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Review Article

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Marketing Phenomena and Marketing Strategies in the Field of Healthcare Services and Their Impact to the Marketing Performance and Consumer Satisfaction

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ABSTRACT

Background: This paper is meta-analysis study that analyses marketing as well as the literatures review that mention marketing phenomena and marketing strategies in general, especially in the field of healthcare services in improving marketing performance, which in this case is measured by looking at sales figures and the number of patient visits, and analyses how marketing strategies and marketing performance impact on consumer satisfaction. The marketing phenomena that is analysed in this study are: mix marketing strategy, relationship marketing, digital marketing, narrative/storytelling marketing, experimental marketing and emotional marketing. An analysis of communication and target markets as the main components in marketing is carried out. Target market is consisted of producer bargaining power, consumer bargaining power, supply, collaboration/cooperation, competitors, and environmental background analysis in marketing. Also important to analyse in marketing management is the assessment of the effectiveness of marketing strategies as well as the assessment and identification of target consumers.

Aim: Literature tracking is carried out with the aim for analysing marketing phenomena that are important to improve marketing performance, to improve marketing effectiveness, to evaluate target consumer segmentation, to analyse various internal and external environmental factors of the organization that affect marketing management strategies and to prove their impact to consumer satisfaction. A meta-analyses study is carried out to find the meaningful relationship between marketing strategy, marketing performance and consumer satisfaction.

Methods: A meta-analyses statistical methods is chosen to combines data from multiple studies to draw a single conclusion about marketing phenomena and marketing strategies in the field of healthcare services and their impact to the marketing performance and customer satisfaction. A literature review is also reported as a narrative literatures review in this study as background for the hypothesis, that is conducted on 72 literatures that analyses marketing as well as marketing phenomena and marketing strategies in general, especially in the field of healthcare services in improving marketing performance, as well as how marketing strategies and marketing performance impact on consumer satisfaction. Articles were taken from databases from Scopus, Science Direct, Discovery, SpringerLink and Google Scholar.

Result: A model of the relationship between the variables developed in this study was found that formed a conceptual framework, which describes a meaningful relationship between marketing strategy and marketing performance, between marketing strategy and consumer satisfaction and between marketing performance and consumer satisfaction.

Novelty: A meta-analysis research model was developed, with the result is a a complex form of conceptual framework, with the aim of providing input on how to conduct a complete analysis of marketing phenomena and marketing strategies in the field of healthcare services, how their impact and meaningful relationship on marketing performance and consumer satisfaction, analyse marketing effectiveness and consumer targets, which can provide recommendations as a basis for the development and implementation for further research in the field of service marketing Health.

Keywords: Marketing Phenomena, Marketing Strategies, Consumer Satisfaction

Background

This paper discusses marketing as well as several literatures that mention marketing phenomena and strategies in general, especially in the field of health services in improving marketing performance, which in this case is measured by looking at sales figures and the number of patient visits and discusses how marketing strategies and performance impact on consumer satisfaction. The specificity of health service marketing is that there are services and markets that are not equivalent to the

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amount of money/income. This means that the effectiveness of marketing implementation can be found by the measure of the realization of complete health services (promotive, preventive, curative, rehabilitative) in the population, the detection of chronic diseases, of course patient treatment through the overall health rehabilitation process, professional reintegration, social reintegration of patients and the number of patient visits. The application of marketing in the field of health services is applied by health problems in the community.

The marketing phenomena discussed in this literature review are: mix marketing strategy, relationship marketing, digital marketing, narrative/storytelling marketing, experimental marketing and emotional marketing. An analysis of communication and target markets as the main components in marketing is carried out, namely: producer bargaining power, consumer bargaining power, offers, collaboration/cooperation, competitors/competitors, and environmental background analysis in marketing (evaluating relevant economic, technological, socio-cultural, regulatory, and physical contexts).

The main component in marketing is communication and determination of the target market, i.e., the value proposition (consumer value proposition, producer value proposition and environmental value proposition). Also, important to do in marketing management is the assessment of the effectiveness of marketing strategies as well as the assessment and identification of target consumers. In the assessment of marketing effectiveness, the achievement of marketing goals depends on how the company plans and implements its strategies and at the same time how the company evaluates the strategies taken by its competitors in the same marketing instruments. In determining the target consumer strategy, it is important to take into account geographical segmentation (urban or rural areas, countries), demographic segmentation (age, gender, occupation, income), behavioural segmentation (buyers/users, knowledge, responses) and industry segmentation, namely the ability to procure service facilities by health providers.

Aim

Literature tracking is carried out with the aim of analysing marketing phenomena that are important to increase marketing effectiveness, evaluating target consumer segmentation, improving marketing performance and their impact to consumer satisfaction. This research is also analysing various internal and external environmental factors of the organization that affect marketing strategy and implementation through: Five PORTER analysis, PESTEL analysis and SWOT analysis, which is also important to determine the marketing strategy that will be applied further. A meta-analyses study is chosen to find the relationship between marketing strategy and marketing performance, between marketing strategy and consumer satisfaction and between marketing performance and consumer satisfaction.

Methods/Design

A meta-analyses statistical methods is carried out to combines data from multiple studies to draw a single conclusion about marketing phenomena and strategies in the field of healthcare services and their impact on marketing performance and customer satisfaction. Secondary data was collected by reviewing the literature. A review of literatures is also reported as a narrative literatures review in this study, and reported as hypothesis background. That is conducted about 72 literatures that discusses and analyses about marketing as well as marketing phenomena and marketing strategies in general, especially in the field of healthcare services for improving marketing performance, as well as how marketing strategies and marketing performance impact on consumer satisfaction. The information needed is collected through desk research from various sources, such as books and articles found in electronic databases. Article search is carried out through Scopus, Science Direct, Discovery, SpringerLink and Google Scholar. The data is carefully selected and grouped into categories. Then, data is analysed, correlated, and synthesized, forming a complex conceptual model that explains marketing phenomena and strategies especially in the field of health services, explaining how their impact and meaningful relationship on marketing performance and consumer satisfaction and describing how to analyse marketing effectiveness and target consumers.

Narative Literature Review

Marketing Definition

Definition marketing according to Kottler (Philip Kotler, Kevin Lane Keller, Alexander Chernev) in his book entitled Marketing Management. Marketing is about identifying and meeting human and social needs in a way that aligns with the organization's goals.

Philip Kotler defines marketing as a social and managerial process that involves the creation, offering, and exchange of valuable products. Kotler also defines marketing management as the art and science of choosing a target market. Kotler is often referred to as the "father of modern marketing.

The following are some marketing concepts according to Kotler:

- Marketing management is the process of analyzing, planning, implementing, supervising, and controlling marketing activities.
- Marketing mix is a unified plan that is integrated between product mix strategy, price, distribution, and promotion.
- Marketing management aims to attract, retain and increase consumers by creating and delivering good quality sales.
- Marketing management also aims to acquire, retain and grow customers through the creation, delivery and communication of superior customer value.

Marketing objectives according to Kottler : To identify the company's main objectives and its market-specific objectives.

1. The Company's Main Objectives. Identify the company's end goal by defining its focus and key performance benchmarks.
2. Market Objectives. Identify relevant customer, collaborator, corporate, competitive, and nteks objectives that will facilitate the achievement of key objectives. Define the main focus and benchmarks for each goal.

Definition marketing according to the American Marketing Association. Marketing is "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and the wider community." This process of exchanging offers requires ability and skill. Marketing management is necessary and occurs when at least one party to the exchange of potential offers, thinks of a way to achieve the desired response from the other party. So marketing management is the art and science of choosing a target market and obtaining and maintaining a target market as well as acquiring customers through creating, delivering, and communicating superior customer value. It is important to communicate and determine the target market in marketing management.

Aspects of marketing can be identified in almost every discipline, including science, where product testing and science communication are among its most common uses. Beyond the extent to which marketing strategies are generally used, scientific institutions and scientists can gain more from applying deliberate and effective marketing strategies to the creation and dissemination of research.

Marketing Phenomena and Strategies

Claudette, Kate Mulvaney, Marisa Mazzotta, Walter Berry [1]. In his book entitled A Marketing Plan for Scientists: Building Effective Products and Connecting with Stakeholders in Meaningful Ways, he mentions the 4P + P elements in marketing strategy,

1. Product (Features/performance, Quality, Branding, Unique selling proposition, Packaging, lifecycle/tracking and improvement, service)
2. Promotion (Advertising, Promotional Channels, Public Relation, Messaging Strategy, Budget for marketing strategy)
3. Price (Pricing strategy for product and service, Price, Payment terms, Discounting strategy)
4. Placement (Channel, Locations, Inventory, Distribution, Market coverage, market positioning)
5. Partnership (product development collaborations, sales and trade agreements, business mergers)

Philip Kotler, Kevin Lane Keller, Alexander Chernev in their book entitled Marketing Management mentioned that the most important strategic planning is market-oriented marketing strategic planning is a managerial process to develop and maintain the alignment between goals, skills, and the organization of its changing market resources and opportunities. The purpose of strategic planning is to shape the company's business and products so as to generate profit and growth targets. Strategic planning takes place at three levels: the company, the business unit, and the market offering.

Marketing Strategy (Kottler)

Target Market. Identify the target market where the company will launch its new offering.

1. Customer. Determine the needs that will be met by the offer, and identify customer profiles with such needs.
2. Collaborators. Identify key collaborators (suppliers, channel members, and partners) communication) and their strategic goals.
3. Company. Determine the business unit responsible
4. Competitors. Identify competitive offers that provide similar benefits to the same target customers and collaborators.
5. Context. Relevant background analysis. Evaluating the economic, technological context, relevant socio-cultural, regulatory, and physical.
6. Bargaining, related personnel, and key stakeholders. Describe competencies the Company's core and strategic assets, its current product line, and market position.

Value Proposition. Define the bid value proposition for target customers, collaborators, and companies.

1. Customer value proposition. Define your value proposition, positioning strategy, and position statement for your target customers.
2. Collaborator value proposition. Define value proposition offerings, positioning strategies, and position statements for collaborators.
3. The company's value proposition. Outline the Value Proposition, Positioning Strategy, and Positioning Statement offerings for Company Stakeholders and personnel.

The main components of market offerings according to Kottler are:

1. Products. Determine the attributes of the product that are relevant
2. Service Identify relevant service attributes.
3. Brand. Define key brand attributes.
4. Price. Identify the price at which the quote is given to the customer and the laboratory.
5. Incentives. Determine the incentives offered to customers, collators and company partner
6. Communication. Identify the ways in which key aspects of the offer are communicated to Target customers, collaborators, and employees of the Company and stakeholders.
7. Distribution. Describe how the offer is delivered to customers and target collaborators.

Control and Evaluation for marketing strategy according to Kottler is to identify the metrics used to assess performance offerings and to monitor the environment in which the company operates, which consists of:

1. Performance evaluation. Define criteria to evaluate bid performance and progress toward the set Goal
2. Environmental analysis. Identify a matrix to evaluate the environment in which the Company operates, and outline the process for modifying plans to accommodate changes in the environment

Communication in Marketing

Communication is a major strength in the field of marketing, making it easier for the Company to communicate its valuable plans to consumers, build good relationships and achieve the desired marketing results. Communication plays a major role in marketing by bridging between the Company and the consumer, effectively concerned information about products and services to build a good relationship with the consumer, influence the consumer's decision to buy and especially to achieve marketing goals. Communication is the 'voice' of marketing, so it can be ensured that the marketing message you want to convey can be conveyed clearly and persuasively to the right people.

Important Things About Communication:

- Essential for brand building. Effective communication helps build a 'brand image' and perception by conveying a unified message through various channels consistently.
- Customer engagement. Communication supports interaction with consumers, facilitates feedback, builds loyalty and nourishes a positive 'brand image' experience
- Influencing behaviour. With good communication skills, you can convince consumers of the product to then decide to buy it or take the desired action.

- Tailored messaging. Communication in marketing involves understanding consumers and communication is a means for delivering messages that are in accordance with certain needs and interests.
- Channel selection. Communication strategies are determined as the best way to reach the target.

Advantages of Marketing Communication:

- Advertising. Creating and conveying messages through various media to promote products or services.
- Public relations (PR). Managing the Company's 'public image' through press releases, media relations and other communication strategies.
- Content marketing. Creating valuable and relevant content to attract and engage target consumers.
- Social media marketing. Utilizing social media to interact with consumers and build 'brand awareness'et consumer, including traditional media, digital media, social media etc.

James K. Elrod, John L. Fortenberry Jr, with his journal entitled Marketing communications in health and medicine: perspectives from Willis-Knighton Health System [2]. His journal mentions the importance of communication skills in the provision of productive health services, for growth and prosperity in the field of health services. It is important to understand the basic basis of communication by health service providers, with the goal of communication between patients and prospective patients. Over the decades, a number of studies have shown that Willis-Knighton Health Systems has gained significant improvements in communication proficiency, prompting development in further research on BMC Health Services, titled "Marketing communication in health and medicine: perspectives from the Willis-Knighton Health System,". In this journal, the components of the marketing communication mix, the basic elements of communication, the protection process, and the need to integrate marketing communication are discussed. Building an effective dialogue with patients is an absolute necessity for healthcare organizations, which warrants intensive efforts to master marketing communications The purpose of this journal is to help healthcare providers better understand marketing communications and implement initiatives to achieve success and provide greater opportunities for patient engagement.

Aykut Ekiyor and Fatih Altan, with his book entitled Marketing communication in healthcare institution [3]. This book provides general information about marketing communication and marketing communication tools in health institutions in the form of advertising, digital marketing, human relations (PR), sales promotion of health services. Marketing communication is a tool that organizations use to increase brand value and associate their location and character with consumers. Therefore, marketing communications are useful in representing the branding/branding voice, engaging in dialogue with consumers, explaining or showing how, where, by whom, and when a product or service can be used. In addition, marketing communication contributes to informing consumers about who manufactures the product or service, what the organization and brand represents, encouraging consumers to try the product or service, and creating a brand image by placing the institutional brand in the consumer's mind. Marketing communication helps create stronger consumer-brand relationships by creating brand awareness and brand image.

Marketing communication is a very important field of activity for all forms of organizations as well as in health service organizations. The main purpose of marketing communication is to inform, persuade, and remind the target audience about the organization and its products and services. In line with this goal, sales are realized by attracting the attention of customers as a result. Marketing communication activities carried out in health institutions are similar to practices in other institutions, but there are differences. Marketing communication in healthcare does not direct patients to unnecessary consumption, but rather informs patients, reassures them of the benefits to be provided, and brings them into a more participatory position in the diagnosis and treatment process.

In line with technological, economic, and social developments, consumer demands, expectations, and needs have also changed. In addition, supply and demand in the health sector are increasing day by day. All these developments have increased the importance of the role of marketing communication in the healthcare sector. The increase in global health spending also increases the public budget allocated for health. Such problems can hinder marketing communication activities. Cost considerations cause healthcare institutions to switch to digital marketing communication activities rather than the selection of traditional marketing communication methods. In addition, marketing communication activities carried out through various channels such as social media and websites have a positive impact on the image of health institutions. Although it is not possible to implement all marketing communication tools in healthcare institutions, advertising and public relations activities are carried out in a variety of applications. Marketing communication activities in health institutions, aims to inform consumers about services, to create a positive corporate image, to convince them of the benefits of services, and to participate in the diagnosis and treatment process. This reason distinguishes marketing communication activities in the health sector from activities carried out in other sectors.

