

# The Role of Service Marketing Mix in Driving Patient Decisions to Choose Healthcare Services at Klinik Utama Pinang Sari 1

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## ABSTRACT

This study aims to deeply analyze and describe the role of the seven service marketing mix dimensions in driving patient decisions to select healthcare services at Klinik Utama Pinang Sari 1. A descriptive qualitative approach is used as the methodological foundation to capture genuine field narratives, utilizing interviews with patients, families, and clinic operational management as the primary source of information. Data analysis adopts an interactive model consisting of data reduction, data display, and conclusion drawing to ensure the validity of the research findings. Results indicate that the strategic packaging of product, price, place, promotion, people, process, and physical evidence significantly shapes positive public perceptions and acts as a primary stimulus for healthcare selection. Subjective experiences show that nurse friendliness, doctor clarity, digital queuing efficiency, clear tariff structures, and highway accessibility directly offer emotional satisfaction and security. Discussion reveals that the clinic's competitive edge relies heavily on its ability to align promotional promises with high-quality real services on the ground. The functional integration of all marketing pillars successfully fosters long-term customer loyalty and secures the institution's position as a primary choice in a competitive private healthcare industry.

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## 1. INTRODUCTION

Healthcare services in the modern era have transformed into a highly competitive sector, where medical providers are required to not only emphasize clinical aspects but also service management strategies oriented toward user satisfaction. Klinik Utama Pinang Sari 1, as one of the private healthcare providers, faces a major challenge in maintaining its existence amid the proliferation of similar health facilities. The phenomenon of selecting medical facilities by the public today is no longer based solely on treatment needs, but is influenced by how the service experience is packaged and delivered. Public perception of service quality is often formed even before they step into the clinic area, which ultimately influences their final decision to seek treatment (Alfani et al., 2023).

The concept of the service marketing mix, which includes the elements of product, price, place, promotion, people, process, and physical evidence, becomes a crucial instrument in bridging patient needs with the offerings provided by the clinic. The characteristics of healthcare services, which are intangible and inseparable between production and consumption, make the utilization of these seven elements highly sensitive (Habibi et al., 2025). Patients visiting Klinik Utama Pinang Sari 1 often assess the reliability of the medical team, affordability of costs, comfort of the waiting room, and clarity of the administrative flow as a unified service package. Failure to optimize one of these marketing mix elements can reduce public interest and shift their choice to competing health facilities.

The phenomenon of patients' decisions in choosing healthcare services is influenced by various subjective experiences formed during interactions within the clinic. Personal motives, preferences, and individual interpretations of healthcare services play a significant role, which is often not fully reflected in numerical data. Patients' assessments of the friendliness of healthcare staff, the clarity of procedural information, as well as the cleanliness and comfort of physical facilities, emerge from direct experiences during service delivery. Each patient has a different way of evaluating service quality based on the impressions they perceive at every service touchpoint. Understanding these experiences helps Klinik Utama Pinang Sari 1 identify which elements of the service marketing mix most strongly influence patients' decisions in selecting healthcare services.

Facts on the ground show that there is a gap between the marketing mix strategy designed by the clinic management and the reality of expectations felt by patients. Some patients may feel that the location or physical facilities of the clinic are already highly adequate, yet they complain about the long service queues or the lack of clarity in health program promotions. This mismatch triggers doubt among new prospective patients who need certainty of fast and reliable medical services. A deep evaluation regarding how the implementation of these seven dimensions of the service marketing mix influences the patient's consideration process has become highly urgent to study.

## 2. METHOD

A descriptive qualitative approach is used as the methodological foundation to deeply understand the phenomenon of the service marketing mix's role based on the participants' perspectives. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and behaviors that can be directly observed in the field (Artanto et al., 2026). The main characteristic of this design focuses on revealing the occurring social reality without any variable manipulation or statistical hypothesis testing. The researcher acts as the primary instrument who is directly present at Klinik Utama Pinang Sari 1 to capture the meanings, narratives, and personal experiences of the patients. Selecting this approach enables a rich exploration regarding the subjective reasons behind patients' decisions in choosing the healthcare facility based on the marketing elements they experience.

The primary data collection technique is conducted through interviews with a number of informants or patients at Klinik Utama Pinang Sari 1. An interview guide is prepared to keep the conversation focused on the elements of the service marketing mix, while still providing space for informants to express their views freely. Information gathering is directed directly to capture stories, complaints, and the actual reasons underlying the selection of healthcare services by the public. This flowing conversation process is intended to allow the researcher to obtain authentic descriptive data regarding the perception of services felt by the patients.

