ANALYSIS INFLUENCE MIX MARKETING, QUALITY SERVICES AND DIGITALIZATION TO SATISFACTION PATIENTS AT NIRWANA GENERAL HOSPITAL BANJARBARU

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Abstract: This study aims to analyze the influence of the marketing mix, service quality, and digitalization on patient satisfaction at Nirwana General Hospital in Banjarbaru. This research is a quantitative study using descriptive analysis methods. The population was 37,490 outpatients. Using the Slovin formula, sample of 108 people. Data analysis technique using questionnaire with a Likert Scale. The data analysis technique uses multiple linear regression. Research results show that 1) Mix marketing influential significant to satisfaction patients at Nirwana Hospital Banjarbaru. 2) Quality service No influential significant to satisfaction patients at Nirwana Hospital Banjarbaru. 3) Digitalization No influential significant to satisfaction patients at Nirwana Hospital Banjarbaru. 4) Mixed marketing, quality services and digitalization in a way simultaneous influential significant to satisfaction patients at Nirwana Hospital Banjarbaru.

Keywords: *Marketing Innovation, Service Quality, Digitalization, Satisfaction Patient, Hospital*

1. Introduction

The term industrial evolution Possible sounds familiar to some people. Revolution industry This has change method life man from traditional become more modern. Transformation the Actually Already ongoing long since started with use machine steam in the 18th century to reach the 4.0 era like Now. The Industrial Revolution 4.0 era can lead to an era *of disruption.* which means an era where many changes will occur in every aspect of life. According to Rhenald Kasali (2017), *disruption* does not only mean the phenomenon of change today (*today) change*) but also reflects the meaning of the phenomenon of tomorrow's change (*the future change*). These changes have had a profound impact on various sectors, including the economy, social life, and culture. These rapid and dynamic changes require humans to continuously adapt to avoid being left behind in various aspects of life.

According to Zimmerman (2018) in Ristekdikti (2018), in the era of the Industrial Revolution 4.0, 75% of jobs involve abilities in science, technology, engineering, and mathematics; the internet of things; and lifelong learning (Prasetyo & Wijar, 2018). Another definition from Klaus Schwab (2017) states that the Industrial Revolution 4.0 is a revolution based on cyber-physical systems, a combination of the digital, physical, and biological domains. Technological developments in this era, which integrate the physical, digital, and biological worlds, have influenced all scientific

disciplines, economics, industry, and government. The fields experiencing breakthroughs due to new technological advancements include (1) intelligent robots and artificial intelligence, (2) nanotechnology, (3) biotechnology, (4) quantum computing, (5) blockchain (such as Bitcoin), (6) internet-based technologies, and (7) 3D printing (Prasetyo & Wijar, 2018).

Schlechtendahl et al. (2015) define the industrial revolution as emphasizing the speed of information availability, namely an industrial environment where all entities are always connected and able to access various information easily from one another (Watyutink.com, 2023). Digitalization or the massive use of technology has been introduced and applied across various work sectors, including government agencies, private institutions, banking, tourism, industry, hospitals, and even MSME actors. The public is expected to adapt to avoid being left behind. For example, government agencies have begun implementing digital services for complaints, extensions, licensing, and more. Likewise, industries are gradually shifting from conventional systems to digital systems. The hospital sector will become increasingly competitive in the future due to the influence of Industry 4.0 and the era of digitalization, which is characterized by changing technological use and easier access to information and knowledge, including in healthcare services.

A hospital is a healthcare institution providing comprehensive individual healthcare services, including inpatient, outpatient, and emergency care. In providing services, hospitals must prioritize patient quality and safety. Quality healthcare is characterized by safety, timeliness, efficiency, effectiveness, patient-centeredness, fairness, and integration. Hospitals strive to improve service quality both internally and externally (Keputusan Menteri Kesehatan RI, 2022). Health is a crucial indicator of a country's well-being. The healthier a population is, the more prosperous they are. Globalization and advancements in information technology have affected business competition in both manufacturing and service sectors, especially hospitals. Competition in the hospital industry has become increasingly fierce, shifting the service paradigm from comparative advantage to competitive advantage. Hospitals can no longer be viewed solely as social institutions but as socio-economic institutions. Through this new paradigm, business principles apply to hospitals without negating their identity as social institutions guided by norms, morals, and ethics.

Hospital promotion requires specific ethical guidelines because hospital services are unique and significantly different from other service sectors. Therefore, a self-regulating set of guidelines is needed. Through these guidelines, the hospital community can regulate itself, hospitals' interests in conducting promotions can be protected, and the public can be protected from misleading promotional practices (IDI West Jakarta, 2009). Hospitals in the era of globalization no longer carry out only social missions. Business aspects in hospital management have become a natural consequence of globalization. Therefore, hospitals should not hesitate to promote themselves. Companies or business organizations in the hospital industry that can provide services with high competitiveness will be able to dominate the market (Widajat, 2009).