Katherine Taken Smith, with her research titled, Hospital Marketing and Communications Via social media [4]. Services Marketing Quarterly, mentions that the use of social media by healthcare organizations has increased dramatically. The findings from the study show that 95% of the top-ranked hospitals use social media. The purpose of this study was to examine whether the use of social media varied according to the size of the hospital and the type of services provided. Since social media platforms appeal to different groups of people, this raises the question of whether certain platforms are more appealing to consumers with different healthcare depths. The findings reveal differences in the use of social media depending on the services provided by the hospital.

Victor Lorin Purcarea PhD with his journal entitled the impact of marketing strategies in healthcare systems, stated that marketing plays an important role in helping healthcare professionals to create communication and provide value to their target market [5]. Modern marketers start with consumers first before starting marketing products and services. They are more interested in building sustainable relationships, rather than ensuring a single transaction. The goal is to create the highest degree of consumer satisfaction, so they will return to the same/fixed health service provider. Marketers must use several traditional methods which include marketing research, product design, distribution, pricing, advertising, sales proposition, and sales management. This method needs to be followed by new marketers, with respect to new technologies and concepts, to attract consumers through messaging and offers.

Sewon Park, Han-Kyoul Kim, Mankyu Choi, Munjae Lee, with the research titled Factors affecting revisit intention for medical services at dental clinics [6]. This study analyses the factors influencing the intention to revisit medical services using data from patients visiting dental clinics in Seoul. Recent changes in the medical paradigm highlight the importance of patient-centred communication. However, because of the lack of awareness of dental clinics and competency of medical personnel, the quality of medical services in terms of the communication between doctors and patients has not improved. This study analysed the impact of health communication and medical service quality, service value, and patient satisfaction on the intention to revisit dental clinics. The study participants were outpatients treated at 10 dental clinics in Seoul. The research data were collected using a questionnaire during visits to these dental clinics from December 1 to December 30, 2016. A total of 600 questionnaires were distributed (60 copies to each clinic) and 570 valid questionnaires were used for the analysis. The influence of the factors was determined using structural equation modelling. The factors influencing service value were reliability ($\beta = 0.364$, $p < 0.001$), expertise ($\beta = 0.319$, $p < 0.001$), communication by doctors ($\beta = 0.224$, $p < 0.001$), and tangibility ($\beta = 0.136$, $p < 0.05$). In addition, the factors influencing patient satisfaction were reliability ($\beta = 0.258$, $p < 0.001$), tangibility ($\beta = 0.192$, $p < 0.001$), communication by doctors ($\beta = 0.163$, $p < 0.001$), and expertise ($\beta = 0.122$, $p < 0.01$). Further, service value ($\beta = 0.438$, $p < 0.001$) raised patient satisfaction, which was found to influence the intention to revisit dental clinics ($\beta = 0.383$, $p < 0.001$). The results showed that reliability and communication by doctors affected service value and patient satisfaction, which influenced revisit intention. The following measures are necessary to increase the satisfaction of patients who visit dental clinics and to increase the revisit intention. Dental clinics should provide appropriate medical services to outpatients based on smooth communication between doctors and patients. Additionally, encouraging doctors to show an attitude of respect toward the patient may affect patient satisfaction. Doctors providing medical treatment information to patients with a friendly and respectful attitude rather than an authoritarian one may be an effective strategy for dental clinics to build long-term relationships with patients

Inggerit Paradila Putri, M. Gaddafi, Indrayani Indrayani with her research entitled The effect of competence, facilities and interpersonal communication on patient satisfaction through quality of services as intervening variables in Nantua hospital [7]. The purpose of this study is to analyse patient satisfaction with the variables of competence, facilities and communication. at Nantua Hospital. The results of this study show that there is a meaningful relationship between the variables of competence, facilities and interpersonal communication on patient satisfaction through service quality. The population in this study is patients at Nantua General Hospital. While the samples taken in this study are people taken from the population. Data was collected using the questionnaire method, namely by providing a list of questions or questionnaires directly to respondents. In this study, the researcher used SEM-PLS ver.4 processing. The results showed that competence directly had a positive and significant effect on service quality with a p-value of $0.023 < 0.05$, facilities directly had a positive and significant effect on service quality with a p-value of $0.000 < 0.05$, interpersonal communication directly had a positive and significant effect on service quality with a p-value of $0.033 < 0.05$, service quality directly had a positive and significant effect on patient satisfaction with a p value of $0.000 < 0.05$. In this study, it was shown that competence directly had a positive and significant influence on patient satisfaction with a p-value of $0.003 < 0.05$, facilities directly had a positive and significant effect on patient satisfaction with a p-value of $0.001 < 0.05$, and interpersonal communication directly had a positive and significant effect on patient satisfaction with a p-value of $0.000 < 0.05$. The competency variable mediates service quality on patient satisfaction with a value of p $0.000 < 0.05$, the facility variable mediates service quality on patient satisfaction with a value of p $0.003 < 0.05$, and interpersonal communication mediates service quality on patient satisfaction with a value of p $0.001 < 0.05$. The R-square value for the Service Quality (Z) variable is 0.680 (68.0%), this value can be explained by factors including X1 (Competence), X2 (Facilities), X3 (Interpersonal Communication), while the remaining 32.0% is explained by other variables outside the model.

Rita Zahara, with her research entitled The Influence of Marketing Communications and Quality of Service on Patient Satisfaction Participating in the National Health Insurance Registered at the Pratama Hegar Clinic, Bandung Regency [8]." This study aims to determine and analyse: (1) Marketing Communication; (2) Quality of Service; (3) patient satisfaction; and (4) The Effect of Marketing Communication and Service Quality on Patient Satisfaction of National Health Insurance participants registered at the Pratama Hegar Clinic, both in whole and in part. The research methods used in this study are descriptive surveys and explanatory surveys, the unit of analysis in this study is patients participating in the National Health Insurance registered at the Pratama Hegar Clinic, Bandung Regency with a sample of 100 people. The type of investigation is causality, and the time horizon in this study is cross-sectional. Based on the results of the study, it was found that the results of marketing communication at the Pratama Hegar Clinic in Bandung Regency turned out that most of the patients participating in the National Health Insurance who were registered gave a good response in the study. Results of the study: The quality of service at the Hegar Pratama Clinic in Bandung Regency can generally be said to be good, Patient Satisfaction is currently also considered good. Marketing Communication and Service Quality simultaneously affect the Patient Satisfaction of National Health Insurance Participants. Service quality affects patient satisfaction by 0.551 and marketing communication affects patient satisfaction by 0.340. Because Service Quality is more dominant in influencing Patient Satisfaction, this is the first priority in improving Patient Satisfaction. To further improve marketing communication skills to further improve patient satisfaction, Pratana Hegar Clinic Bandung Regency conducts marketing training and education, so that they are able to work more competitively for the development of marketing clinics.

Annisa Soraya, Sri Wahyuni Nasution, Ermi Girsang, Chrismis Novalinda Ginting, with their researcher entitled Integrated Marketing Communication Strategy To Increase The Number Of Outcoming Visits At Royal Prima Hospital, which is a qualitative research with results showing that the advertising strategy is an Integrated Marketing Communication strategy chosen by hospitals in order to increase the number of outpatient visits at Royal Prima Hospital [9]. Competition in the healthy hospital business lies in how to maintain patient trust as consumers or how to foster trust in prospective patients as consumers so that they want to seek treatment at the hospital. Integrated Marketing Communication (IMC) has great potential in influencing business performance, to provide a competitive advantage for hospitals.

Gebeyehu Jalu Negassa, G. Japee [10]. The Effect of Bonding, Responsiveness and Communication on Customer Retention: The Mediating Role of Customer Satisfaction. Previous research mentioned the existence of relationship marketing which is based on customer retention; This study looks at how bonding, responsiveness, and communication directly affect customer retention and customer satisfaction, as well as how bonding, responsiveness, and communication indirectly affect customer retention through customer satisfaction. Through the use of the convenience sampling method, a total of 384 customers were selected. in the form of cross-sectional surveys, using structured questionnaires. The results show that bonding and communication have a direct and significant effect on retaining customers, but responsiveness does not. In addition, bonding, communication, and responsiveness have an immediate and significant effect on customer satisfaction.
In the same vein, customer satisfaction has a direct effect on customer retention. On the other hand, bonding and responsiveness are seen to have an indirect but significant effect on customer retention through customer satisfaction, whereas communication does not. The study shows that managers retain consumers by reacting immediately to customer needs and communicating effectively. This will assist them in satisfying and retaining customers.

Dayaneethie Veerasamy in her journal entitled the role of communication in promoting relationship marketing, stated that the creation of relationship marketing utilizes technological advances and information to regularly communicate with consumers in the company based on consumer purchasing behaviour towards product or service offerings [11]. The relationship between the seller and the buyer is carried out through: computer links, advertisements, personal sales, sales promotions, sponsorships, publications, special events and exhibitions of communication tools. While other studies prove the general aspects of relationship marketing which shows that no research has meaningfully proved the relationship of the role of communication in improving relationship marketing. However, this study proves how 'relationship marketing' is currently used and evaluates/assesses how changes in communication can result in the effective implementation of 'relationship marketing'. This research proves that consumers can understand and get more information in the future by service providers. Service providers must improve service to consumers by conducting consumer satisfaction surveys to get feedback from consumers and evaluate consumer attitudes. Consumer satisfaction surveys will improve and strengthen relationship marketing

Stefanie Ng in her research entitled The Relationship between Marketing Communications and Customer Experiences: stated that the purpose of her research is to prove that there is a meaningful relationship between 'marketing communication' and consumer experience [12]. The second goal is to identify that 'brand' is strongly associated with the consumer experience before, during and after the purchase. The third goal is to determine if there is a meaningful relationship between the consumer experience after purchase and satisfaction with the 'brand' as a whole. The fourth goal is to prove that there is a meaningful relationship between satisfaction with the overall 'brand' and 'brand advocacy'. The results of his research show that there are 8 keys 'brand touchpoints' that are positively related to consumer experience: 1. Internet marketing, 2. Personal selling, 3. Customer support services, 4. Public relations/publicity, 5. Event marketing, 6. Word-of-mouth (WOM) communications, 7. Sales promotion, and 8. Offline advertising. Research shows that there is a meaningful relationship between consumer experience after purchase and overall brand satisfaction. Research proves that there is a meaningful relationship between satisfaction with the overall brand and brand advocacy.

Ashutosh Dutt, Dharun Kasilingam, Rob Angell & Jaywant Singh, 2024, with their journal entitled The future of marketing and communications in a digital era: data, analytics and narratives, mentioned that the arrival of the digital era is the mother of a shift to an era of transformation in marketing and communication, characterized as advanced data analysis that affects each other, involving consumer narratives/stories and the persuasive influence of digital technology [13]. This journal explores integrally the role of data, analysis and narrative in shaping modern marketing practices. The digital revolution is important with the increased use of social media, mobile technology and internet access, which radically changes the traditional way of looking at producer-consumer interactions. Nowadays it is characterized by a huge amount of information and freedom of content creation, the importance of the latest marketing that prioritizes engagement, personalization and relevance [14].

Consumer Satisfaction And Marketing Performance and The Relationship Between Marketing Performance & Marketing Strategy With Consumer Satisfaction.

In healthcare, "consumer satisfaction" (consumer satisfaction) has a strong positive relationship with marketing strategy and marketing performance, which means that when patients are satisfied with the healthcare services they receive, it significantly contributes to the success of the healthcare provider's marketing efforts, leading to improved brand reputation, customer loyalty, and overall performance.

Consumer Satisfaction
Consumer satisfaction is the feeling of pleasure or disappointment that customers feel after comparing the performance of a product or service with their expectations.
According to some experts, consumer satisfaction can be interpreted as follows:
- Kotler (2000) states that consumer satisfaction is the customer's feeling of pleasure or disappointment from comparing the appearance of a product with his or her expectations.

- Daryanto states that consumer satisfaction is a consumer's emotional assessment after using a product.
- Tjiptono stated that customer satisfaction is the level of a person's feelings after comparing the performance of the product with his or her expectations.

Consumer satisfaction (Customer is an important variable in achieving the company's goals. Consumer perception of a service product produced by a company shows how much the company is able to provide satisfaction for consumers. Bolton and Drew suggest that consumer satisfaction and dissatisfaction are a function of increasing disconfirmation between past expectations and current object performance. According to Tse and Wilton, customer satisfaction or dissatisfaction is a consumer response to the evaluation of the perceived mismatch between previous expectations and the actual performance of the product after its use. During and after using the product/service, the customer develops a feeling of satisfaction or dissatisfaction, in other words satisfaction is a choice after evaluating the assessment of a specific transaction. According to Kotler, the definition of satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison of their perception of performance (performance) of a product. A person will feel satisfied if the actual performance they feel or witness when consuming a product or service exceeds the perception (value) that has been expected so far. And if it happens the other way around, dissatisfaction will arise. Engel, et.al provides that consumer satisfaction has 3 different forms, namely: 1. Positive disconfirmation. It occurs if the actual performance is perceived to be better than the expected value. 2. Simple confirmation. It occurs if the actual performance that is perceived is better or the same as the expected value. 3. Negative disconfirmation. It occurs when the actual performance is perceived to be worse than the expected value. Meanwhile, Ruth N. Bolton and James H. Drew stated that consumer satisfaction or dissatisfaction with the services offered at that time depends on the perception of existing performance and the perception of the gap between expectations and reality. So it can be concluded that to achieve a level of satisfaction

Companies can do several thing to increase consumer satisfaction such as : maintaining a harmonious relationship with consumers, providing a good basis for repeat purchases, encouraging consumer loyalty, forming word-of-mouth recommendations, making a good company reputation in the eyes of consumers, increasing the company's profits. Some indicators of consumer satisfaction include: price, promotion, location, price affordability, price compatibility with product quality, price competitiveness, price compatibility with benefits

Marketing Performance

Definition of marketing performance according to Ethical and Social Marketing in Asia, 2015. Marketing Performance refers to an organization's ability to deliver long-term economic, social, and environmental value to customers, employees, suppliers, communities, and shareholders to improve sustainable financial results.

According to some experts, the definition of marketing performance is:

- Slater and Narver 1994 in Diosdad marketing performance measured by profit growth, customer growth and ROI.
- Sugiyarti, G. et al Marketing performance is the success of a company's marketing strategy in marketing its products in the market.
- Tjiptono Marketing performance is an overspent and underdelivered point, because it is difficult to measure the effectiveness and efficiency of each marketing activity, decision or program.
- Dewanti, the success of marketing performance can be seen from several indicators, such as sales value, sales growth, market growth, and profitability.

Marketing performance is a measure of the success of a company's marketing strategy in selling its products. Marketing performance can be measured from a variety of indicators, such as sales turnover, sales growth, and profitability. Marketing performance can be a mirror of the success of a company's business in market competition. Companies that succeed in developing innovations will be able to drive the market in an effort to improve their marketing performance. Measurement of marketing performance in the healthcare sector can be done by measuring customer growth, profits, and ROI (Return of Investment), Slater and Narver 1994 in Diosdad. Marketing performance measurement can be used as a benchmark for the success of marketing strategies.

The purpose of marketing performance is to determine the company's achievements in market competition, measure the impact of the strategies implemented by the Company, as a benchmark for the success of marketing strategies, as a response of the company to changes in the environment and customer value. Marketing performance indicators are Sales volume, Customer growth, Profit increase, Product success. Factors that affect marketing performance are Market orientation, Entrepreneurial orientation, Competition intensity, Product innovation, Product quality. How to improve marketing performance are by improving products, expanding market share, maintaining product quality, using marketing expertise, customers, suppliers, and alliances as differentiators in service delivery, managing distribution activities to increase sales

Marketing Strategy

According to experts, a marketing strategy is a plan to achieve a company's goals by developing a competitive advantage. Marketing strategy can also be interpreted as a way for a company to realize its mission and goals.