The data analysis technique adopts an interactive model which includes the stages of data reduction, data display, and conclusion drawing or verification. Data reduction is performed by summarizing the interview transcripts, sorting information relevant to the research focus, and discarding unrelated narrative parts. Data display is then organized in the form of a systematic narrative text and categorization matrix so that the patterns of relationships between marketing elements are easily understood. Drawing the final conclusion is carried out gradually by seeking

meaning from each emerging pattern, then verifying it back through data source triangulation techniques to ensure the validity of the research findings.

### 3. FINDINGS AND DISCUSSION

#### Result

##### Implementation of Service Marketing Mix at Klinik Utama Pinang Sari 1

The implementation of the service marketing mix elements at Klinik Utama Pinang Sari 1 is designed in an integrated manner by the management to create a strong appeal for the public. Clinic management combines components of medical service products, clarity of tariffs, ease of location access, promotion, readiness of human resources, efficiency of service flow, and the provision of representative physical facilities. This comprehensive approach aims to provide a positive first impression while building long-term trust for prospective patients who need medical care. The clinic strives to align the quality of medical standard operating procedures with non-medical comfort to ensure all patient needs are met optimally from the moment they first register.

The clinic management remains committed to maintaining consistency in service quality and the availability of specialists to meet the growing expectations of the public, this is in line with the results of an interview with the Head of Clinic Operations, who stated that:

*"We in the management section always ensure that these seven elements of service marketing run in a balanced manner, especially regarding the quality of medical personnel and the speed of the administrative process. We realize that patients today are highly critical, so the comfort of physical facilities such as a clean waiting room and clarity of cost information must be prioritized to win the competition with other clinics."*

The patient's decision to choose to seek treatment at this place is also strongly influenced by the friendly attitude of the nurses and the clarity of explanations provided by the doctor during examination, this is in line with the results of an interview with an outpatient, who stated that:

*"I chose to seek treatment at Klinik Pinang Sari 1 because the service from the nurses and doctors is very friendly and they do not seem rushed when explaining my illness. The registration process is also uncomplicated, and the clinic area is very clean and cool, making me feel comfortable and not stressed while waiting for the medicine queue."*

The affordability of medical treatment costs and ease of transportation access to the clinic building location become other strong reasons that encourage the public to come, this is in line with the results of an interview with a patient's family member, who stated that:

*"The location of this clinic is very strategic on the side of the main highway, making it easy for us to bring our sick elderly parents without having to worry about finding directions. The cost of treatment and medicine prices here are also very transparent and pocket-friendly, plus information regarding the doctor's practice schedule is always updated through notice boards and social media."*

The success of the service marketing mix strategy implemented by the management of Klinik Utama Pinang Sari 1 is proven to be able to act as a major stimulus in influencing public perception and decisions. The consistent arrangement of product, price, place, promotion, people, process, and physical evidence elements successfully creates added value in the eyes of patients and their families. Alignment between promotional promises and the reality of services felt directly on the ground becomes the main key for this clinic in maintaining customer loyalty and attracting the interest of new patients.

##### Patient Experience and Perception of the Service Marketing Mix

The subjective experience and perception of patients during their treatment process at Klinik Utama Pinang Sari 1 reflect how the marketing mix elements are directly felt as a form of real service. Patients form personal assessments based on their daily interactions with staff attitudes, the comfort of the physical environment, and the efficiency of the medical procedures they undergo. Positive perceptions are built when patient expectations regarding healing are supported by humane service delivery and adequate facilities. This subjective assessment becomes a benchmark for the clinic's

success in translating marketing strategies into a form of care whose benefits can be directly felt by the community.

Frontline staff and medical personnel become the primary reflection of the human element that leaves the deepest impression in patients' memories because they accompany them throughout the care process, this is in line with the results of an interview with an inpatient, who stated that:

*"I felt very well cared for while being treated here because the nurses always came with a smile and were very prompt whenever I needed medical assistance in the room. The doctor handling me also explained the progress of my illness in a language that was very easy to understand, so my anxiety decreased and I felt I was in the right place."*

The room layout and cleanliness of physical facilities directly affect the psychological comfort level of patients and reduce boredom during the recovery period at the clinic, this is in line with the results of an interview with a patient's family member, who stated that:

*"The atmosphere inside this clinic is very quiet and the cleanliness of the bathroom is always well-maintained, which is something I very rarely find in other crowded health facilities. The parking lot is spacious and the waiting room is equipped with well-functioning air conditioning, so we as the family taking care of the patient do not feel exhausted or bored during our stay for a few days here."*