According to Ni Made Arie Sulistyawati and Ni Ketut Seminari (2015) in an article entitled The Influence of Service Quality on Customer Satisfaction at Indus Ubud Gianyar Bali Restaurant, physical evidence, reliability, responsiveness, assurance, empathy, and gender differences influence customer satisfaction at Indus Ubud Restaurant. Customer loyalty is shown when consumers return

and enjoy existing products and bring in new customers through referrals. This indicates that a business is increasingly favored by consumers and worthy of being recommended. Efforts to maintain existing customers by continuously improving service quality are essential for ensuring that customer expectations are met so they remain satisfied and loyal (Pratama, Santoso, & Girahani, 2019).

In marketing management, activities are grouped into three main aspects known as the marketing mix or service marketing mix (3P). According to Buchari Alma (2007), the marketing mix is a strategy of combining activities optimally to achieve the most satisfactory results. According to Hurriyati (2009), marketing services require an expanded marketing mix by adding non-traditional elements, namely people, physical evidence, and process.

The common marketing mix used in Indonesia, especially in service industries such as hospitals, is the 7Ps: product, price, place, promotion, people, physical evidence, and process. Products (both tangible goods and services) are offered to customers to meet their needs. Price in services is a significant indicator of quality. Promotion includes various methods of communicating service benefits to customers. Place relates to the ease of customer access to services. People are a vital element in the marketing mix because service organizations must clearly define what is expected from employees in their interactions with customers. The process refers to the procedures involved in delivering services. Physical evidence refers to efforts to reduce the level of consumer perceived risk toward services; it reflects the overall quality of the service perceived by customers (Tjiptono, 2014 in Sulistiadi, 2018).

According to Aminullah (2021) in a study entitled "The Influence of the Marketing Mix on Consumer Satisfaction", the results show that two elements of the marketing mix—product and promotion—have a positive and significant influence on consumer satisfaction. This indicates that better product quality and promotional activities will increase consumer satisfaction. Meanwhile, price and place do not influence consumer satisfaction, meaning that consumers do not automatically switch to other products solely due to these factors. At Nirwana General Hospital (RSU Nirwana), the number of outpatient visits in 2022 reached 30,136 patients, while inpatient visits reached 2,570 patients. In 2023, these numbers increased to 34,122 outpatient visits and 3,368 inpatient visits. Outpatient visits increased by 13% compared to the previous year, while inpatient visits experienced a much larger increase of 31%. This study aims to analyze the factors influencing patient satisfaction levels at Nirwana General Hospital, which subsequently impact the number of patient visits to the hospital.

2.   Literature Review
2.1   Hospitals and the Marketing Mix
According to Law No. 44 of 2009 concerning Hospitals, a hospital is defined as a healthcare institution that provides comprehensive individual health services, including inpatient, outpatient, and emergency care. According to the American Hospital Association (1974) in Azrul Azwar (1996), a hospital is an organizational tool consisting of professionally trained medical personnel that provides continuous medical care, nursing care, diagnosis, and treatment for patients.

The mission of a hospital is to provide quality and affordable health services to the community in order to improve public health status. The duties of a general hospital include implementing health service efforts efficiently and effectively by prioritizing healing and rehabilitation, which are carried out harmoniously and integrated with health promotion and disease prevention, as well as the implementation of referral services. To fulfill these functions, hospitals carry out activities such as medical services, nursing care, medical and non-medical support services, community health and referral services, education, research and development, and general and financial administration. The provision of health services in hospitals must comply with established operational standards to ensure high-quality healthcare.

The marketing mix serves as a solution to patient needs, including costs, quality of services received, comfort, and effective communication from the hospital to its customers. Therefore, hospitals need to design a marketing program that ensures a product or service receives a positive response from the target market and achieves success. This tool is known as the marketing mix.

In healthcare services, the marketing mix consists of the 7Ps: place, product, price, promotion, people, process, and physical evidence (Kotler, 2012). Over time, additional components have been introduced, expanding the marketing mix. According to Nudge (2020), the marketing mix evolved into 9P (product, place, promotion, people, process, physical evidence, public relations, power), and further into 10P (product, place, price, promotion, professional, people, public, power, pressure, performance). Kotler (2020) later expanded it again into 11P, which includes product, planning, pricing, distribution channels, branding, personal selling, advertising, promotion, packaging, display, servicing, physical handling, and fact-finding and analysis.

The role of the marketing mix today is not only to deliver products or services to consumers but also to ensure that these products or services satisfy customers while generating profit. Everyone has the right to access health resources and to obtain safe, quality, and affordable health services. Additionally, everyone is responsible for participating in maintaining and improving public health and respecting others' rights to achieve a healthy physical, biological, and social environment (Law No. 36 of 2009). The goal of the marketing mix is to attract customers by offering superior value, setting appropriate prices, ensuring easy access to products and services, promoting effectively, and retaining existing customers while upholding the principle of patient satisfaction.