Expert opinion on the definition of marketing strategy:

- Kotler and Armstrong. Marketing strategy is a marketing logic that aims to create value for customers and achieve profitable relationships.
- Kurtz. Marketing strategy is a company's program to determine the target market and satisfy consumers.
- Tjiptono. A marketing strategy is a basic tool designed to achieve a company's goals by developing a competitive advantage.
- Marrus. Marketing strategy is a marketing process that focuses on the long-term goals of an organization.
- Eliyana. A marketing strategy is a marketing plan used to define the market and the concept of the marketing mix.

The objectives of the marketing strategy are: Increase customer satisfaction, increase profits, Create market demand. The types of marketing strategies include marketing mix (marketing mix, namely product, distribution, promotion, and price), relationship marketing, experimental marketing, emotional marketing, narrative storytelling marketing and digital marketing

Key Points About the Relationship Between Customer Satisfaction and Marketing Strategy:

- Direct impact on marketing performance: High consumer satisfaction leads to positive word-of-mouth recommendations, increased patient retention, and a higher likelihood of choosing a healthcare provider again, ultimately improving marketing performance metrics such as new patient acquisitions, market share and sales figures. However, for health services, the sales figure cannot be used as an indicator of marketing performance, because there is a social element in healthcare services and the indicator of the success of healthcare services is more about achieving a complete degree of health and raised of healthcare service from the community.
- Customer-centric marketing strategy: To achieve high consumer satisfaction, healthcare providers need to implement marketing strategies that focus on understanding patient needs, providing quality care, and actively managing the patient experience during the healthcare journey. Factors that contribute to consumer satisfaction:
- Service quality: Staff professionalism, timely appointments, clear communication, convenient convenience, and efficient processes.
- Patient-centered care: Actively listen to patient concerns, personalized care plans, and respect patient choices.
- Accessibility and convenience: Easy access to appointments, online booking options, and convenient locations.
- Communication and transparency: Clear explanations of diagnoses, treatment options, and costs.

How Consumer Satisfaction Affects Marketing Strategies:

- Targeted marketing promotions: By understanding patient feedback and satisfaction levels, healthcare providers can tailor marketing messages to meet specific needs and concerns, leading to more effective campaigns.
- Brand reputation management: High patient satisfaction contributes to a positive brand image and reputation, which can be leveraged in marketing efforts to attract new patients.
- Customer loyalty programs: Implementing programs to reward loyal patients can further increase satisfaction and encourage repeat business.

Important considerations in the topic of consumer satisfaction:

- Measuring consumer satisfaction: Regular surveys and reviews of patient feedback are essential for accurately measuring satisfaction levels and identifying areas for improvement.
- Alignment with organizational goals: Marketing strategies should align with the overall goals of the healthcare organization to ensure consumer satisfaction is a primary focus across all departments

Christopher Steg, Diane Monahan in her journal entitled The impact of the Marketing/Sales relationship and effect on Business performance, proves how to take advantage of sales opportunities as a direct result of the cohesiveness between marketing and sales [15]." Market orientation, marketing and research & development (R&D) research, have shown that effective internal collaboration brings organizational benefits in terms of improving business performance and customer satisfaction." While the literature mentions strategic ways that organizations can do to create cohesiveness between sales and marketing which ultimately leads to better sales performance. It is important to study marketing and sales as important factors in an organization. As mentioned earlier, marketing and sales are directly responsible for increasing revenue. Thus, organizations must utilize strategies to address and marketing/sales issues that negatively impact performance. The purpose of this paper is to prove the professional and collaborative relationship between the functions and management of sales and marketing and to measure the impact of this relationship on business performance, especially sales as a whole.

Welly Surjono, Eddy Jusuf, Popo Suryana, with their research entitled Effect of Marketing Strategy Implementation and Customer Behavior on Satisfaction and Trust and Its Implication on Loyalty in Non Recipient Health Insurance Participants, with the results of the study concluding that there is a significant influence of the implementation of marketing strategies and customer behavior on satisfaction of 76.15 percent, and there is a significant influence of the implementation of marketing strategies and customer behavior towards trust was 78.24 percent, and there was a significant influence of satisfaction and trust on loyalty by 82.78 percent [16]. A marketing strategy consisting of a target market and marketing mix, combined with consumer behavior consisting of customer characteristics and customer psychology will have an impact on satisfaction and trust and have implications for loyalty.

Nurlaili Maya Ramadhanty, with her research entitled The influence of internal marketing on service quality and customer satisfaction in hospitals, where this research aims to explore the influence of internal marketing on service quality and customer satisfaction in the hospital environment, with a focus on understanding the related literature [17]. This study also aims to find out whether management has a significant influence in decision-making in hospitals with strategic support systems such as human resource development, program selection, marketing, and facility growth. Healthcare marketing is an integrated strategy consisting of marketing concepts based on scientific techniques that mainly concentrate on health promotion and satisfaction of service recipients by ensuring the suitability of customer demands and the characteristics of the services offered. Consumers want services from companies that are accountable, market-oriented, and customer-friendly. In addition, customers are now perceived differently, as a hybrid of conventional patients and contemporary consumers, with much greater information about the healthcare system, openness to innovation, and active participation in determining diagnosis, treatment, and health improvement. The research method involves a systematic review of academic literature, articles and empirical research related to m using a narrative review approach. Articles were taken from Scopus, Science Direct, ProQuest, SpringerLink, Google Scholar, Nature, JSTOR, and Emerald Insight databases with a total of 23 articles used. The results of the literature analysis show that the implementation of effective internal marketing strategies can improve team collaboration, employee motivation, and a shared understanding of healthcare. Internal marketing is seen as a key factor that can influence the way medical and non-medical personnel interact, work together, and provide quality services to patients. In addition, improving the quality of service in hospitals directly contributes to customer satisfaction levels. In conclusion, the development of internal marketing in hospitals can significantly affect the quality of service and, in turn, improve customer satisfaction.

Ika Sulistyaningrum Hapsari, Sutopo Patria Jati, Septo Pawelas Arso, with their journal entitled Factors Affecting Service Marketing Strategy in Hospital: A Narrative Review, prove that the customer's commitment to repeatedly re-subscribe or re-purchase a certain product or service in the future is an example of loyalty from the consumer's side [18]. The research was conducted at Sheikh Yusuf Hospital in Gowa Regency, the purpose of this study was to investigate the impact that customer relationship marketing and customer value have on customer loyalty levels. Healthcare marketing is an integrated strategy consisting of a marketing concept based on scientific techniques that mainly concentrates on health promotion and satisfaction of service recipients by guaranteeing the suitability of customer demands and the characteristics of the services offered. Consumers want services from companies that are accountable, market-oriented, and customer-friendly. Nowadays information about the health care system is much broader with openness to innovation, and active participation of customers/patients in determining diagnosis, treatment, and health improvement. This kind of research is a quantitative study in the form of an observational study and is arranged in the form of a cross sectional study. The study uses a narrative review approach, with many articles on the same issue. Articles were taken from databases from Scopus, Science Direct, ProQuest, SpringerLink, Google Scholar, Nature, JSTOR, and Emerald Insight with a total of 23 articles used. The purpose of this study is to find out whether management has a significant influence on decision-making. decisions in hospitals with strategic support systems such as human resource development, program selection, marketing, and facility growth. The results of the study show that there is a relationship between Customer Relationship Marketing and customer loyalty. There is also a relationship between Customer Value and Customer Loyalty. The variable that has the biggest impact on customer loyalty is customer relationship marketing (also known as CRM). It has been advised to the hospital administration that they use more techniques derived from promotional tools (promotional mixture). Specifically, the hospital's public relations strategy, which is implemented through Customer Relationship Management (CRM) software, with the goal of maintaining the loyalty of patients and their families.

Juningsih, Dora, with her research entitled The Influence of online marketing and service quality on Customer Satisfaction, with the results of the study showing that online marketing and service quality have a meaningful positive relationship with consumer satisfaction [17].

Marlien, astuti with her research entitled Influence of Service Quality, Brand Image and Customer Relationship Management (CRM) on Customer Loyalty, proves that service quality and Consumer relationship management have a positive meaningful relationship with consumer satisfaction [20]. Brand/brand image has a meaningless negative relationship with consumer satisfaction.

Gusti Ngurah Ary Raka Darmayasa, Ni Nyoman Kerti Yasa in his research entitled influence of relationship marketing on customer loyalty: Customer satisfaction as a mediation variable, with the results of the study showing that there is a positive meaningful relationship between relationship marketing and consumer loyalty and consumer satisfaction [21]. Consumer satisfaction is positively related to consumer loyalty. Consumer satisfaction meaningfully strengthens the effect of the relationship between marketing relationship and consumer loyalty.

Ratih Dwi Kartikasari, Irham Irham, Jangkung Handoyo Mulyo, with their research entitled Level of Customer Satisfaction Towards Marketing Mix, succeeded in proving that the consumer satisfaction value obtained was 74.25%, showing that customers were satisfied with marketing performance [22]. The attribute of the marketing mix that consumers pay the most attention to is friendliness when serving their consumers. This means that consumers not only pay attention to the type of product purchased but also consider the services they receive in the transaction. The priority strategies that need to be carried out are maintaining attribute performance, product availability, cleanliness, product prices in accordance with expectations, lower product prices, additional free products for purchases in certain quantities, and discounted prices.

Marketing Strategy

1. Marketing mix. Elements in the 4P + P marketing strategy (Product, Promotion, Price, Placement, Partnership)
2. Relationship Marketing
3. Experience marketing
4. Emotional marketing
5. Narrative marketing /Storytelling marketing
6. Technology and information marketing / Digital Marketing

Monika B Zade1, Yugeshwari R Tiwade, Shivani Shahu, Gulshan Bandre, Sanket Surkar with her journal entitled Marketing Technique in Healthcare Services: A Narrative Review [23]. mentions that Marketing strategies used in tertiary care hospital medical services use a variety of tactics to attract, retain and engage patients. The main goal is to provide patients with excellent and positive medical care. This method is intended to increase patient confidence and confidence in health care while providing with a unique and unforgettable experience. Digital marketing is one of the most important marketing strategies for healthcare services. Social media, Search Engine Optimization (SEO), and other advanced techniques are necessary to attract new patients and keep them interested in the hospital. Another strategy to encourage patients to tell their friends about their experience with healthcare services in hospitals, implicate patient referral programs and use word-of-mouth advertising. Another tactical approach is to implement patient-centered services and individualized care.

Stefan Catana, Sorin-George Toma, with her journal entitled Marketing Mix in Healthcare Services. In a highly competitive environment, considering the characteristics of nowadays society and the large number of businesses in the field of medical services, competitive advantages and marketing tools are essential for differentiation [24]. For a company to act and react in accordance with the needs of its customers, it is important to consider the components of the extended marketing mix. The aim of the paper is to present the particularities of the components of the marketing mix and their applicability in the field of healthcare services. The methodology was based on a quantitative deskresearch method. The paper contributes to an enrichment of the literature on marketing characteristics of health services.

Healthcare services are intangible and, consequently, the extensive marketing mix is a relevant strategic option for medical providers. The marketing mix in healthcare services implies an interconnectivity with synergic effect. The providers of healthcare services should determine the way and the proportion in which it uses the components of the extended marketing mix. The paper provides a theoretical framework for a better understanding of the concept of marketing mix and its implications in healthcare services.

Methods

The authors used a descriptive and quantitative research method as it describes the elements of the marketing mix in services. In this respect, many secondary data were collected to review the literature. The needed information was gathered through desk research from various sources, such as books and articles found in electronic databases (e.g., Google Scholar, Springer, Emerald Insight, Science Direct) and international journals (e.g., International Journal of Healthcare Management, International Journal of Commerce and Business Management, Procedia Economics and Finance). The data were carefully selected and grouped into categories. Then, the data were analyzed, correlated, and synthetized. Finally, the authors composed the article.

Result

Modern marketing implies the shift towards customer-centricity and empowerment and, consequently, healthcare services providers should incorporate the marketing tools into their business strategy [5]. A modern and useful marketing tool in healthcare services is the marketing mix. The hospitals, clinics and other healthcare services providers should take into consideration the influence of its 7 elements through the relation between the service provider and the patient (Product, price, promotion, place, process, physical evidence, people)

1. Product consists of a bundle of tangible and intangible elements: core service, supplementary goods and services, facilitating services and supporting services (Figure 2).
2. Price is one of the most challenging components of the marketing mix. When they set prices and rates, the healthcare services providers should take into consideration at least the following two aspects: 1. There are prices of healthcare services that are subject to public regulation; 2. The balance between the profitability of the hospital/clinic and to ensure that services are affordable.
3. Promotion involves the process of establishing communication between the hospitals/clinics, patients, and other companies. The healthcare services providers should use online tools such as website, social media profiles and engaging storytelling.
4. Place refers to providing easy and convenient access to product and services. In order to facilitate access to the healthcare services, providers should consider fast appointments, enhance communication with patients and optimize the streamline patient onboarding [5].
5. Process should be designed for the customer's convenience and judging from his point of view, thus focusing it on his specific needs. Thereby, it is considered that customers are part of the production of the service. In healthcare services, the caregiving and support processes used to provide care have the peculiarity that, beyond the performance of the medical staff, the patient's contribution is essential.
6. Physical evidence provides tangible cues of the quality of experience that a company is offering. For a healthcare services provider, the website holds valuable physical evidence, such as: testimonials and information about doctors and diseases. Moreover, the physical evidence could be in form of staff uniform, mobile application, and interior design of the hospital.
7. People involves that the services should be done in an organized and efficient manner, and the delivering of the services should be done with a nice and friendly manner. Healthcare industry is a knowledge-based industry, so people play key role in hospitals which include doctors, nursing staff, paramedical staff, supporting staff & front office executives.

Victor Lorin Purcarea PhD with his journal entitled The impact of marketing strategies in healthcare systems, stated that the advantages of implementing strategies in marketing are being able to increase competitive advantages, increase feasibility, create a good name to consumers/patients, understand consumer needs and expectations and be able to understand the quality of patient/consumer perceptions and experience outcomes in medical organizations, offer experiences that patients remember and build brands in a strong, effective and dominant health service market [5]. Marketing in health services is interdisciplinary because it uses a definite concept, with specific methods and techniques in both classical and social marketing. The specificity of health service marketing is that there are services and markets that are not equivalent to the amount of money/income. This means that the effectiveness of marketing implementation can be found by the measure of health creation in the population, the detection of chronic diseases, of course patient treatment through the overall health rehabilitation process, professional reintegration, social reintegration of patients and the number of patient visits. The application of marketing in the field of health services is applied by health problems in the community.

The change due to marketing in the field of health services has been achieved is that medical actions are important to help patient`s lives with a broad and complex meaning, not only mental changes in health service providers and patients, but also meaningful changes in patient`s lifestyles, consumption habits and useful treatments. The fundamental change that occurred was the achievement of the purpose of life existence. There are obstacles in the harmony of the relationship between providers and patients in health services. Structural changes in management force the health system to accelerate the future by considering the latest trends and future strategies cannot live without the implementation of management and marketing capabilities.

Marketing plays an important role in helping healthcare professionals to create communication and provide value to their target market. Modern marketers start with consumers first before starting marketing products and services. They are more interested in building sustainable relationships, rather than ensuring a single transaction. The goal is to create the highest degree of consumer satisfaction, so they will return to the same/fixed health service provider. Marketers must use several traditional methods which include marketing research, product design, distribution, pricing, advertising, sales proposition, and sales management. This method needs to be followed by new marketers, with respect to new technologies and concepts, to attract consumers through messaging and offers. Consumers usually receive a lot of information about products through commercial media. The most important information for consumers comes from recommendations or from independent authorities that are publicly available. The two categories of information sources provide complementary functions, commercial media inform, while individuals or experienced sources verify or corroborate the information through an evaluation process. For example: doctors often find new drugs from commercial sources, but they turn to other doctors' opinions to validate their opinions.