The clinic's internal parties themselves always strive to monitor complaints and direct feedback from patients to ensure that every treatment procedure does not burden the public, this is in line with the results of an interview with a Customer Service Staff, who stated that:

*"We routinely collect feedback sheets from patients after they finish treatment to find out which part of the service is still felt to be less comfortable. Most patients express that they are highly satisfied with the clarity of the medicine retrieval flow at the pharmacy, yet we remain committed to continuing to cut waiting times in the queuing system so that the public's perception of our efficiency is well-maintained."*

The subjective experience felt by patients and their families proves that perceptions of the service marketing mix are formed through the quality of real interactions on the ground. The elements of people, physical evidence, and process become the main pillars whose impacts are felt directly during the treatment period. Positive assessments born from personal experience become evidence that Klinik Utama Pinang Sari 1 successfully provides deep emotional comfort and medical satisfaction for its users.

### **The Role of Service Marketing Mix Elements in Patient Decisions**

The specific role of each service marketing mix element serves as a decisive stimulant underlying the patient's final decision to entrust their health to Klinik Utama Pinang Sari 1. Each marketing dimension provides a unique contribution that reinforces one another, ranging from the reliability of medical products, affordability of pricing, to the clarity of disseminated promotions. Clinic management realizes that patient decisions are not made randomly, but through careful consideration of bureaucratic efficiency, physical facility comfort, and staff professionalism. The close interconnection among these elements creates a selling point that distinguishes this clinic from other healthcare providers in the eyes of the public.

The product dimension of healthcare services in the form of comprehensive clinic types and the expertise of specialists becomes the primary foundation most sought after by prospective new patients before making a choice, this is in line with the results of an interview with the Head of the Medical Services Section, who stated that:

*"The service product element in the form of the presence of communicative specialists becomes the strongest main magnet in attracting patients' decisions to seek treatment here. Today's prospective patients look for certainty of healing through a good track record of medical treatment, so we always ensure that medicine availability and the accuracy of our laboratory equipment are always in top condition to maintain the reputation of our service products."*

The transparent tariff-setting strategy and the ease of physical building location access provide a logistical boost that makes it easier for patients to solidify their choice without financial doubt, this is

in line with the results of an interview with the Head of the Finance and Public Relations Department, who stated that:

*"Setting reasonable treatment tariffs and providing transparent price information from the initial registration are crucial considerations for lower-middle-class patients. We also strengthen the location and promotion elements through the provision of clear directional signs on the highway as well as regular publications regarding low-cost health check-up packages on social media, so that prospective patients feel confident that our clinic is easily accessible in terms of both distance and cost."*

The efficiency of the administrative service flow and the friendliness of the entire administrative staff serve as the final touch that locks in the patient's final decision so they do not switch to competing health facilities, this is in line with the results of an interview with the Registration and Medical Records Coordinator, who stated that:

*"The digital queuing system we implement greatly accelerates the registration number booking process so that patients do not have to waste a long time to be examined by a doctor. The fast process element and the human element in the form of a friendly greeting from the front desk officers are proven to be the main reasons why patients solidify their choice to return to this clinic, because they feel valued in terms of time and comfort."*

The patient's final decision is triggered by the integrated function of all service marketing mix elements. The components of product, price, place, promotion, people, process, and physical evidence cannot stand alone in winning the public's heart. The success of Klinik Utama Pinang Sari 1 in packaging these seven pillars specifically and qualitatively is the main key that drives public trust to make it the primary choice for healthcare services.

## Discussion

The implementation of an integrated service marketing mix is proven to be the primary foundation for the operational management of Klinik Utama Pinang Sari 1 to attract broad public attention. The combination of marketing elements is no longer viewed as separate promotional activities, but rather as a unified fundamental strategy that determines the image of a private healthcare institution in the eyes of the public. Functional alignment among the provision of quality medical services, transparency of cost information, and ease of geographical location access works to eliminate the initial doubts often felt by prospective new patients. Clinic management positions non-medical comfort on par with clinical safety standards to ensure that the first impression gained by the public can foster a sense of security from the very beginning of the registration process. This synergy demonstrates that success in winning the healthcare market heavily depends on the clinic's readiness to present a complete and professional service package (Cristinawati et al., 2023).

