificant effect ($p = 303$), indicating that patients considered the speed and flow of service adequate.
8. Physical evidence had a significant positive effect ($p = 0.06$), with cleanliness, comfort, and the availability of supporting facilities being important considerations for patients to return.

9. Simultaneously, all marketing mix variables (product, price, place, promotion, attitude/people, process, and physical evidence) significantly influenced outpatients' revisit intention, with a model contribution of 68.8% (R^2 = 0.688). The remaining 31.3% was influenced by factors outside the model, such as hospital image, recommendations, or the patient's personal experience. This indicates that the combined management of all marketing mix elements in an integrated manner significantly influences patient revisit intention.

Therefore, this study confirms that the 7Ps marketing mix strategy is relevant in increasing patient revisit intention, particularly through the dimensions of Price, People, and Physical Evidence.

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