Although many decisions are written in the patient's subconscious, recent research looks at the process of cognitive perception, which means that the consumer/patient makes his or her own decisions based on his or her rational opinion (Kotler P, Shalowitz J, Stevens RJ. Strartegic Marketing for Health Care Organizations. Building a Customer Driven Health System, Ed. Jossey-Bass, A Wiley Imprint). In an attempt to meet needs, patients expect certain benefits from choosing health services and providers. Patient attitudes, decisions and choices about a particular 'brand' through the attribute evaluation procedure of the 'brand', develop a set of beliefs about attributes related to the 'brand' (Kotler P, Rackham N, Krishnaswamy S. Ending the War between Sales and Marketing, July 2006, Harvard Business Review). Patient satisfaction should be a key goal of all Healthcare organizations requiring a thorough knowledge of their needs and expectations. Realizing a high quality of health services based on the meeting of certain needs, so that services reach the level desired by patients. To gain the trust of health service consumers, specialist staff from organizations in the field must be more willing to accept patient requests, suggestions, complaints and at the same time must also be more sensitive to patient concerns. The effectiveness of this approach depends on how the medical organization communicates effectively with patients, shows the correct image of health care and delivers the promised health care appropriately, and pays permanent attention to the ongoing changes of the service provider to exceed patient expectations (Ciurea AV, Cooper CL, Avram E. (coord). Managementul sistemelor şi organizaţiilor sănătăţii, 2010, Editura Universitară "Carol Davila", Bucureşti).

Mix Marketing Strategy

Victor Lorin Purcarea, PhD with his journal entitled The impact of marketing strategies in healthcare systems, stated that the core of marketing strategies in the field of health services is represented by the quality of health services [5]. The success of a healthcare organization depends on the implementation of a clean and competitive marketing strategy that empowers and has the power to adapt to environmental conditions. Marketing strategy in health services is the attitude of medical organizations in relation to the marketing environment. A mix marketing strategy is important for medical organizations to achieve success. Marketing strategies have a meaningful impact in medical organizations, including in performance that can be judged from patient satisfaction, planned marketing coordination to achieve organizational performance is important.

Claudette Ojo, Kate Mulvaney, Marisa Mazzotta, Walter Berry in their journal entitled A Marketing Plan for Scientists: Building Effective Products and Connecting with Stakeholders in Meaningful Ways mentioned that the popular conceptual picture in marketing began in 1960 and is known as marketing Mix 4Ps + 1P: Product, Promotion, Price, and Place & Partnerships which is also known as relationship marketing with the addition of Partnership elements in the 4Ps marketing mix [1]. In the article The core components of marketing, which explains how marketing is thorough based on research includes the 4Ps+1P marketing planning, which is a template that can be used to conduct research effectively to get research about products and find desired consumers. Specifically, this paper presents a case study detailing how scientists at the United States Environmental Protection Agency (EPA) used a marketing plan template during the development of the Rapid Benefit Indicators (RBI) research product. by assessing the social benefits of ecological restoration using non-monetary indicators for the purpose of determining marketing strategies.

Elemen dalam strategi pemasaran Claudette Ojo, Kate Mulvaney, Marisa Mazzotta , Walter Berry 4P + P [1]:

1. Product (Features/performance, Quality, Branding, Unique selling proposition, Packaging, lifecycle/tracking and improvement, service)
2. Promotion (Advertising, Promotional Channels, Public Relation, Messaging Strategy, Budget for marketing strategy)
3. Price (Pricing strategy for product and service, Price, Payment terms, Discounting strategy)
4. Placement (Channel, Locations, Inventory, Distribution, Market coverage, market positioning)
5. Partnership (product development collaborations, sales and trade agreements, business mergers)

Assessment of Marketing Strategy Effectivity and Target Consumer Strategy:

1. Planning and evaluating, Assessment of Marketing Effectiveness. The achievement of the marketing objectives mentioned above will depend on how the company plans and implements its strategies and at the same time how the company evaluates the strategies taken by its competitors in the same marketing instruments.

   According to Ferdinand A.T, marketing management activities are managerial activities that are directed to plan, analyze, implement and control all elements of marketing strategies commonly known as marketing mix or marketing mix, to produce business performance [25]. How is the concept of marketing and actualization of market orientation in marketing practice, carried out through the development of a marketing mix consisting of products, prices, promotions as well as distribution and partnerships.

   Companies must realize that in competition, market players are companies and competitors. Therefore, the development of marketing strategies must be directed not only to the development and implementation of sales offering instruments, but more than that, the development and implementation of competitive instruments. This is because competitive conditions are very important for the success or failure of the company. Competition determines the activities that are necessary for the company to excel, such as innovation, a cohesive culture, or good implementation. With the aim of being successful in selling products and services.
2. Target user segmentation strategies (Target audience / Identifying the target audience through market analysis): Geographic segmentation (region, state, zip code, country), Demographic segmentation (Age, gender, occupation, income), Behavioral segmentation (user, knowledge, response), Industrial segmentation (Institutional sector of users).
3. The standard target marketing user segmentation strategies that apply and can be used include demographic and behavioral descriptions (Fiona OM and Gilbert Bages). The target user, also referred to as the target market in traditional business literature, is a specific group of people who are targeted for the sale of a product being developed. The development of this section is crucial to the success of marketing any new product, as target market consumers tend to respond most to what is offered.

   Creating a target market user group consists of compiling a comprehensive list of stakeholders and others who inspire or collaborate in product development, then further sorting this target market group by choosing an appropriate segmentation strategy. Segmentation strategies in marketing are methods used to define customer groups based on specific preferences or identifiers, so that they can better customize and deliver products to the ideal user. Scientists can implement one or more of the segmentation strategies listed in the image below or even create their own strategies to gain deeper insights into the users as their targets.

Relationship Marketing Strategy

Bettman and Park stated that in today's competitive conditions, manufacturers are required not only to satisfy customer needs, but also to develop strategies to build lasting relationships with customers [26]. Relationship marketing is the implementation of business strategies and marketing strategies. The result of the implementation of this strategy is the process of forming and managing collaboration relationships within customers, building chain relationships to increase customer value, permanence and profitability. Here, the company seeks to build more constructive relationships and attention with selected and selected customers, which is more important in expanding long-term marketing success than just pursuing the target of gathering public attention on a wider scale. This will also be a barrier for other companies to enter it.

Kenichi Ohmae, Ferdinand stated that the development of marketing strategies to build lasting relationships with customers in the form of relationship marketing, which is carried out by companies through various approaches that focus on developing differentiation or the creation of various "points of differentiation" is carried out not only to match the "value" produced by competitors for its customers, but also to present more value or "superior value" that obtained through various innovative developments [25]. Therefore, the goal of strategy development is to produce "superior value" or better customer service than what competitors are doing, so it can create a closer marketing relationship.

Y.. Yildirim, Mustafa Amarat, Mahmut Akbolat, with his research entitled Effect of relationship marketing on hospital loyalty: the mediating role of patient satisfaction [27]. This study aims to reveal the mediating role of patient satisfaction on the impact of relationship marketing on hospital loyalty. The research design uses a scale questionnaire approach between relationship marketing, hospital loyalty and patient satisfaction scale. The population of this study consisted of patients who received in-hospital services in private hospitals operating in Kocaeli province for 3 months (August 1 - October 31, 2019). The study was conducted on 401 patients in private hospitals using the purposive sampling method. Descriptive statistics and correlation analysis were used to analyse the data. The results of the study showed that patient satisfaction had an effect on hospital loyalty. Relationship marketing has an impact on hospital loyalty, and this effect is further enhanced by patient satisfaction. In other words, patient satisfaction has a mediating role in the impact of relationship marketing on loyalty to the hospital. Relationship marketing plays a crucial role in creating hospital loyalty and patient satisfaction. Relationship marketing is recommended to be used as a strategy in health care institutions, where loyalty to the hospital and patient satisfaction will be more improved through relationship marketing. Relationship marketing allows health service institutions to continue to exist and can increase profits more than other institutions.

Abhijeet Chavan, Abhijit Mohanty, Sujata Joshi with their research entitled Examining the nexus of relationship marketing and patient loyalty: The mediation and moderation analysis [28]. This study proves that there is a relationship between relationship marketing and patient loyalty. The variables that affect this relationship are still in the exploration phase. This study was conducted to determine the nature of the relationship and also examine the mediation and moderation effects of different variables. Data collected through Scopus and other online databases were used for this study. A literature review has been conducted by dividing it into three parts, relationship marketing, patient loyalty and variables such as patient satisfaction, age, gender, family size, health insurance, etc. Primary data was collected from 938 patients from private health care providers by providing questionnaires online or in person. PLS-SEM is applied to analyse the data, which is used after testing the instrument for reliability and validity. After the Covid-19 pandemic, everyone feels the need for good health insurance, but also many patients do not have health insurance. Hospitals have a major role in promoting health insurance and in turn providing quality services, but their current role is limited to health insurance processing and nothing more. The model of this study will help understand the strength of the organization and the direction of the relationship between patient loyalty and the efforts taken in relationship marketing and the impact of its moderation and mediation variables. Future research may look at other variables that will moderate or mediate relationship marketing which in turn will help not only healthcare organizations but also insurance companies to develop products or services according to the needs of the relationship marketing. The study focuses on the impact of health insurance moderation on the relationship between marketing efforts made for relationship marketing and patient loyalty through previously unstudied patient satisfaction mediation. This study shows that there is a moderation of the impact of health insurance on the relationship between relationship marketing, patient loyalty and patient satisfaction.

Jessica Nethania Arunde, Margaretha Pink Berlianto [29]. The Influence of Dimensions of Relationship Marketing Practices on Patient Satisfaction and Its Impact on Patient Loyalty at XYZ Pratama Clinic. This study was conducted to find out the factors that affect the level of outpatient satisfaction in XYZ Primary Clinic and its impact on patient loyalty. The study involved 195 outpatients. Data collection was carried out by distributing a questionnaire containing 5 questions with a Likert Scale of 1-5 based on the judgeable sampling method. The data was analysed using the SEM PLS method. The results showed that conflict management, competence and empathy had a significant positive effect on patient satisfaction. Trust, commitment, communication, and social bonds do not affect patient satisfaction. In addition, patient satisfaction has a positive and significant effect on patient loyalty at XYZ Primary Clinic, where satisfied patients are more likely to return to the service and recommend it to others. Patient satisfaction partially mediates any influence exerted by conflict management, competence, and empathy. The results of the important performance mapping show that empathy and conflict management are important for patients and have been well implemented. This means that empathy and conflict handling are factors that must be maintained. Social bonding and communication are considered important by patients but have not been well implemented.

Divine Mbuwel, Japheth Ahmed, Jennifer Aigbiremhon [30]. The Effect of Patient Relationship Management on Patient Loyalty in Buea, Cameroon: Mediating Role of Patient Satisfaction. Patient relationship management (PRM) has emerged as an important strategy in the healthcare sector, aiming to foster strong patient-provider relationships and improve patient satisfaction. This study investigates the effect of PRM on patient loyalty, focusing on patient satisfaction as a mediating factor. This study investigates various literature and theoretical frameworks to constructively explain the association of PRM, patient satisfaction and patient loyalty. Through convenience sampling methods and data collected from patients who have received medical attention from hospitals operating in Buea, Cameroon, this study offers empirical insights into the critical determinants of patient loyalty in the healthcare industry. Data were taken from 371 patients in the study area. PRM was found to have a positive impact on patient loyalty. PRM has a significant effect on patient satisfaction and patient satisfaction has a positive impact on patient loyalty. Furthermore, patient satisfaction was found to partially mediate the relationship between PRM and patient loyalty. Understanding the relationship between PRM, patient satisfaction, and patient loyalty is critical for healthcare organizations looking to improve service quality and foster long-term relationships with their patients through personalized communication, targeted service delivery with proactive patient engagement.

Digital Marketing Strategy

It Was Found That There are 2 Marketing Media in The Field of Health Services:

1. Digital Marketing

Digital marketing is a marketing strategy using digital media / Digital marketing (electronic Word of Mouth) or online marketing or internet marketing (computers, smartphones, tablets), social media marketing, email marketing. Digital marketing promotes the type of health services, increase sales, and shape consumer preferences. The advantage of digital marketing is more effective and efficient.

There are 2 forms of digital marketing strategy:

a. Free Digital marketing strategies. It does not cost anything, but take longer and less effective.
b. Paid Digital marketing strategies. It is costly, but can reach more audiences faster.

Tips for using digital marketing include paying attention to the latest trends and adapting to marketing strategies, using data to be able to make better decisions, don't be afraid to experiment with various platforms and strategies, using quality content, and also using a variety of ways to use digital marketing.

2. Traditional Marketing

Traditional marketing is a marketing strategies use traditional media to reach consumers (TV, radio, newspapers, magazines, brochures, billboards, direct mail campaigns, telemarketing). The advantages of traditional marketing is it can reach a wider audience, help build brand awareness, reach potential local customers, be more trusted by consumers. The disadvantages of traditional marketing is that it is difficult to track campaigns, more time and energy, difficult to follow the latest trends, lack of interaction with customers.

Victor Lorin Purcarea PhD, with his journal entitled The impact of marketing strategies in healthcare systems, stated that developments in the field of marketing are in line with the development of organizations with relevant digital approaches for consumers [5]. Digital marketing in the field of health services costs more than 2.5 billion USD, and is estimated to reach 4 billion USD in 2020. Digital marketing costs in the healthcare sector reached 44%, while marketing costs through TV advertising decreased to less than 33% and are expected to decrease. The effectiveness of financing for marketing through TV has declined, and investment is no longer recommended. Consumers use the internet to search for hospitals and other health care providers, using smart devices. More than 80% of patients often use mobile phones to find and communicate with doctors, and this encourages health service providers to change their marketing model choices to a digital marketing model that is perceived to be more appropriate. Google has updated the search configuration to become a friendly and preferred mobile website, so that the selection of the current digital marketing model can be prioritized.

G Radu, M Solomon, CM Gheorghe, M Hostiuc, IA Bulescu, VL Purcarea with his journal entitled the adaptation of health care marketing to the digital era, mention that the purpose of marketing in the field of health services is to study and understand the needs and desires of prospective patients in order to meet these needs with the highest standards [31]. The advantage is greater with the ability to use electronic media as a target used by marketing managers in medical institutions as a means of advertising in developing health service marketing strategies. Social media is a safe communication platform to use, to promote certain behaviours so as to influence patient`s decision-making to buy. Through social media, people stay in touch with others and they can provide information for medical institutions to communicate permanently with existing patients or with potential patients. In addition, social media can be used in advertising and promotional strategies, by posting information about discounts, offers, and benefits of accessing products provided by certain healthcare institutions. The study was conducted on 126 patients of a dental clinic in Bucharest. A total of 126 new patients were selected in a period of 22 months from January 2015 to October 2016. Patients have never had any prior treatment at this clinic and use the Internet facility to search for dental care services. The purpose of this study is to evaluate digital methods in promoting medical services, bringing new patients to the clinic. The results of the study show the need for digital methods to promote medical care services to expand business. A strategic way of thinking in this case implies attracting new patients and offering quality healthcare services, which ensures their satisfaction and the likelihood that they will recommend further health facilities to others. This study reveals the important role of social networking sites in promoting health service facilities. Almost all new patients who fill out the form are sure to remain patients of this clinic in the future.