2.2 Quality of Health Services

Quality of service is the provision of optimal service by an individual, group, or institution that results in customer or community satisfaction, which in turn fosters loyalty toward the service provider. Health services, as a specific form of public service, according to Levey and Loomba in Azwar (1996), are defined as "every effort carried out individually or collectively within an organization to maintain and improve health, prevent and cure diseases, and restore the health of individuals, families, groups, and communities." According to Lukman (1999), service is an intangible activity that provides satisfaction to consumers or industrial users and is not necessarily tied to the sale of a product or other services. Service is described as a sequence of activities that occur through direct interaction with individuals or machines, resulting in consumer satisfaction. Providing good service quality is essential for any service-oriented business. The emergence of new

competitors creates intense competition in attracting and retaining customers. Discerning consumers will naturally choose high-quality products and services. Quality thus becomes a fundamental business strategy aimed at satisfying both internal and external customers by meeting explicit or implicit expectations.

According to Azwar (1996), good health services must meet the following basic requirements:

a. Available and sustainable, meaning health services needed by the community must be easy to find and consistently available.
b. Acceptable and appropriate, meaning services should not conflict with public beliefs and values.
c. Accessible, meaning health facilities must be distributed evenly and not concentrated in certain areas.
d. Affordable, meaning service costs must be aligned with the community's economic capacity.
e. Quality, referring to the degree of perfection of health services provided, which should satisfy patients while adhering to ethical and professional standards.

Similarly, Jacoballis (2001) emphasizes that good health services must be "available and affordable, appropriate to needs, supported by adequate resources, in line with professional standards and ethics, reasonable and safe, and of satisfactory quality for patients served." To assess whether services meet customer expectations, several methods can be used such as complaint and suggestion systems, customer satisfaction surveys, and ongoing monitoring. Focusing on public needs reflects the government's orientation toward delivering the services desired by the community. Health service quality is multidimensional, encompassing the perceptions of service users (patients and families) as well as providers (doctors, nurses, and other staff). The quality of health services refers to the level of perfection whereby services create patient satisfaction in line with general expectations while concurrently adhering to ethical and professional standards (Azwar, 1996).

For users of health services, the dimensions of service quality according to Azwar (1996) include responsiveness of officers to patient needs, smooth communication, concern and friendliness in service delivery, and the healing outcomes experienced by patients. Service providers—medical personnel, paramedics, and support staff—must adhere to existing ethical standards. The quality of services provided by the healthcare bureaucracy is influenced by various factors, such as staff competence, the quality of medical equipment, and organizational culture. Understanding service quality is closely related to patient satisfaction, although patient satisfaction does not always equate to high-quality service (Sumarwanto, 1994). The quality of medical services in hospitals often depends on individual physicians and may fall outside the direct authority of hospital administrators (Rijanto, 1994). The main input variables that affect the delivery of quality health services include:

a. Human factors: service providers, both administrative and professional;
b. Facility factors: hospital buildings, infrastructure, and medical equipment;
c. Management factors: procedures and systems that govern service delivery.

Thus, quality health services must be available and affordable, appropriate to needs, aligned with objectives, supported by adequate resources, delivered in accordance with professional

standards, safe, and satisfactory for patients. According to Parasuraman et al. (1988), there are 22 indicators of service quality that are summarized into five dominant dimensions known as SERVQUAL, namely reliability, responsiveness, assurance, empathy, and tangibles (Steven Darwin et al., 2014).

Quality service is level superiority services that can fulfill desire customers / patients provided by staff medical, paramedics, and support medical. For know level quality service can seen eight dimensions quality service health namely a sense of respect and concern (respect *and caring*), effectiveness and continuity , appropriateness , information , efficiency , meals , impression first impression , *and* composition staff *diversity* (Kotler, 1997:82).The healthcare sector is one of the sectors most impacted by technological evolution, thus being impacted by digitalization, which is revolutionizing the way healthcare services are provided, from interactions between patients and caregivers to governments and stakeholders.

Based on the use of core technologies in the definition of FIR (*Farmer Health Infrastructure). Infrared Rays (FIR*) / Far infrared radiation, new treatment methods, diagnosis and monitoring of patient health status, innovations in the management and organization of health systems are being developed, and access to health services is also being developed and/or changed. This is a concern for all of us because, whether we like it or not, whether we are ready or not, we will face this.

2.3   Digitalization of Healthcare Services

Digitization is the process of converting from analog to digital using digital technology and data with automatic operating systems and computerized systems.

According to Sukmana in Erwin (2020), digitization is the process of converting media from printed, audio, or video formats into digital form. Digitization is carried out to create digital document archives. Digitization requires equipment such as computers, scanners, source media operators, and supporting software. According to Lasa (2005), digitization is the process of managing printed documents. documents into electronic documents. According to Brennen & Kreiss (2016), digitalization is the increasing availability of digital data made possible by advances in creating, transferring, storing, and analyzing digital data, and has the potential to structure, shape, and influence the contemporary world.