The human dimension or service staff holds the most crucial role in forming emotional closeness and inner satisfaction while patients undergo their treatment period. Empathy, friendliness, and prompt responses from nurses in both inpatient and outpatient wards are absorbed by patients as a tangible form of medical care. Communicative explanations from doctors, delivered without seeming rushed, are able to reduce the psychological anxiety levels experienced by sufferers. The presence of these supportive medical personnel figures becomes a living representation of the quality of service offered, where the humanistic aspect is often the main differentiating factor most remembered by healthcare users. The positive public perception of the clinic's internal competence is constantly maintained through the behavioral consistency of all front-desk staff up to the core medical team (Htoo, 2023).

The condition of the physical environment and room layout at Klinik Utama Pinang Sari 1 acts as a visual stimulant that strengthens patients' confidence in the medical institution's hygiene. A clean, air-conditioned waiting room and the availability of a spacious parking lot contribute significantly to reducing the emotional boredom of patients and accompanying family members. This kind of physical facility comfort provides tangible proof to patients that the clinic is managed with neat management standards and pays attention to the psychological aspects of healing. The tranquility of the atmosphere

inside the inpatient care area provides maximum privacy and rest comfort for patients during the recovery process. The public's subjective assessment of this external aspect of the clinic confirms that physical evidence elements are not mere decorations, but vital instruments in forming a sense of belonging and trust (Imanda et al., 2023).

The smooth bureaucratic flow and the implementation of an efficient digital queuing system serve as the main pillars determining the effectiveness of the process dimension on the ground. Shortening waiting times at the registration stage up to the medicine retrieval process at the pharmacy directly answers the modern public's need for fast-paced service. Patients highly appreciate it when their visit time is valued through administrative procedures that are concise and uncomplicated. Internal management that is responsive to complaints and actively collects feedback sheets demonstrates a continuous commitment to improving their operational systems. This system efficiency felt directly by the public contributes greatly to positioning the clinic as a modern, reliable health facility oriented entirely toward customer time comfort (Lestari & Widjaja, 2025).

The affordability of medical treatment costs and the transparency of the tariff system become the determining factors that break down financial barriers for the public to choose a place for treatment. Patients from the lower-middle class feel legal and economic certainty when the details of medical treatment costs and medicine prices are clearly communicated from the start of the service (Widiastuti et al., 2025). This pocket-friendly pricing policy is paired with ease of transportation access due to the clinic building's location being right on the side of the main highway. This geographical advantage minimizes logistical obstacles for patients' families who need emergency care or routine check-ups without having difficulty finding directions. The balance between the economic value offered and the quality of care received creates a very high perception of price fairness in the minds of consumers (Nissa & Zainafree, 2022).

Regular publication of doctor practice schedules and the dissemination of health check-up package programs through social media serve as effective drivers for the promotional element. Today's society utilizes digital spaces as the primary reference to find certainty about specialist schedules before they decide to visit the clinic. The clarity of information displayed on physical notice boards and online platforms helps educate prospective patients regarding the complete types of medical clinics available (Saraswati et al., 2024). The reputation of the service product in the form of the recovery track record of previous patients, which spreads organically through word of mouth, also multiplies the effectiveness of the clinic's formal promotion. The success of delivering this marketing communication message ensures that the clinic's operational advantages can be conveyed accurately and trigger the interest of new prospective customers (Nurlina & Sasari, 2022).

The functional integration of all seven service marketing mix elements simultaneously proves to be the final driver that locks in the public's decision to remain loyal to using the services of Klinik Utama Pinang Sari 1. The decision to choose a medical facility is never based on a single variable, but is rather the accumulation of assessments of service products, price, place, promotion, people, process, and physical evidence that support one another (Sahdev & Gupta, 2023). Clinic management that is able to align advertising promises with the reality of real service on the ground succeeds in building long-term loyalty and sustainably recruiting a new patient base. The competitive advantage created from packaging this specific and high-quality marketing mix solidifies the clinic's position as the top choice amidst today's intense private healthcare industry competition (Rajab & Munsir, 2024).

#### 4. CONCLUSION

The integrated implementation of the service marketing mix elements, which include product, price, place, promotion, people, process, and physical evidence components at Klinik Utama Pinang Sari 1, is proven to be a decisive instrument in influencing positive perceptions and driving patients' final decisions to choose the healthcare service. Patients' subjective experiences indicate that the friendliness and competence of the medical team, the comfort and cleanliness of the physical waiting room facilities, the clarity of the tariff system, and the efficiency of the digital queuing flow serve as the

main pillars providing direct emotional satisfaction on the ground. The clinic management's success in aligning marketing communication promises with the quality of real service is capable of creating a strong competitive advantage, building long-term customer loyalty, and solidifying the clinic's position as the primary healthcare facility of choice amidst intense competition in the private healthcare industry.

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