Ellencia Pramesti, Yurita Mailintina, Ludovikus, with their research entitled The Relationship between Digital Marketing and Outpatient Visit Interest at Elang Medika Corpora Pulomas Hospital in 2024, with research using a cross-sectional design with a purposive sampling technique involving 100 outpatient respondents who have been exposed to digital marketing promotions about hospitals [32]. A questionnaire was used that measured the level of knowledge, attitudes, and behaviours of respondents towards digital marketing as well as their interest in visiting hospitals. Data analysis was carried out using univariate and bivariate analysis with the Chi-Square test. The results of the study showed that the interactive elements and incentive programs of digital marketing had a significant relationship with patient visit interest, while the cost and site design elements did not show a significant relationship with patient visit interest. The results of this study emphasize the importance of focusing on digital marketing strategies that increase interaction and provide attractive incentives to maximize patient visit interest. Technological advancements, especially in digital marketing, have affected the healthcare sector significantly. Hospitals face challenges such as competition and locations that are less strategic in promoting their services. Digital marketing is an effective solution to expand market reach and increase interest in patient visits.

Eman Abd Elalim Etway, Fawzia Farouk Kamel, with her research entitled The Relation between Electronic Marketing of Health Care Services and Hospital Image (in Egypt) as Perceived by Staff Nurses, proves that there is a statistically significant positive correlation between electronic marketing and hospital image in the perception of nurses working in the hospital [33]. The results of the study show that the percentage of nursing staff has the highest level of perception towards electronic marketing of health care services at 46%. The highest average percentage (79.4%) was related to the distribution of service domains followed by the promotion of service domains (74.0%) followed by the domains of services provided (58.6%). In addition, most of the nursing staff (77%) have a high perception of the hospital's image. The highest average percentage (92.1%) was related to the effects domain, followed by the motivator domain (91.4%), followed by the desire domain (74.8%). It is important to create electronic marketing techniques to ensure an acceptable level of interaction between customers and service providers and contract with private companies to design websites, thus making the site more accessible, and more attractive.

Jelena Spanjol, Yazhen Xiao, L. Welzenbach, in their journal entitled Successive Innovation in Digital and Physical Products: Synthesis, Conceptual Framework, and Research Directions, can identify 3 main dimensions, namely coexistence, embeddedness, and adoption controllability, to determine the success of digital and physical/conventional product marketing innovations [34]. Companies need to recognize the problem to improve product quality and choose the right strategy to improve promotion and communication to improve marketing innovation by taking into account market/consumer segmentation, by taking into account marketing, management and communication/information factors simultaneously.

Dave Chaffey and Mark Patron, with their journal entitled From web analytics to digital marketing optimization: Increasing the commercial value of digital analytics, mention that the use of web analytics to improve online marketing began in 1990 where website analysis systems began to be developed [35]. Digital media can be evaluated or measured, and become the parent because of the great benefits that can be obtained with digital media when compared to other marketing media. Digital media allows interaction between consumers and producers and forms effective marketing communications. Recent research shows that many companies fail to make good use of web analytics so that they cannot get a profit (return) from the use of web analytics. This research shows the opportunity for companies to be able to use website analytics to improve digital marketing performance. A strategy was developed to improve web analytics that can be used in optimizing digital marketing programs, namely a review of how to simultaneously analyse consumers, processes, measurements and equipment.

M. Nitami, et al, in their journal entitled Digital Marketing as A Strategy to Increase Sales and Consumer Satisfaction, stated that digital marketing is a marketing strategy that takes into account the right internal and external factors in accordance with the company's goals, which emphasizes the development of digital information and technology. Digital marketing is online marketing that is not limited by time [36]. Digital marketing technology increases business growth and can increase sales. With digital marketing technology, manufacturers can find loyal consumers with high satisfaction and can increase the company's profits

However, Robin Pesch, Herbert Endres, Ricarda B. Bouncken in their research entitled Digital Product Innovation Management: Balancing Stability and Fluidity through Formalization, stated that the formalization of digital marketing increases the radicalization of digital product innovation and digital product innovation, but decreases marginal utility and decreases marginal returns [37].

Experiential Marketing Strategy

Experiential marketing is a marketing strategy to improve marketing performance by creating consumer satisfaction and the desire to return/repeat buying. According to Schmitt, H. Bernd in his book "Experiential Marketing: How to Get Consumers to Sense, Feel, Think, Act, and Relate to Your Company and Brands" proposes a new understanding of products and their consumers, by adding an element of emotion in the concept of marketing mix [38].

Definition of Experiential Marketing according to "Experiential Marketing is marketing that provides experience to consumers as an effort to use attractive products/services, consumers even motivate consumers to make repeat purchases" [38]. Experiential Marketing expresses dissatisfaction with traditional marketing assumptions, which view consumers as very rational beings in making decisions about a product where the consumption of consumer needs is only transactional and objective based on cost and benefit [38]. This approach often cannot work optimally in the face of relational approaches and strong subjective values.

Experiential marketing marks a paradigm shift from conventional marketing models to a more participatory and interactive approach. This concept emphasizes that consumers are no longer passive recipients of advertising messages, but also as active participants in the process of building brands. This marketing approach aims to create unforgettable moments through interactions that involve consumers' senses, emotions, and intellect. The consumer experience is not only influenced by direct interaction with the service, but also through various dimensions, including sensory, emotional, social, and intellectual elements. In contrast to traditional marketing that relies more on advertising through print or commercial media, experiential marketing allows patients to engage emotionally through direct experience [14,39].

Experiential marketing is one of the strategic approaches in hospital marketing. Experiential marketing or service-based marketing. Unlike traditional marketing which tends to focus on promoting products or services, experiential marketing aims to create a memorable experience that is inherent in the minds of consumers. This approach is in line with the view of previous studies which stated that the consumer experience is not only influenced by product quality, but also emotional and cognitive interactions felt during the service process [14].

In simple terms, experiential marketing combines art and science to create a moment or story of a company's story that brings together brand messages, interactivity elements, targeted audiences, and presents them in a live setting to produce measurable results [40]. There are several types of experiences that can be created for customers, namely sensory experiences (sensory/sensing), affective experiences (affective/feeling), creative cognitive experiences (creative cognitive/thinking), physical experiences (physical), behaviours and lifestyles/acting, and social identity experiences (social identity). All of these experiences relate to the targeted group and its culture. The main goal of experiential marketing is to produce a holistic experience that integrates all aspects of the experience into a total customer experience. The concept of experiential marketing also offers an interactive, engaging, and entertaining brand experience, so that it can communicate the essence of the brand through personal experience [41,42].

The implementation of marketing activities so far shows that every marketing effort always only highlights the advantages of the product from its features and also its rational benefits, such as cheaper prices, while with the advancement of production technology and R&D (research and development) it is a standard thing and easy for other marketers to imitate. The concept of experiential marketing put forward by Schmitt states that in order to approach, get and retain loyal consumers, manufacturers through their products need to present unique, positive and impressive experiences to consumers [38]. The main principle of experiential marketing is how to make consumers more involved with products/services both physically and emotionally. Consumers tend to pay attention to the information from the surrounding environment and combine it with the experience they have. If consumers are impressed with a product, then the product/service is able to present a memorable experience that touches their emotional side, consumers will always remember the product/service when they are going to consume a similar product. Consumers will become fanatical and will consciously (or unconsciously) invite others to consume the product. The main principle of experiential marketing is how to make consumers more involved with products/services both physically and emotionally. It can be covered through five elements, namely sense (through the five senses: eyes-ears-nose-tongue), feel, think, act and relate which focus on creating a certain positive perception in the eyes of consumers. And this impressive experience can be presented through various experience providers, including from the communication (advertising or below the line activities), products (packaging or content), product identity, through co-branding, environment (environment), website (for example, an impressive display and also has a high interactive dimension) and also the people in charge of offering the product to consumers.

The application of the concept of experiential marketing in marketing strategies will help companies in selling their products or services because companies have the opportunity to obtain unique differentiation points that are difficult to imitate by competitors, because their advantages lie in intangible assets. And the ability to bind consumers to be loyal to the company's products or services will be a competitive advantage for the company to face its competitors. In this case, it is in accordance with the marketing philosophy towards marketing goals, namely the achievement of sustainable marketing performance in various dimensions such as the achievement of sales volume, market portion, profitability both in the short and long term.

Experiential Marketing is included in marketing management strategies. The increase in attention to experiential marketing is also influenced by changes in consumer behaviour in the digital era. Modern consumers are not only looking for fast and effective health services, but also experiences that provide added value and authenticity [39]. With the development of technology, such as online registration applications, digital queue systems, and chatbot-based services, hospitals have a great opportunity to create a more engaging, interactive, and personalized patient experience. Kassali stated that basically consumer behaviour can be grouped into three perspectives. First, the perspective of decision related to experiential marketing has actually been clearly exposed in the study of consumer behaviour, people who make rational decisions; second, the perspective of social pressure, who makes purchases due to social pressure; and third, experiential perspective, which is the one who buys not only because of his experience, but also because of the impression obtained from the product/service. predation, study and development in more depth in this concept so that the development that occurs is only moving slowly.

In forming an experiential-based perspective for consumers, the implementation of Experiential Marketing must be preceded by identifying with a matrix of two elements of Experiential Marketing, namely Experiential Modules and Experiential Providers.

Experiential Modules consist of five main elements that focus on the creation of certain positive perceptions in the eyes of consumers, namely: 1. Sense What is meant is the senses possessed by consumers such as eyes, ears, skin, tongue, nose and so on. 2. Feeling In general, it is any consciousness that is based on established experience, or that includes feelings and emotions that consumers have/will have. 3. Think. It is a problem-solving that involves the ideation/cognitive rationality that activities or consumers have to think positively. 4. Act. The process of consciousness includes observation (feeling/observing), additional meaning (pursuing, wanting, longing), and feeling of heart (love, hate) that are physically carried out with the aim of providing attractions or immersive experiences to consumers. 5. Relativity is a situation of dependence between two variables with one variation accompanied by another variation. An element of experiential marketing that emphasizes the creation of a positive perception in consumers towards products/services and companies. Companies must really understand the experiential modules they have, and which ones should be emphasized in the implementation of the company's marketing programs. Because not all experiential modules are compatible with the products offered and not all can be optimized.

Meanwhile, experiential providers, which are often referred to as contact points, are tools used as a medium that is able to cause stimulation in consumers so that consumer perception is more optimal. And this impressive experience can be presented through various experience providers, including in terms of communication (advertising or below the line activities), products (packaging or content), product identity, through co-branding, environment (environment), website (for example, an impressive display and also has a high interactive dimension) and also the people in charge of offering the product to consumers. This is in line with the level that is developing in the world of marketing. In a world where brands dominate, products and services are no longer a set of functional characteristics that are objectively assessed. Products and services are more useful tools to provide and improve customer experience based on known brands.

Meanwhile, several experts also expressed their opinions on the concept of experiential marketing as follows: Zarem stated experiential marketing as a marketing strategy that seeks to create an experience in the use or use of products through product quality strategies, product value, services and other variables that will bring deep memories or impressions to consumers, so that in the end consumers will become loyal to the product and will eventually become customers. ·

Muhammad Tsany Saadi, Wahyu Sulistiadi with his research entitled Experiential Marketing in Indonesian Hospitals: Scoping Review [43]. In an era of increasingly fierce competition, hospitals are required to increase their competitive advantage through innovative marketing strategies, one of which is experiential marketing. This study aims to explore the application of experiential marketing in Indonesian hospitals through the scoping review method which refers to the PRISMA guidelines. Article searches were conducted on Google Scholar, PubMed, ScienceDirect, and Garuda Portal databases, with a total of 512 articles identified and filtered into 4 articles for analysis. The results of the study show that experiential marketing contributes significantly to increasing patient satisfaction, which then acts as a mediator in increasing patient loyalty and positive word of mouth (WOM). The think dimension in experiential marketing was found to be the most dominant element, involving the cognitive aspect of patients in evaluating service quality. In addition, brand trust is an important factor in strengthening the relationship between positive patient experience and patient loyalty. The implementation of experiential marketing combined with service innovations, such as a digital queue system and online registration application, is able to create a pleasant, efficient, and meaningful experience for patients, thereby increasing satisfaction, loyalty, and increasing hospital competitiveness.

Indrayani T, et al. with their research entitled The Influence of Experiential Marketing and Service Innovation against Positive Word of Mouth with Patient Satisfaction as a Mediating Variable at NTB Provincial Hospital [44]. Research Objectives To determine the influence of experiential marketing and service innovation on positive word of mouth (WOM) mediated by patient satisfaction. The study used a quantitative research design with the SEM-Partial Least Square (PLS) data analysis method. Data was obtained by questionnaire on 100 patients with purposive sampling techniques. The results showed that experiential marketing did not have a direct effect on positive WOM, but had a significant influence on patient satisfaction and positive WOM through patient satisfaction as a mediating variable.

Novianto W, et al. with their research entitled Marketing Strategy in Managing Hospital Patient Satisfaction, which analyses the influence of customer value and experiential marketing on BPJS patient satisfaction at MMC Jambi Hospital [45]. The study used a quantitative research design with SEM-Partial Least Square (PLS-SEM) method analysis. A sample of 100 respondents were BPJS patients at MMC Jambi Hospital with data collection techniques through questionnaires. The results of the study showed that the dimensions of customer value, which included emotional value, social value, performance value, and price value, partially had a positive and significant effect on BPJS patient satisfaction at MMC Jambi Hospital. The experiential marketing dimension consisting of sense, feel, think, and act partially has a positive and significant effect on BPJS patient satisfaction at MMC Jambi Hospital. At the same time, customer value and experiential marketing have a positive effect on BPJS patient satisfaction at MMC Jambi Hospital

Hariyanti T, et al, with their research entitled Experiential Marketing to Increase Brand Trust and Loyalty of Non-Insurance Patients in the Outpatient Unit of the Army Hospital in Malang East Java, Indonesia [46]. The purpose of the study was to determine the influence of experiential marketing and brand trust on general patient loyalty in the outpatient unit of the Army Hospital in Malang. The study uses an observational analytical research design with a cross-sectional approach. Data was collected from outpatients. 255 outpatients were selected using convenience sampling techniques. The data was analysed using SmartPLS 3.0 software and the SEM-PLS (Partial Least Square) method. The results show that experiential marketing has a positive and significant influence on general patient loyalty. Brand trust has a positive and significant influence on general patient loyalty. Experiential marketing has a positive and significant influence on brand trust. Experiential marketing has a positive and significant influence on loyalty through brand trust.

Hariyanti T, et al. with their research entitled Hospital Customer Competition Issues are being addressed through Confirmation Factor Analysis on Experiential Marketing, Brand Trust, and Loyalty, which aims to analyse important dimensions of experiential marketing, brand trust, and patient loyalty in the context of competition in the healthcare industry in hospitals [46]. Quantitative research was conducted with a cross-sectional approach. The sample in the study was 255 outpatients. The data was analysed using the Exploratory Factor Analysis (EFA) technique using IBM SPSS Statistics 26. The results show that an important dimension of experiential marketing is Think with the highest loading factor (0.845). An important dimension of brand trust is Brand Characteristic with the highest loading factor (0.945). An important dimension in patient loyalty is repeat purchase with the highest loading factor (0.925).