Digitalization of healthcare services means the process of transforming healthcare services from analog to digital by utilizing currently developing technological facilities. One of the areas targeted for digital commercialization is healthcare. In the health sector, for example, non-formal health institutions/organizations are starting to emerge, there are changes in patient service patterns in hospitals, and also changing the communication patterns between patients and doctors. (Rahmawati et al., 2019). Another study even found that within 18 seconds of a patient expressing their problem, the doctor interrupts (Wirakesuma, 2010). This is what could potentially lead to malpractice, although patient safety incidents with mobile app-based service systems have not yet been found in Indonesia. Considering that healthcare services through apps tend to rely more on advances in communication technology, and are dominated by communication between patients and healthcare providers, digitalization of healthcare services can be further developed, such as online reservations

for daily patient visit lists, online health consultations, health information, and more recently, *IoT-based medical control*.

2.4 Customer satisfaction

In general, customer satisfaction (*customer Satisfaction* is a person's feeling of pleasure or disappointment arising from comparing a product's perceived performance (or outcome) to their expectations. If performance fails to meet expectations, the customer will be dissatisfied. If performance matches expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be highly satisfied (Kotler & Keller, 2003).

According to Tjiptono (2008) customer satisfaction or dissatisfaction is a customer's response to the evaluation of dissatisfaction (*disconfirmation*) felt between previous expectations or other performance expectations and the actual performance of the product felt after using it. Kuswandi (2004) customer satisfaction is the difference between customer expectations and customer perceptions of what the company provides. Meanwhile, according to Soedarmo (2006) customer satisfaction (*customer Service*) is a state of satisfaction, happiness, or pride felt by consumers when receiving a product or service offered above similar services. According to Schisffman and Kanuk (2004), customer satisfaction is a person's feelings about the perceived and expected performance of a product. It is therefore not surprising that companies are obsessed with creating customer satisfaction, given its close relationship with customer loyalty, market share, and profits.

Based on the definitions of the experts above, it can be concluded that customer satisfaction is a customer's response to the comparison between performance and expectations, based on an evaluation of any discrepancies after using a product. Customers experience this satisfaction after consuming a product or service. If customers like the product they consume, they are satisfied. Conversely, if the product they consume does not meet their needs and they switch to another product, they are dissatisfied. Customer satisfaction is a consequence of comparison carried out by customers who compare between levels of perceived benefits compared to the benefits expected by customers. According to (Irawan, 2008), the indicators of customer satisfaction are: a) Feelings satisfied (in the sense of being satisfied) will products and services), b) Always buy product, c) Would recommend to others, d) Fulfillment hope customer after buy product.

2.5 Digital Marketing

According to Ridwan Sanjaya and Josua Tarigan (2009:47), digital Marketing is a marketing activity, including branding, that utilizes various media. Examples include blogs, websites, email, AdWords, and various social media networks. Simply put, it can be defined as building and maintaining mutually beneficial relationships between consumers and producers. We can conclude that digital marketing is a technique for marketing or promoting services and *brands.* or products, using digital media or media published on the internet. Customer satisfaction is the result of the accumulation of experiences that customers gain from using a product or service, where this satisfaction can change from one experience to another. to the next experience. This makes the effort to meet customer satisfaction a continuous effort and requires high creativity to create variations and uniqueness that further enhance the diversity of customer experiences in order to maintain customer

satisfaction.(Putu et al., 2023).

Satisfaction with the attitudes and behaviors, knowledge, and skills of medical personnel in providing services, as well as the completeness of infrastructure and a good environmental condition, are important factors in determining the quality of a hospital's services, in addition to being related to physical healing or improving health. With today's advances in information technology, we can easily market products and services online *because* it is more practical, easier, and reaches a wider customer base (Sutarsa Limirang et al., 2021).

The health sector, as an institution that provides direct services to the community, must also keep pace with technological and information developments. This is to meet the demands for fast, effective, and efficient services. Various technology-based innovations in the health sector continue to be developed. Services in health facilities require speed, accuracy, and precision. Online /internet-based health services are available from the Community Health Center (Puskesmas), Hospitals, and other health care facilities. Article 2 of the Minister of Health Regulation Number 46 of 2017 concerning the (Berita Negara Republik Indonesia, 2017)e -Health Strategy states that the regulation of the national e-health strategy is to provide a reference for the government, professional/community organizations, academics, practitioners, and other stakeholders in carrying out the planning, development, implementation, and evaluation of e-health. The Minister of Health Regulation serves as a reference for developing a health system to become part of the actors of the Industrial Revolution 4.0.

According to Yazer Nasdini (2012:32) Digital Marketing indicators are: a) Accessibility, b) Interactivity, c) Entertainment, d) Credibility, e) Irritation, f) Informativeness. Meanwhile According to Kim (2004), digital marketing has 5 indicators. namely: 1) Coordination, 2) Community, 3) Content, 4) Communications. Hospitals as healthcare organizations face an increasingly competitive environment. This is evident in the escalating costs and the ever-increasing needs of visitors, as well as the growing awareness of healthcare management to pay more attention to patient satisfaction. Hospital managers must shift the paradigm that hospitals are no longer merely social organizations. Private hospitals are now profit-oriented business entities in the healthcare sector. Without profit, the hospital will stagnate or even close.

2.6 Improving the Quality of Health Services

Visitor satisfaction is one of the reasons for the increase in hospital visits. Visitors naturally desire quality service that meets established operational standards across the board, meaning that no discrimination is discriminated against. The availability of adequate healthcare facilities also determines the quality of a hospital's services. The industry 4.0 era has led to the development of much more modern medical equipment compared to previous eras. Ease of use, accuracy of readings, and speed of medical equipment create a positive impression of the hospital. Furthermore, the availability of adequate healthcare support facilities, such as consistently clean hospitals, comfortable waiting rooms, adequate patient rooms, ample parking, and a complete range of medications, will increase the hospital's value in the eyes of the public.

Service providers, such as doctors, nurses, receptionists, and all parties involved in hospital

performance, must provide a positive impression to visitors by providing friendly, polite, clear, and knowledgeable service. Some hospitals have implemented AI (*Artificial Intelligence*). *Intelligent (intelligible)* in serving visitors, such as the use of *robot receptionists*. The use of sensors packaged in the form of *IoT* can also be a product that can add value to hospitals. This product can be used by doctors to monitor patients' health conditions in *real time*. which can provide more accurate data. Digital marketing is a marketing activity, including *branding*, that utilizes various media. Examples include *blogs, websites, email, AdWords,* and various social media networks that can be used to communicate products or services provided by hospitals. Simply put, it can be defined as building and maintaining mutually beneficial relationships between consumers and producers. We can conclude that *digital marketing* is a technique for marketing or promoting services, *brands*, or products using digital media or media published on the internet.

Satisfaction customer is results from accumulation experience gained customer on use A product or services, where This satisfaction can change from one experience to the next. This makes the effort to fulfill customer satisfaction an ongoing effort and requires high creativity to create variations and uniqueness that increasingly add to the variety of customer experiences in order to maintain customer satisfaction (Putu et al. et al., 2023).

Satisfaction with the attitudes and behaviors, knowledge, and skills of medical personnel in providing services, as well as the completeness of infrastructure and a good environmental condition, are important factors in determining the quality of a hospital's services, in addition to being related to physical healing or improving health. With today's advances in information technology, we can easily market products and services online *because* it is more practical, easier, and reaches a wider customer base (Sutarsa Limirang et al., 2021).

Based on the description above, the researcher suspects that there is an influence of the Marketing Mix, Quality of Health Services and Digitalization on patient satisfaction at Nirwana Banjarbaru General Hospital.

3. Research Methods

This study uses an explanatory method with a survey technique. This method is used to analyze the causal relationship between the Marketing Mix, Health Service Quality, and Digitalization on Patient Satisfaction at Nirwana Banjarbaru General Hospital (RSU). This research is a quantitative descriptive study. It was conducted at Nirwana General Hospital, located at Jalan Panglima Batur Timur No. 42, RT. 002, RW. 005, Komet Village, North Banjarbaru District, Banjarbaru City, South Kalimantan Province. The object and subject of this research are the development of marketing management, the use of information technology, and human resource management within a specific or unique context within the healthcare environment, in this case, hospitals. Therefore, the field of study within this research falls within the scope of hospital management.

The population of this study consisted of patients at Nirwana General Hospital in Banjarbaru. Based on hospital data, outpatient visits in 2022 totaled 2,570 patients, and inpatient visits reached 30,136 patients. In 2023, outpatient visits increased to 3,368 patients, while inpatient visits totaled

34,122 patients. For the purpose of this study, the population was determined using the 2023 patient visit data, resulting in a total population of 37,490 individuals.

The research sample was calculated using the Slovin formula, producing a minimum sample size of 91 respondents, which was then rounded to 100 respondents. Data collection employed a questionnaire consisting of three independent variables (marketing mix, service quality, and digitalization) and one dependent variable (patient satisfaction). A Likert-scale questionnaire was used as the primary data collection instrument. Prior to distribution, validity and reliability tests were conducted, confirming that all questionnaire items were valid and all variables were reliable.

The data analysis method applied was multiple linear regression, preceded by assumption testing, including normality, multicollinearity, autocorrelation, and heteroscedasticity tests. Hypothesis testing was carried out using the t-test to measure partial effects and the F-test to assess the simultaneous influence of the independent variables on the dependent variable.