Emotional Marketing

Rolf Jensen in his book "The Dream Society" indicates that the advancement of information technology and the tendency of marketers to package emotions commercially have encouraged the transition to a dream society, a form of society that forms an emotional market [47]. This is a market where consumers not only buy products, but also various emotional and affective elements, such as lifestyle, identity, adventure, love and friendship, peace and trust. Thus, in the company's activities, well-established planning and high costs are required to organize interesting experiences on the target. The development of innovative policies will help create a point of differentiation in the minds of consumers. Ultimately, customers will see the attributes, product quality, and brand image as something available. What they need is products, communications, and marketing promotions that can dazzle their senses, arouse their feelings and stimulate their thoughts (Schmitt). This statement shows that there is a shift in customer needs from just wanting the main function of a product (attributes), then looking at its quality compared to other products, then who produces it based on the brand attached to the product. Until finally they want to get a product that is communicated in accordance with a lifestyle that provides experience.

According to Holbrook and Hirschman, experiential consumption is a direct phenomenon of a fantastic blend, feeling and pleasure [48]. Consumer involvement in consumption based on the current conditions, manufacturers are required to carry out the level of marketing, where companies do not only compete experiences based on the reality of the product condition which is driven by the memory energy related to the psychology of consumers. In terms of service to provide customer satisfaction, but also to develop products at a higher level, namely emotional marketing. This stage clearly makes experiential marketing important considering the current consumer condition which is not only concerned with fulfilling physical needs but also the fulfilment of the need for absolute satisfaction. ·

Studies conducted by experts have raised several things in marketing, namely about the emotions caused by the use of certain products, about service and about certain consumption situations [49]. Research on the relationship between consumption emotions and satisfaction, and consumption-related descriptions [50].

Richins conducted a study on the measurement of the experience of consumption experience [50]. Richins' research tries to improve previous studies on the measurement of emotions by conducting emotional research on consumers at the time of consumption (during consumption). Emotions that are the result of relationships and interaction of feelings that are constantly evolving over time. The Consumption Emotion Set (CES) according to research conducted by Richins is a reaction of consumer emotions to the consumption experience [50]. Oliver shows the relationship of cognitive dimensions in emotions with satisfaction. Meanwhile, Westbrook introduced the affective dimension in emotions that can affect satisfaction. Certain emotions will hinder, or act as a mediator between performance and satisfaction. So there will be a possibility that the same satisfaction value will have different implications on consumers and different purchasing situations as a result of the emotions caused by the product experience.

Elyria Kemp, Ravi K. Jillapalli, Enrique Becerra, with the research tittled Healthcare Branding: Developing Emotionally Based Consumer–Brand Relationships, prove that brands can imbue unique meaning to consumers, and such meaning and personal experience with a brand can create an emotional connection and relationship between the consumer and the brand [51]. Just as many service providers have adopted branding strategies, marketers are branding the health care service experience. Health care is an intimate service experience and emotions play an integral role in health care decision making. The purpose of the study is to examine how emotional or affect-based consumer brand relationships are developed for health care organizations. The design approach is empirical evidence from both depth interviews and data garnered from 322 surveys were integrated into a conceptual model. The model was tested using structural equation modelling. The results indicate that trust, referent influence and corporate social responsibility are key variables in establishing affective commitment in consumer brand relationships in a health care context. Once affective commitment is achieved, consumers may come to identify with the health care provider's brand and a self-brand connection is formed. When such a phenomenon takes place, consumers can serve as advocates for the brand by actively promoting it via word-of-mouth. The findings provide insight for marketing managers in developing successful branding strategies for health care organizations. This research examines the advantages of cultivating meaningful brand connections and relationships with consumers in a health care context.

Elyria Kemp, My Bui, Anjala Krishen, Pamela Miles Homer, Michael S. LaTour, with the research titled Understanding the power of hope and empathy in healthcare marketing [52]. prove he role of hope and empathy appeals in fostering positive evaluations toward healthcare providers (medical centres for serious illnesses). This research aims to explore the impact of emotions in healthcare advertising. The dynamic landscape of healthcare has seen significant changes in marketing by the various types of healthcare providers. Design approach: Two consumer panel experiments investigate the role of hope and empathy appeals in fostering positive evaluations toward healthcare providers (medical centers for serious illnesses). The result: Study 1 shows that two types of emotion-based healthcare appeals are more effective than non-emotional appeals. Study 2 compares the relative effectiveness of hope versus empathy appeals with medical expert or typical person (patient) testimonials. Research Findings demonstrate that in a healthcare context, an expert testimonial enhanced the persuasiveness of a hope-based appeal, whereas testimonials from unknown patients were not effective. Understanding the role of emotions in healthcare advertising is increasingly important as healthcare providers compete on care and quality outcomes and advertising agencies vie for the attention of consumers.

bBased on the role of emotions, it turns out that it not only affects customer satisfaction and consumer loyalty, but also on repeat purchases. Many studies on repeat buying, namely by Bearden and Teel, Bolton and Drew. Interest in the topic of repeat buying is due to the tendency that purchases made by consumers on a regular basis are the second or even nth purchase and not the first decision (Oliver). Furthermore, Oliver stated that a satisfying buying experience was one of the reasons to stay interested in the product, which ultimately led to repeat purchases. Research presented by Busch and Szymanski shows a strong relationship between specific product characteristics and the desire to buy from consumers. Products that have superior quality will help companies in attracting consumers to pay more attention to their products. Here, consumers who have felt or obtained unique value from a product, which they do not get from other products, will tend to become loyal consumers and tend to make a repeat purchase for a later stage in their purchase.

Emotional experience in consumption. Rolf Jensen said that the advancement of information technology and the tendency of marketers to package emotions commercially have encouraged the transition to a dream society, a form of society that forms an emotional market. That is a situation where consumers no longer just buy products or services as physical elements, but also various emotional and affective elements, such as lifestyle, identity, adventure, friendship, love, peace and trust. Initial purchases can be created through low prices of products or services, or effective promotions, but repeat buying as the basis for marketing success, is highly dependent on the experience of the product or service you like. By uniting the elements of the stimulus above, it is hoped that the approach to consumers can be carried out in its entirety while being able to bind consumers to be loyal and repeat buying.

Narative Marketing / Storytelling

Adam J Mills, Joby John, with his journal entitled Brand Stories: Bringing Narative Theory to Brand Management, which states that brands are stories [53]. Stories are brands. Branding is storytelling, and storytelling is marketing. Brand is a story that has been attached to products and services, and strategic storytelling has become essential to modern branding. Stories are the lifeblood of value-based marketing: the products we buy and sell are just props in the brand story – a tangible manifestation of the brand's promise. Stories are essential to marketing, not only with respect to how they are received and by consumers, but also with respect to how they are created and told by marketers. Brand story telling is the use of literary storytelling techniques and narrative discourse that are applied specifically to marketing communication to promote a brand to consumers in an engaging and meaningful way. Stories add symbolic value to the product, and differentiate the brand by adding an emotional component.

Naturally, people think and process their world in narrative form, and customers interpret their experiences with brands in a narrative process. The use of stories in branding has been approached from a number of perspectives. Customers use brand stories to interpret and even create product experiences. Brand stories can actually motivate purchasing behaviour. Beyond purchase and consumption, stories are used to convey brand values and building cultural capital with customers.

Although the practice of brand storytelling management has become popular in practitioner outlets, very little research has explored brand storytelling as a company-centric strategic process. Most of the research on brand storytelling in marketing is in the area of consumer behaviour, not strategy. While the stories consumers tell about brands, and how and why they tell them, are crucial to managers, so are the stories told by the brands themselves. An understanding of what exactly a brand's story is, and how and why it is told by the company, is crucial to the formulation of a strategy. The marketing strategy literature on brand storytelling and storytelling is relatively thin, and it is for this area that current special editions seek to contribute. Therefore, various submissions related to the strategic use of stories in branding and marketing in managerial contexts are sought, including, but not limited to: the role and influence of stories in branding, the tactical construction of stories, the role of storytelling in brand communication.

HF Mavilinda, et al, with their research entitled Is Story telling Marketing Effective in Building Customer Engagement and Driving Purchase Decisions, where research was conducted on storytelling marketing in the context of social media platforms is a new thing in marketing [54]. Most previous research has addressed the relationship between storytelling marketing and brand and identity strengthening. Therefore, this study seeks to integrate the relationship model between storytelling marketing and purchase decisions by adding customer engagement as an intervention variable. Practitioners/Policy Implications: This research can provide marketers with insights to create engaging and creative marketing content through storytelling marketing that can drive consumer engagement in a brand or product to generate follow-up actions and influence consumer purchasing decisions. he study focuses solely on marketing storytelling and customer engagement variables, generally influencing consumer purchasing decisions on the social media platform Instagram. Therefore, future research can focus more on one research object of a brand or product and develop other variables related to customer engagement from different perspectives. The results of the study show that storytelling marketing directly and significantly influences customer engagement and does not directly influence purchase decisions. In addition, there is a positive and significant influence between customer engagement and purchase decisions, and customer engagement mediates the relationship between storytelling marketing and purchase decisions.

SE Wibowo, et al, in their research entitled The Strategic Role Of Brand Storytelling In Enhancing Marketing Management And Brand Awareness On Social Media Platforms, which mentioned that in the digital era, social media is an important platform for marketing, but the main challenge is how to differentiate brands in a saturated market [55]. Brand storytelling emerged as a potential solution for building strong emotional connections with consumers and increasing brand awareness. The research uses qualitative methods used with in-depth interviews, social media content analysis, participatory observation, and consumer surveys. The results show that authentic narrative elements, emotional engagement, consistency, and strong visual use play a crucial role in brand storytelling effectiveness. Consumers respond positively to evocative and authentic stories, which increases brand awareness and loyalty. This study provides important insights into adopting an effective branding strategy on social media. Practical recommendations are given to optimize key elements in the brand narrative to achieve better marketing results.

L. Patria, with his journal entitled Storytelling as marketing communication strategy, which states that storytelling strategies are increasingly used to get customer attention and prospects [56]. Brand content distribution techniques use parameters such as broadcast time, interactivity, and the type of information. Deliver. Effective digital campaigns require a high level of creativity and often involve developing a storyline around the brand. Narrative marketing is carried out by storytelling, and becomes a marketing strategy on social media to increase product sales. This strategy has proven successful in increasing the number of sales, and consumers, and reaching consumers abroad. The development of creativity in digital strategies also serves to foster long-term relationships and loyalty, consumers interact with brands and higher levels of brand awareness. Consumer confidence can increase, if the story is relevant to consumers. Storytelling offers concrete details, involves video or audio, and promotes positive values. The value of digital storytelling as the main tool to communicate the experience of a brand is indeed very useful in marketing activities.

Ashutosh Dutt, Dharun Kasilingam, Rob Angell & Jaywant Singh, 2024, with their journal entitled The future of marketing and communications in a digital era: data, analytics and narratives, mentioned that the arrival of the digital era is the mother of a shift to an era of transformation in marketing and communication, characterized as advanced data analysis that affects each other, involving consumer narratives/stories and the persuasive influence of digital technology. This journal explores integrally the role of data, analysis and narrative in shaping modern marketing practices.

The digital revolution is important with the increased use of social media, mobile technology and internet access, which radically changes the traditional way of looking at producer-consumer interactions. Nowadays it is characterized by a huge amount of information and freedom of content creation, the importance of the latest marketing that prioritizes engagement, personalization and relevance.

Consumers today are at the forefront of digital narratives with consumer stories, consumers not only providing information but also telling individually based on their experiences, making narrative marketing an indispensable tool [53].

Dynamic engagement is a growing field of data analytics. The flood of data on how consumers are obtained through digital interactions offers a complete source of understanding of consumer behavior and consumer preferences (choices) [57].

By leveraging comprehensive consumer data, artificial intelligence and machine learning, marketers can dig deeper into consumer insights, tailoring strategies to bring together different nuanced consumer needs, from diverse consumer segments. However, the use of data in the world of marketing is not without challenges. With the growth of scrutiny of personal data and ethical considerations, the business field faces the important task of balancing the individual marketing of organizations with respecting and keeping consumers' personal data confidential.

Balance is critical to maintaining consumer trust and must follow data protection regulations. In addition, narrative in digital marketing is an important center in today's era of information saturation. Consumers' ability to create compelling stories makes consumer engagement and engagement important as a basis for which there are concerns about the emergence of new inaccuracies. Digital platforms offer diverse tools for storytelling. From interactive social media content, a deeper virtual experience can be obtained where marketers get the opportunity to connect with their consumers.

Market Identification in Marketing Strategy
Provider Bargaining Power

Consumer bargaining power in the field of health services refers to the ability of patients as consumers to negotiate and choose the class and price of health services, which is highly dependent on the availability of other health service providers as alternative choices, health services that work with consumer insurance guarantors, competitors of other health service providers either in one service unit or another health service unit. Where there is the power of patients as consumers to determine health services with other health service units because of price considerations.

Some differences in consumer bargaining power in health service units

a. Limited power in most situations. Where patients as consumers have limited bargaining power for health services due to the lack of knowledge about prices, medical emergencies that require immediate services and the complexity of the financing structure in the field of health services.
b. Role of health insurance. Cooperation between health insurance and healthcare providers prevents patients from directly quoting the prices and facilities they need.
c. Market competition impact. In areas with high competition for healthcare facilities, consumers can have more influence in negotiating prices.

Strategies for consumer bargaining:

a. Price transparency: Request detailed billing and compare Inter-provider fees
b. Seeking second opinions: Getting a different perspective about the choice and cost of treatment.
c. Utilizing out-of-network options: If available, compareOn-network and off-network pricing.
d. Negotiating with providers: : Discussing potential discounts or payment plan for a specific procedure.

Challenges to consumer bargaining in healthcare

a. Information asymmetry. Patients often get incomplete information about the price and quality of health services, so patients cannot make offers
b. High switching costs. Moving to another healthcare provider is less convenient for patients and time-consuming, reducing the patient's bargaining power.
c. Emergencies. In emergency situations, patients cannot make an offer or choose other health services to compare prices.
d. Price transparency mandates. The price of health services is explained from the beginning, so that patients can choose and make offers
e. Consumer-driven health plans. Patients can plan a health check-up by planning and bidding in the selection of health care facilities.

Luigi Siciliani, Anderson Stanciole with his research entitled Bargaining and the provision of health services, where this study compares the bidding process between buyers/consumers and health service providers, such as the issue of health authority and providers divided into 3 scenarios: (1). Bidding activities [58]. The number of patients treated is planned at a certain price and health service activity, and offers are made between hospitals and consumers. (2). Offer price, the price is offered between the consumer and the provider, but the health service activity is chosen unilaterally by the provider. (3). Efficient pricing and bidding activities, simultaneously offered between consumers and providers. This research shows that: (1). If the bargaining power of consumers is high, efficient supply leads to increased healthcare service activity and consumer utility, resulting in lower prices and provider utility because providers compete to offer prices. (2). In supply activities, the lowest prices, highest consumer utility, and lowest provider utility result in generally lower service activity, but still higher than price offerings for high consumer bargaining power. (3). If consumers have higher bargaining power, it will lower prices and service activity in price offerings, which will lower prices but increase service activity in service activity offerings, and this will lower prices but have no effect on service activity in efficient service activity offerings.