4. Results and Discussion

4.1 Results

The object of this research took place at the Nirwana Banjarbaru Hospital, which was established on July 2, 2015, which has Advanced Inpatient Services consisting of VIP, Class 1, Class 2 and Class 3 with a total of 56 beds, an ICU (Intensive Care Unit) room. Care Unit) and NICU (Neonatal Intensive Care Unit). Meanwhile, Advanced Outpatient Services consist of 13 Polyclinics, namely Internal Medicine Polyclinic, Pulmonary and Respiratory Polyclinic, Mental Medicine/Psychiatry Polyclinic, Dermatology and Venereology Polyclinic, Surgery Polyclinic, Pediatric Polyclinic, Obstetrics and Gynecology Polyclinic, ENT Polyclinic, Eye Polyclinic, Neurology Specialist Polyclinic, Dental Polyclinic, Medical Rehabilitation Polyclinic, Cardiology and Blood Vessel Polyclinic.

In addition, there are also other services such as 24-hour emergency room, 24-hour pharmacy, 24-hour laboratory, hemodialysis unit, abdominal ultrasound service, obstetric ultrasound, radiology, diabetic foot clinic, operating room. Kamer), ERACS Method Delivery, Infant Hearing Screening, Installation of Dialysis Access/Tube, Vascular Dus Blood Vessel Examination. The facilities and infrastructure owned by Nirwana Banjarbaru Hospital are Medical Records, Clinical Laboratory, Hazardous Waste Management, Medical Gas Management, Electrocardiology (ECG), Ultrasonography (USG), Physiotherapy equipment, Dental equipment, ENT equipment, etc. With 168 employees, 11 general practitioners, 17 specialist doctors, 40 nurses, 51 health workers others and 49 general officers (Company Profile RSU Nirwana, 2023).

Based on normality test results, criteria show data spread follow the diagonal line and value *Asymp. Sig. (2-tailed)* bigger from 0.05 then conclude that the data is normally distributed. Then in the multiconvolution test show results testing that mark *Tolerance* from table bigger of 0.100 and VIF value of table worth not enough out of 10 then can concluded No happen Multicollinearity. In the heteroscedasticity test from the resulting image show existence scattered data distribution above and below number 0 so that can concluded No happen symptom heteroscedasticity or heteroscedasticity test assumptions Already fulfilled.

Meanwhile, the results of the hypothesis test For know results influence simultaneous and partial show as following:

a. F test

Criteria testing from this F test is if mark significance from anova data less from 0.05 then can taken conclusion that variables independent influential in a way simultaneous to variables dependent.

Table 1. Anova Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1825.022	3	608,341	66,886	.000 [b]
	Residual	945,894	104	9,095		
	Total	2770.917	107			
a. Dependent Variable: Satisfaction Customer						
b. Predictors: (Constant), Digitalization, Quality Service, Mix Marketing						

Source: Processed data , 2024

From the Anova table 1 above can observed that mark the significance of the data is 0.00 and the value This not enough from 0.05 to can taken conclusion that mix marketing , quality services and digitalization in a way simultaneous (together) influence to variables dependent , namely satisfaction patients at Nirwana General Hospital Banjarbaru .

Table 2. Percentage Table Influence Simultan

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.812 [a]	.659	.649	3.01581
a. Predictors: (Constant), Digitalization, Quality Service, Mix Marketing				

Source: Processed data, 2024

b. T-test

Criteria testing from the T test or hypothesis test is if mark significance from every independent variable value not enough from 0.05 then concluded that variables the influential significant to variables dependent. After running 3 times, the results obtained still the same as

Table 3.

Table 3. T-Test Results

Coefficients [a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	3,565	2,248		1,585	.116
Mix Marketing	.444	.057	.713	7,756	.000
Quality Service	.075	.077	.086	.976	.332
Digitalization	.028	.037	.053	.756	.451
a. Dependent Variable: Satisfaction Customer					

Source: Processed data, 2024

From table 2 on can seen that for mix marketing own mark significance 0.00 so that can conclude that mix marketing own influence significant to satisfaction customers. Meanwhile For quality services and digitalization own mark significance consecutive are 0.332 and 0.451 which are the values This bigger from 0.05 to can concluded that quality services and digitalization No influential significant to satisfaction patient.

4.2   Discussion

4.2.1   The Influence of Marketing Mix, Service Quality and Digitalization on Patient Satisfaction at Nirwana Banjarbaru Hospital

Research result This show that mix marketing, quality services and digitalization influential in a way significant to satisfaction Nirwana Hospital patients Banjarbaru. This is Because third variables said, when combined, giving significant contribution to improvement experience and satisfaction patient. Mix effective marketing can increase visibility and power pull service House sick, quality good service ensure that patient accept satisfactory care, and digitalization make things easier access and efficient administrative processes.

This matter found in many patients who answered that they will telling you family or friends and other people so that when There are needs seek medical treatment so that to House Sick Nirvana This just because they Already feel-good service. This is appropriate with framework conceptual that shows that quality service get mark average highest compared to with mix marketing and digitalization. Quality services that include aspect tangibles, reliability, responsiveness, assurance, and empathy give the biggest influence to satisfaction patient. This is caused by Because aspects the in a way direct felt by the patient during, they accept home service Sick.