Kate Ho and Robin S. Lee, with their research entitled Equilibrium Provider Networks: Bargaining and Exclusion in Health Care Markets, which is a study that evaluates the consequences of narrow hospital networks in the commercial health care market [59]. In this study, the settlement of the 'Nash in Nash with Treat of Replacement~ offer found by insurance insurers, estimates are carried out to stimulate the optimal balance of output between consumers and insurance underwriters, without taking into account incentive factors due to price reductions [59]. Private incentives are financial benefits obtained by insurance, which are not social financial benefits in general, for example the benefits obtained by insurance due to low prices due to negotiations with hospitals. Where regulations prohibit price increases and premiums that will reduce consumer welfare without significantly affecting social surpluses. This study was developed as a model in the health care market in the US according to Ho and Lee by endogenous hospital insurance underwriter networks and combining the solution of new offerings with lower service prices due to the regulation of the Act, which is explicitly found by insurance underwriters not to be taken into account [59]. A narrow network of hospitals is preferred by private insurance underwriters because of the ability of hospitals to substantially lower negotiated prices. Insurance providers seek to direct patients to hospitals at a lower cost. Private insurance companies tend to be more social, where consumers often benefit from this discretion and get reduced premiums. Insurance providers can substantially reduce hospital payments and premiums without significantly affecting social surpluses. The insurance provider of patient is same with the insurance provider of employee. Patients can cooperate with insurance by controlling insurance expenses because they get lower prices from hospitals. Information on the design of the insurance network for a particular hospital is not extensive and must be announced to the social population, so that patients can more easily access services at health service units that are in accordance with their insurance network, at prices that are easy to manage and cheaper.

Consumer Bargaining Power

Consumer bargaining power is the ability of consumers to pressure businesses to offer better products, services, or prices. It is a key factor in determining how competitive an industry is. Impact on business. When buyers have high bargaining power, it can reduce the company's potential profits. To retain customers with high bargaining power, companies can lower prices. Buyer bargaining power is one of the five forces in Michael Porter's Industry Analysis framework.

How consumer bargaining power works

- Price: Consumers can force a price reduction by switching to other suppliers or by negotiating with their current supplier.
- Quality: Consumers can negotiate for products or services of better quality.
- Competition: Consumers can increase competition by pitting competitors against each other.

Factors that influence bargaining power:

- Number of buyers. When there are fewer buyers relative to suppliers, buyers have more power.
- Supplier dependence. When buyers can obtain similar products or services from other suppliers, they have more power.
- Price sensitivity. How sensitive buyers are to price changes.

Deborah Gordon; Anna Ford; Natalie Triedma; Kamber Hart; Roy Perlis with their research titled Health Care Consumer Shopping Behaviours and Sentiment: Qualitative Study, where this research aims to characterize the behaviours and emotional sensitivities of consumers trying to shop for health service offerings [60]. Participants often described determination and choice evaluation, value searching, and value assessment or evaluation. A total of 83% (45.54) of participants described engagement in negotiations regarding the purchase of health services. The degree of emotional sensitivity appeared in interviews and was positively related to the identification and determination of health planning, health service providers or treatment choices, decision-making for purchases, and evaluation of purchase decisions. Conversely, negative emotional sensitivity was related to value searching and decision-making for purchases. The conclusion of this research is that consumer shopping behaviour is commonly found in the purchase of health services and can be mapped to build a consumer behaviour model.

Vivian Y. W in her research titled Managed care's price bargaining with hospitals, where the study shows that management care slowed the growth rate of health service spending in 1990, particularly through the low prices paid (due to discounts) [61]. However, the price bargaining mechanism of management care has not been well studied. This article uses a unique panel dataset with actual hospital prices in Massachusetts between 1994-2000. This research uses 2 significant determinants of discounts. The first is that planning with a large number of patients can filter and increase the number of discounts among hospitals. Second, health plans are more successful in channelling or directing patients and can obtain larger discounts. Patient channelling can increase the number of discounts planned for negotiation. Conventionally, contract theory offers important implications: (1) Multiple payers should receive larger discounts. (2) Utilizing payer offers, which should also depend on demand elasticity, as reflected selectively/exclusively in the network of contracts with the network of healthcare service providers.

Care management in general has been accepted and successfully reduced the growth rate of spending in the healthcare sector in 1990. However, it remains a topic of debate, although care management has reached a stage of savings by reducing the intensity of service delivery or by lowering prices. Meanwhile, substantial healthcare services have found evidence supporting a decrease in service intensity. (Miller and Luft 1994, Miller and Luft, 1997, Miller and Luft 2002 for reviews), recent research shows a decrease in spending in the field of care management, particularly through discounts. To establish current trends, this study aims to investigate the evidence and key determinants of price offerings in care management with hospitals.

Manajemen perawatan biasanya mempekerjakan insentif finansial dan non finansial yang bervariasi secara aturan dan hukum untuk membatasi pelayanan secara langsung. Pengaturannya meliputi pembayaran kapitasi, dokter layanan primer berlaku sebagai penjaga gawang dan memanfaatkan strategi manajemen, seperti : pra persetujuan, review retrospektif, pembuatan profil penyelenggara pelayanan kesehatan dan pedoman pengobatan. Sebaliknya potongan harga manajemen perawatan secara primer mengandalkan mekanisme kontrak selektif. Manajemen perawatan membentuk jaringan provider dengan cara melakukan seleksi terhadap provider dengan berbasis biaya dan kualitas serta menggunakan insentif bervariasi untuk menyalurkan pasien ke provider penyelenggara peayanan kesehatan tertentu. Pasien yang menggunakan provider diluar jaringan provider sering dibatasi atau tidak dilayani, dan banyak pasien perlu mendapatkan rujukan untuk dokter spesialis atau pelayanan RS.

Competitor / New Rival

In marketing, competitors are business rivals that offer the same or similar products or services. Competitors can be individuals, companies, teams, or organizations. The relationship of competitors with the market directly affects the marketing performance of a company by influencing how well the company can position itself in that market, requiring them to continuously analyze competitors' strategies, identify gaps in the market, and develop unique selling propositions to stand out, ultimately leading to better marketing strategies and increased sales potential.

The important aspects in the relationship between competitors and marketing performance

- Understanding competition. By closely monitoring competitors' actions, including product offerings, pricing,

marketing campaigns, and customer feedback, companies can identify opportunities to differentiate their own products and services, potentially attracting new customers.
- Market positioning. Analyzing competitors' positions helps companies determine where they best fit in the market, whether by focusing on a niche market, offering premium quality, or competing on price.
- Drivers of innovation. Competitive pressure can drive companies to innovate and develop new products or features to stay ahead and maintain market share.
- Competitive advantage. By identifying weaknesses in competitors' strategies, companies can develop unique strengths and highlight them in their marketing efforts, creating a competitive advantage.
- Market research insights. Studying competitors' marketing strategies can provide valuable insights into customer needs and preferences, allowing companies to tailor their marketing campaigns accordingly.

How to leverage competitor analysis to improve marketing performance
- Conduct competitor audits regularly. Evaluate competitor activities regularly to stay updated on their latest strategies and offerings. Identify the strengths and weaknesses of competitors. Analyze what competitors are doing well and where they may be lacking to identify areas for improvement in your own marketing.
- Develop a distinct value proposition. Clearly define what differentiates your product or service from competitors to effectively communicate your unique selling value.
- Target specific market segments. Identify market gaps where your company can gain a competitive advantage by tailoring marketing efforts to the specific needs of customers.

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In the healthcare service industry, competition impacts several relational perspectives; with many studies reporting the effects of increasing competition. For example, some studies have examined the relationship between competition and the quality of healthcare services between competition and the costs of the healthcare system and between competition and patient satisfaction. These studies indicate that competition can enhance customer value over time. Improvements in quality and processes lead to cost reductions, which in turn result in increased customer satisfaction.

Patrick A Rivers, Saundra H Glover [62]. Health care competition, strategic mission, and patient satisfaction: research model and propositions. This paper reviews the relevant literature and develops a model that can be used to empirically investigate a number of complex issues and relationships related to competition in the healthcare industry. Particular consideration is given to the impact of competition, in the context of a volatile external environment, on the strategic mission and objectives of a healthcare organization and its internal environment in terms of quality of health care and the cost of the health care system, and how this relates to customer/patient satisfaction.

Across all industries, competition between businesses has long been driven as a mechanism to increase value for patients. In other words, competition ensures the provision of better products and services to meet customer needs This paper aims to develop a model that can be used to empirically investigate a number of complex issues and relationships related to competition in the healthcare industry. A literature review was conducted on 50 literatures. Various perspectives of competition, the nature of service quality, health system costs, and patient satisfaction in healthcare were examined. A literature review showed a model of the relationship between patient satisfaction variables as a measure of outcome that directly depends on competition. The cost of care quality and healthcare systems, while also directly dependent on the mission and strategic objectives, is also considered a determinant of customer satisfaction.
This model is discussed in light of propositions for empirical research. Practical implications. Empirical studies based on the models proposed in this paper should help identify areas with a significant impact on patient satisfaction while maintaining a high quality of service at a lower cost in a competitive environment.

Market Offers
A Melnick, Jack Zwanziger, Anil Bamezai, Robert Pattison A, with their journal entitled The effects of market structure and bargaining position on hospital prices, stated that the difference in market structure and offer on the price of health services in hospitals can be accepted and trusted and considered widely convincing [63]. Health service facilities have excess capacity and competitive market competition conditions can be used to negotiate cheaper prices in the field of health services. Major hospitals in California are leading the race to lower the price of health services. Research shows the importance of identifying the geographical location of the market and offering the price of health services.

Kenneth Le Meunier-FitzHugh, Nigel F. Piercy with his journal Exploring the Relationship Between Market Orientation and Sales and Marketing Collaboration, mentions that the relationship between sales and marketing has generated considerable academic interest in recent years, with studies focusing on how the relationship between sales and marketing can be improved [64]. However, previous research has overlooked an important aspect of how market orientation relates to collaboration between sales and marketing. This study proves this relationship and is conducted through a survey of managing directors/chief executives. The results show that the collaboration between sales and marketing has a positive relationship with market orientation and that the collaboration between sales and marketing and market orientation has a combined positive effect on business performance.

David Gill, Jhon Thanassoulis [65]. The impact of bargaining on markets with price takers: Too many bar-gainers spoil the broth. The paper explains how negotiators impact the market where companies set selling prices to sell to consumers who take the price as given. The price list acts as an outside option for the hagglers, so the higher the price list, the more companies can extract from the bargain. An increase in the proportion of consumers willing to bargain can lower the overall consumer surplus, even if new negotiators accept lower prices. The reason for this is that the list price for those who are not haggling and the bargain price for those who have already bargained go up: sellers have a greater incentive to make options outside the bid less attractive, reducing the incentive to compete for price takers. Therefore, the Competition Authority's advice to bargain can be misplaced. The implications for optimal seller bargaining must be considered.

Collaborator

Collaboration in marketing, also known as collaborative marketing, is a strategy in which many businesses partner to achieve a shared marketing goal, leveraging each other's strengths, customer base, and resources to expand reach, increase brand awareness, and drive sales by combining their efforts in promotion, content creation, or co-branded products, ultimately leading to better results than if the individual companies were act on your own; This often involves aligning goals, sharing expertise, and coordinating marketing activities across partners to reach new audiences and increase overall impact.

Key points about collaboration in marketing

- Expanding reach: By partnering with other businesses, companies can access new customer segments and markets that they may not have reached individually, significantly increasing the size of their audience.
- Increased brand awareness: Collaboration can increase brand visibility by associating with trusted partners, leading to greater recognition and credibility for all brands involved.
- Cost efficiency: Sharing resources and marketing efforts can help reduce costs for individual companies while achieving greater impact.
- Creative innovation: Combining different perspectives and expertise from different teams can lead to more innovative and creative marketing campaigns.
- Building stronger relationships: Collaboration can foster long-term partnerships with other businesses, leading to potential marketing opportunities in the future

Important Considerations for Successful Collaboration

- Alignment of goals and values: Ensure that partner companies have similar target audiences, brand values, and marketing objectives.
- Clear roles and responsibilities: Define each partner's contribution, including marketing tasks, budget allocation, and ownership of aspects of the campaign.
- Effective communication: Maintain open communication channels to coordinate efforts and manage expectations during the partnership

Evaluation of the Lovell Federal Health Care Center Merger: Findings, Conclusions, and Recommendations. Committee on Evaluation of the Lovell Federal Health Care Center Merger; Board on the Health of Select Populations; Institute of Medicine. Hospitals and other healthcare organizations across the United States are engaging in collaborative ventures including alliances, joint ventures, and mergers and acquisitions at an increasing rate. Modern Healthcare's annual mergers and acquisitions report shows, for example, a 3.5 and 3.4 percent increase in the number of merger and acquisition deals in 2010 and 2011, respectively, and a 73 percent increase in the number of hospitals involved in these deals from 2009 to 2010, the largest increase in the last decade [66]. Healthcare providers may increase their efforts to collaborate in response to the new risks and opportunities they face, particularly stemming from the Patient Protection and Affordable Care Act (ACA) and the service delivery models it promotes, as well as pay-for-performance reforms related aimed at improving the quality of care. Unfortunately, most collaborative efforts among healthcare organizations fail to significantly improve overall participant performance; there is a lot of variation in results. However, some research results suggest that some forms of collaboration, including collaboration in terms of leadership, can increase the effectiveness of post-collaboration leadership.

This paper examines the main forms of collaboration among healthcare providers that aim to produce services together. The focus is primarily on three main forms of collaboration among healthcare organizations: mergers and acquisitions, alliances, and joint ventures. Furthermore, following Bazzoli et al, the focus in this paper is on forms of collaboration between hospitals and physician groups-two of the most important organized health care providers. A merger is the consolidation of two or more companies, including the accumulation of their assets, into one legal entity. The terms merger and acquisition are often used interchangeably, but there is a technical difference between the two: a merger is the consolidation of equal partners, whereas in an acquisition one organization buys the assets of another organization. In contrast to mergers is an alliance, which is a voluntary and formal arrangement between two or more organizations for the purpose of sustainable cooperation and mutual sharing of benefits and risks. Alliances are similar to mergers in that they are often formed for strategic purposes; That is, they aim to promote the organization's mission and improve the organization's performance. However, the members of the alliance retained their legal independence; Indeed, some alliance agreements are more informal than formal, and may involve little commitment of partner resources. A joint venture is a formal agreement in which the parties come together to develop, for a limited time, a new legal entity by donating such funds or resources (e.g., labor). Partners exercise control over the new organization and consequently share revenue, expenses, and assets. Because the cost of starting a new project is generally high, the joint venture allows both parties to share the cost of the project, as well as the profits generated. The discussion in this paper focuses on mergers, alliances, and joint ventures because they represent a continuum of collaborative approaches among healthcare organizations, ranging from those that change the legal status of an organization (e.g., mergers and acquisitions) to those that involve the pooling of limited resources among partners (e.g., joint ventures) to those that are less formal and involve less resource commitments than mergers or joint ventures (e.g., mergers and acquisitions). alliance).

The results of several studies suggest that certain initial changes in collaborative efforts among hospitals come quickly, relatively easily, and sequentially: (1) the integration of management functions (e.g., finance and accounting, human resources, managed care contracts, quality assurance and improvement programs, and strategic planning), followed by (2) the integration of patient support functions (e.g., patient education), and then (3) the integration of low-volume clinical services (e.g., Eberhardt, 2001). Integrating or consolidating large-scale clinical services and closing service lines usually faces strong opposition-in many cases studied, clinical service integration does not happen at all. Similarly, some studies reported little success in integrating the combined hospital medical culture even after 3 years of effort. In summary, substantial changes in core clinical services take a long time and success is not guaranteed, as conflicting interests often arise among stakeholders.

Lessons from the Physician Intergroup Collaboration Coddington et al. provide a useful case study of the early stages of change focused on bringing physician partners together. The key phases are (1) building trust, (2) assessing the compatibility between the relative strengths of the organization, (3) assessing the ability to deliver high-quality products, (4) developing a business strategy, and (5) considering the effect on a competitive position. Similarly, Robinson emphasizes the importance of compatibility and relative strength of partners in bringing them together.