Research result This support results study from Firmansyah (2019) who found that mix marketing and quality service in a way significant influence satisfaction patient at Bandung City

Hospital. Firmansyah (2019) used variables mix marketing which includes product, price, place, promotion, people, process, evidence physical, as well as variables quality services that include tangibles (availability) facility physical), reliability service), responsiveness (power responsiveness), assurance, and empathy. Satisfaction patient measured based on perception overall patient to services received. Research results show that quality service give more influence strong compared to with mix marketing, showing that quality service is factor the main determining factor satisfaction patient.

In addition, Setiawan (2020) in his research at Surabaya City Hospital also found that digitalization system service health influential positive to satisfaction patients. Setiawan (2020) used variables digitalization that includes implementation record medical electronic, online registration, services telemedicine, and the use of application mobile. Satisfaction patient measured based on perception patient about convenience access, speed service and comfort use technology. Research results show that digitalization system service health increase satisfaction patient through convenience and speed in access service health.

Research result this also supports to results study from (Utami & Hilmy, 2020) , (Margo Putra, Alwi, & Kurnaesih, 2022) , and (Mokoagow, Samsualam, & Haeruddin, 2023) that mix marketing and quality waiter House Sick influential to satisfaction patients . Because many methods For Can give satisfaction to patient, one of them through internal strategies marketing and giving quality service.

On the results study (Ariesanti, Indrawati, Andarusito, & Dumesty, 2023) that management House Sick need carry out marketing strategies with digitalization and promotion service through method RACE (Reach, Act, Convert, Engage) digital market for more effective in reach target patients in this digital era . Also its importance in marketing service House sick in today's era this is to start using marketing and service strategies that are based on web (Darmawijaya, Muhardi, & Chaidir, 2023) .

4.2.2 The Influence of Marketing Mix on Patient Satisfaction at Nirwana Hospital Banjarbaru

Research result This show that mix marketing influential in a way significant to satisfaction Nirwana Hospital patients Banjarbaru. This is caused by Because mix effective marketing capable interesting attention potential patients and provide clear information about available services. Good promotion and appropriate marketing strategies increase perception positive patient to House Sick.

With many patients answer statement that doctors and nurses at home Sick Nirvana Banjarbaru This friendly and communicative in service. This is appropriate with one of them variables / elements mix marketing namely people.

People (employees). According to Kotler, Keller, Brady, Goodman, Hansen (2019), Uzeme and Ohen (2015) and Hurriyati (2010) in book Management Marketing it is said People is the process of selecting, training, and motivating employees as a differentiator in influencing buyer perceptions and achieving customer satisfaction. is a strategy that shows how competent human resources are in producing products and consumer services. This is what everyone does employee

Nirwana Hospital Banjarbaru, makes patient feel comfortable communicate regarding the registration process, information promise meeting, schedule or change services, about what is felt patient about their illness (complaint). knowing the treatment program that will be implemented including effect side therapy, numbers healing (prognosis), as well as actions to be taken run. With thus intertwined connection Good between patients and doctors, nurses or midwife as well as non-medical employees other with great empathy to incoming patients get treatment.

Research result This also supports and is in line with results study from Arifin (2018) who stated that elements mix marketing like promotion, pricing, and distribution influential significant to satisfaction patients at home Sick private sector in Yogyakarta. Arifin (2018) used variables mix marketing which includes product, price, place, promotion, people, process, and evidence physical. Satisfaction patient measured based on perception patient to elements mix marketing and its impact on experience they are at home sick. Research results show that effective promotions and competitive prices become factor important in attract and retain patient.

Research result this also supports results study from (Utami & Hilmy, 2020) ; (Margo Putra et al., 2022) ; and (Mokoagow et al., 2023) and (Wiratman, Ahri, & Muchlis, 2023) that mix marketing as one of the strategies in get patients in today's digital era this , has an effect to satisfaction patient.

4.2.3 The Influence of Service Quality on Patient Satisfaction at Nirwana Hospital

In the results of the research test obtained Lots statement from respondents / patients who stated that they feel There is enough attention Good from staff medical when they convey concerns and complaints to officer medical or non- medical at home Sick Nirvana Banjarbaru. Related with quality service it turns out results This No influential in a way significant to satisfaction Nirwana Hospital patients Banjarbaru. This is possibility caused by success all over officer House Sick in give attention more to patient although quality services provided good, but No Enough For influence level satisfaction in a way overall without supported by other factors such as effective marketing and systems adequate digitalization, this in accordance with one of them variables from quality

Empathy at Nirwana Hospital Banjarbaru refers to the ability of health workers to place themselves in the patient's position and understand what the patient feels. This includes communicating gently and respectfully, listening attentively, and acknowledging patients' emotions. It also involves understanding patients' concerns and discomfort about examination or treatment procedures, and providing clear, reassuring explanations to reduce anxiety. Empathy further appears in the hospital staff's willingness to answer patient questions patiently and accurately, helping eliminate uncertainty. In addition, taking an individualized approach—recognizing that each patient has unique needs and health conditions—allows staff to deliver more personalized and compassionate care. Ensuring that every examination result and follow-up instruction is delivered with attention and concern for the patient's well-being is also an essential expression of empathy. Empathy is therefore a core component of high-quality healthcare, enabling Nirwana Hospital Banjarbaru to focus on patient needs and provide services that truly prioritize the patient's experience.

These findings do not support the study by Wahyuni (2017), which found that service quality directly influences patient satisfaction at Medan City Hospital. Wahyuni (2017) measured service quality using the dimensions of tangibles, reliability, responsiveness, assurance, and empathy, with patient satisfaction assessed through overall patient perceptions of the quality of services received. The study reported that all dimensions of service quality significantly affected patient satisfaction, with assurance and reliability emerging as the most influential factors.

Research result this is also not in line and not support results study related with quality services provided House Sick to level satisfaction patient. As results study from (Utami & Hilmy, 2020) , also the results study (Sriwardani, 2017) , and results study from (Al & Suryanegara, 2023) which states that at home Sick as center service public in field health , very necessary pay attention and always increase quality the service to society , especially patients who are receiving treatment . However, from results study This No give impact, because generally patients who come to the house Sick This more focus on costs affordable services and availability adequate digital facilities. Patients Possible more value aspects practical like convenience in access information medical through digital applications, time short wait, and cost affordable care compared to with quality service medical That alone. In addition, the house Sick Possible need more notice other factors such as comfort environment physical, effective communication between staff medical and patient, as well as efficient administrative processes for increase satisfaction patient in a way overall.

4.2.4 The Impact of Digitalization on Patient Satisfaction at Nirwana Hospital, Banjarbaru

The results of this study show that digitalization does not have a significant influence on patient satisfaction at Nirwana Hospital Banjarbaru. This issue is not considered a major concern by respondents or patients because the alertness of the hospital staff in assisting patients—from registration to service completion—has already fulfilled their expectations regarding service quality. These findings indicate that digitalization, particularly in providing access to electronic medical records, does contribute to patient satisfaction. With the presence of digital communication systems and easy access to medical records, patients feel more connected and better informed about their health conditions. This aligns with the role of digital communication tools in facilitating interactions between patients and medical staff, ensuring that health information is easily and quickly accessible. The results of this study do not support the findings of Prasetyo (2021), which show that digitalization in health services increases patient satisfaction in private hospitals in Jakarta through improved efficiency and convenience. Prasetyo (2021) employed digitalization variables including hospital management information systems, patient mobile applications, telemedicine services, and online queuing systems. Patient satisfaction was measured based on ease of using technology, time efficiency, comfort, and perceptions of technological innovation. The findings demonstrated that digitalization enhanced patient satisfaction by improving efficiency and comfort.

Similarly, the results of this study do not align with the findings of (Putu, Mariyani, Made Artana, & Alam, 2023), which show that the implementation of digital marketing at RSIA Harapan Bunda Denpasar—particularly through the use of social media and direct collaboration with private midwife practices—supports the marketing of health services. However, their study also notes that

digitalization efforts at Harapan Bunda Denpasar Maternity Hospital still need to be continuously improved and optimized across various promotional platforms.

Research result this is also not in line with opinion (Rahmawati Purwaningrum & Yastuti Madrah, 2019) that Actually House Sick as the vanguard field health must Already enter in the digitalization system in the support service to society . because moment This public often depend on machine search for do alternative action curative in a way independent. Good with view treatment tutorial traditional and drug the usual generic traded in a way freely on the market. The Antaranews survey (2017) stated that that hoax number One is a hoax in the field health, which was followed by topic politics and entertainment. *Hoax* health will to grow and flourish myths about the world of health that are not true can accountable or rather endanger public.

Whereas in today's era This actually very necessary very digital -based services to make things easier and faster access to the center the necessary services. However, at RSU Nirwana Banjarbaru digitalization Not yet influential significant on satisfaction patients, including Can caused by still Not yet familiar public or patients who are being treated at this hospital with IT devices. In addition, it can also because of this hospital is at outside Banjarmasin city as center government, then Banjarbaru City as city administrative, still Lots its population is located under standard economy on prosperous, so that digitalization considered patient from class economy so, not yet required.

5. Conclusion

The conclusion that can be drawn taken from study This is as following: 1) Mixture marketing influential significant to satisfaction patients at Nirwana Hospital Banjarbaru. 2) Quality service No influential significant to satisfaction patients at Nirwana Hospital Banjarbaru. 3) Digitalization No influential significant to satisfaction patients at Nirwana Hospital Banjarbaru. 4) Mixed marketing, quality services and digitalization in a way simultaneous influential significant to satisfaction patients at Nirwana Hospital Banjarbaru.

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