Given the importance of hospital-doctor collaboration and the obvious potential for complications, a large number of process studies have focused on this relationship. The main observation is the importance of developing a climate for change in partner organizations. In turn, the leadership role of physicians is universally noted as essential in developing a climate that supports change; Physician involvement is necessary in governance and management decisions. The results also highlight the importance of putting structures (such as incentives) and systems (especially information systems) in place to support changes in organizational processes and culture. As mentioned above, investments in management, clinical technology, and core competencies are important, as are shared visions and values.

Ken Le Meunier-FitzHugh and Nigel F. Piercy [67]. Does Collaboration between Sales and Marketing Affect Business Performance? Previous research has proposed that greater collaboration between sales and marketing has benefits for organizations through improved business performance. The study examines the importance of this proposition and finds that there is a direct and positive relationship between these two constructs. In addition, the study identified five antesedes to enhance collaboration between sales and marketing and outlined the management implications of the study. The findings show that positive senior management attitudes towards collaboration between sales and marketing, reduction of conflicts between departments, improved communication, establishment of organizational learning, and effective market intelligence systems are important antecedents for effective collaboration between sales and marketing [68].

Environment

The market environment is the sum of all the internal and external factors that affect a company's marketing strategy [69]. It includes factors that affect a company's ability to build customer relationships and create successful marketing strategies. The market environment for healthcare in hospitals is characterized by a complex interplay of factors including rising healthcare costs, rising patient expectations for quality and convenience, technological advancements, stringent regulations, competition from other healthcare providers, changing insurance landscapes, and a growing focus on preventive care and chronic disease management, all of which are influencing the way hospitals market and deliver services to patients [70].

Key elements of the healthcare market environment

- Patient demographics: An aging population, increasing prevalence of chronic diseases, diverse cultural backgrounds, and diverse socioeconomic statuses affect treatment needs and preferences.
- Competition: The presence of other hospitals, private clinics, specialty centers, and telehealth providers, all compete for patients based on cost, quality, and reputation.
- Insurance landscape: The influence of health insurance plans, including HMOs, PPOs, and high-deductible plans, on patient access to care and reimbursement rates for hospitals.
- Technological advancements: The adoption of electronic health records (EHRs), telemedicine, robotic surgery, data analytics, and wearable devices that impact patient care and operational efficiency.
- Regulatory environment: Compliance with government regulations regarding patient privacy (HIPPA), quality standards (Joint Commission), and billing practices.
- Consumer behavior: Increased patient engagement through online

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- Consumer behavior: Increased patient engagement online.

Market segmentation in healthcare

- By demographics: Age, gender, income level, geographic location.
- Based on health conditions: Cardiovascular disease, cancer, diabetes, mental health. Based on the type of service: Inpatient care, outpatient care, surgery, diagnostics, rehabilitation.

- Key challenges in the healthcare market: Managing costs while maintaining quality: Balancing cost-effectiveness by providing high-quality patient care.
- Patient engagement and education: Communicate health information effectively and promote preventive behaviors.
- Adapt to technological advancements: Stay updated with the latest healthcare technologies to improve patient care.
- Navigating a complex regulatory landscape: Complying with healthcare regulations and reporting requirements.

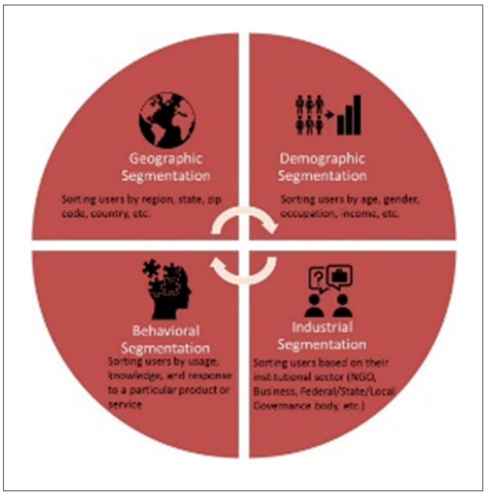
Assessment Of Marketing Strategies and Target Consumers
Planning and evaluating, Assessment of Marketing Effectiveness The achievement of the marketing goals mentioned above will depend on how the company plans and implements its strategies and at the same time how the company evaluates the strategies taken by its competitors in the same marketing instruments [25]. According to Ferdinand A.T marketing management activities are managerial activities that are directed to plan, analyse, implement and control all elements of marketing strategies commonly known as marketing mix or marketing mix, to produce business performance [25]. How is the concept of marketing and actualization of market orientation in marketing practice, carried out through the development of a marketing mix consisting of products, prices, promotions as well as distribution and partnerships.

Companies must realize that in competition, market players are companies and competitors. Therefore, the development of marketing strategies must be directed not only to the development and implementation of sales offering instruments, but more than that, the development and implementation of competitive instruments [72]. This is because competitive conditions are very important for the success or failure of the company. Competition determines the activities that are necessary for the company to excel, such as innovation, a cohesive culture, or good implementation. With the aim of being successful in selling products and services.

Target user segmentation strategies
Target user segmentation strategies (Target audience / Identifying the target audience through market analysis): Geographic segmentation (region, state, zip code, country), Demographic segmentation (Age, gender, occupation, income), Behavioural segmentation (user, knowledge, response), Industrial segmentation (Institutional sector of users).

The standard target marketing user segmentation strategies that apply and can be used include demographic and behavioural descriptions (Fiona OM and Gilbert Bags). The target user, also referred to as the target market in traditional business literature, is a specific group of people who are targeted for the sale of a product being developed. The development of this section is crucial to the success of marketing any new product, as target market consumers tend to respond most to what is offered.

Creating a target market user group consists of compiling a comprehensive list of stakeholders and others who inspire or collaborate in product development, then further sorting this target market group by choosing an appropriate segmentation strategy. Segmentation strategies in marketing are methods used to define customer groups based on specific preferences or identifiers, so that they can better customize and deliver products to the ideal user. Scientists can implement one or more of the segmentation strategies listed in the image below or even create their own strategies to gain deeper insights into the users as their targets.



Marketing performance
Marketing performance can be defined as the effort to measure the level of performance against the performance of the resulting strategy with the overall expected performance, sales and profits. Or in other words, marketing performance is a measure of achievement obtained from the overall marketing activity process of an organization. That is how the implementation of the company's marketing strategy is able to provide results or profits as expected.

Lambin puts these performance measures in the Marketing System model, into the output sales and profit: Company Sales, Industry Sales, and Market Share, cost profit models.

Meanwhile, Heneman measures performance with seven dimensions, namely: (1) total sales, (2) total sales/store, (3) new store size, (4) average store size, (5) pre-tax profit growth rate, (6) market share, (7) expense/sales growth ratio.

Meanwhile, Ferdinand AT stated that good marketing performance is expressed in three main quantities of value: sales, sales growth, market portion, which ultimately boils down to the company's profits [25]. The sales value shows how many rupiah/how many units of products are sold, while growth shows how much sales increase the sales of the same product compared to a certain unit of time. The market portion shows how much the contribution of the products handled dominates the market for similar products compared to competitors. Good marketing performance shows a high level of sales, an increase in the number of sales both in product units and in monetary units. The improvement in marketing performance is also characterized by good sales growth from previous years and higher growth from similar competitors, as well as having a wider market portion compared to previous years.

Analyse the organizational environment to determine marketing strategies
Kottler mentions the environmental context factor that is important in marketing strategies. The organizational

environment of the Hospital plays a very important role in the harmony of the environment and the organization itself. There are 2 factors that affect the organizational environment. These factors are divided into internal factors and external factors.
External factors more broadly include all layers that are outside the company. External factors affect the organization indirectly, are difficult to adapt and usually cannot be directly controlled by the organization. External factors are divided into micro external factors (Producers, consumers, intermediaries & media, markets, society and companies) and macro external factors (Political, economic, Socio-cultural, Technology, Environment/nature and Legal/Legal).

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Internal factors that directly affect the organization's environment can be controlled and fully controlled by the organization and are easier to adapt. Internal factors include human resources/human capital, capital and money resources, natural resources, organizational structure, organizational behavior & culture and innovation, infrastructure. Examples of internal environments are the image of the organization or company, the staffing system used, the relationships and relationships between fellow employees, the marketing strategies used, and the quality and goals of the organization/business being run.

Some useful economic analyses briefly to help understand the internal and external environment of the organization for the purpose of determining marketing strategies in the organization:

1.PESTEL Analysis
It is an analysis of the macro external environment in an organization, namely the analysis of Political, Economic, Socio-Cultural, Technological and Environmental/Natural and Legal/Legal variables that affect business operations. PESTEL analysis is a situational or contingency analysis carried out over a period of months or years, describing that the macro environment is dynamic. The significance of each variable for companies varies, depending on the type of industry.

The PESTEL analysis was developed by Francis Aguilar, a professor at Harvard University in 1967. PESTEL analysis is a tool in businesses to understand external environmental factors. PESTEL is an acronym for Political, Economic, Social, Technological, Environmental and legal. Finally, elements of National-International Demographics and Regulations were added to the PESTEL analysis to further complete the analysis. This analysis is mainly used in organizations and businesses to better understand the external factors that affect in order to identify opportunities, how to survive threats, can provide information needed in strategic planning in the field of marketing and provide information in decision-making and can be used for strategic purposes in marketing.

2. SWOT Analysis
SWOT analysis is a marketing strategic planning analysis method used to monitor and evaluate the company's environment, both external and internal environments, for a specific business purpose. SWOT analysis is used to analyze the strengths, weaknesses, opportunities and threats that may occur in a project or a business speculation and is important for the purpose of strategic analysis in the field of marketing.

SWOT is an acronym for the word
- Strengths
- Weaknesses
- Opportunities
- Threats

3. FIVE PORTER Analysis
Porter's five forces analysis is a framework for industry analysis and business strategy development that is also important in developing marketing strategies developed by Professor Michael Porter of Harvard Business School in 1979 and published in the Harvard Business Review Article to help entrepreneurs evaluate the micro-external environment of business. Five Forces by Porter explains why profitability in certain industries is higher than in others. This analysis is used to analyze and explore the micro external environment in a business organization. This means that this analysis only analyzes environmental factors that are directly related to and affect a specific business or in a similar industry. This PORTER analysis is usually carried out in combination with a SWOT analysis.

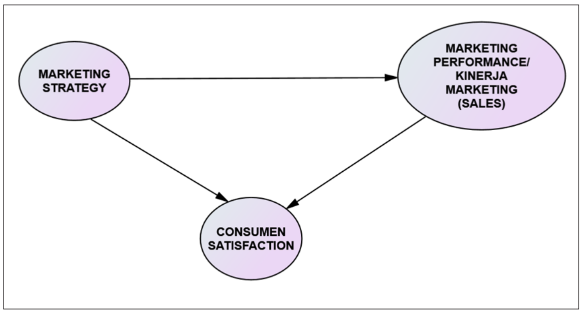
Porter Five Forces is a method to analyze the micro-external environment of an organization, which can be used for marketing purposes, which can help an organization or business to analyze how to get competitive profits and can help an organization or company to increase its profits/profitability. In the analysis of the "Five Strengths of the Postrter", the organization/business is encouraged to conduct an analysis to identify the competition and the organizational environment or its operating environment. The "Porter's Five Strengths" analysis is a tool used in strategic management to adapt and formulate business strategies.

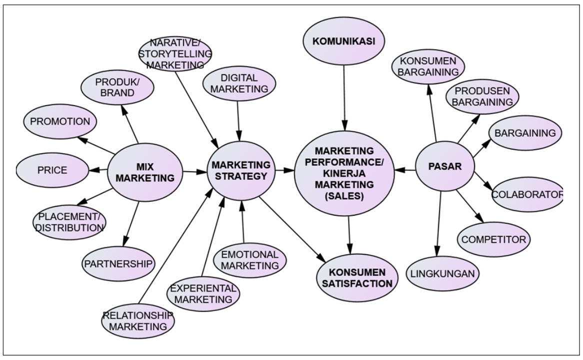
According to PORTER, there are five forces that determine the intensity of competition in an industry, which are important to take into account in business feasibility tests and are important in strategic planning in the field of marketing:
1. Competitor Threat of Substitute/Substitution Products
2. The threat of competitors between companies in the industry
3. Threat of newcomers,
4. Bargaining power of manufacturers/suppliers
5. Bargaining power of consumers/buyers

Internal environmental factors that need to be considered to be analysed in determining marketing strategies:
1. Capital resources: human capital. Money Capital/Capital
2. Organizational structure (organizational strategy, management-system and internal policies)
3. Infrastructure

Conceptual Framework and Hypothesis
Hypothesis: Meta-analysis research with narrative literatures review proves that there is a meaningful relationship between

marketing strategy and marketing performance (sales and the number of patient visits), there is a meaningful relationship between marketing performance (sales) and consumer satisfaction and there is a meaningful relationship between marketing strategy (sales) and consumer satisfaction





Result

A meta-analysis study and narrative literature review, that is conducted on 60 literatures proved A model of the relationship between the variables developed in this study is found that forms a conceptual framework, which illustrates a meaningful relationship between marketing strategy and marketing performance, between marketing strategy and consumer satisfaction and between marketing performance and consumer satisfaction. Where the results of the variables that determine marketing performance are found are marketing, communication and marketing strategies. The variables of marketing phenomena discussed in this literature review are: mix marketing strategy, relationship marketing, digital marketing, narrative/storytelling marketing, experimental marketing and emotional marketing. The variables analysed in the target market as the main component in marketing in this literature review are: producer bargaining power, consumer bargaining power, supply, collaboration/cooperation, competitors/ competitors, and marketing background analysis (Evaluating the economic context, technology

Implication

Empirical studies based on the models proposed in this paper can help determine the right marketing, communication and market identification strategies to further improve marketing performance and increase consumer satisfaction. It can also determine the effectiveness of marketing performance and can be analyzed to identify target consumers. This research model is important in providing input in determining marketing strategies in the field of health services further.

Originality/Novelty

A research model was developed in the form of a complex conceptual framework, with the aim of providing input on how to conduct a complete analysis of marketing phenomena and strategies in the field of health services, how their impact and meaningful relationship on marketing performance and consumer satisfaction, analyze marketing effectiveness and consumer targets, which can be used as a basis for the development and implementation of further research in the field of service marketing Health.

Conclusion

These meta-analyses research and narrative literatures review prove that marketing strategies in all fields, including in the field of health services, improves marketing performance. Marketing performance in these meta-analyses research is measured by looking at sales figures and the number of patient visits. Marketing performance and marketing strategy are meaningfully related to consumer satisfaction. Marketing strategy is meaningfully related to marketing performance. The marketing phenomena discussed in this literature review are: mix marketing strategy, relationship marketing, digital marketing, narrative/storytelling marketing, experimental marketing and emotional marketing.

The main component in marketing is communication and determination of the target market, i.e., the value proposition (consumer value proposition, producer value proposition and environmental value proposition). An analysis of the target market is carried out, namely: producer bargaining power, consumer bargaining power, supply, collaboration/cooperation, competitors/competitors, as well as contextual analysis of marketing external environmental factors (Evaluating the economic, technological, socio-cultural, regulatory, and/or relevant contexts).

Evaluation of marketing for the purpose of determining further marketing strategies is carried out by increasing the effectiveness of marketing strategies (i.e. the achievement of marketing goals depends on how the company plans and implements its strategies and at the same time the company evaluates the strategies taken by its competitors in the same marketing instruments), evaluation of consumer target segmentation (important to take into account geographic segmentation, demographic segmentation, behavioural segmentation, and industry segmentation as the ability to procure service facilities by providers), improving marketing performance (by looking sales figures, the number of patient visits and Return of Investment), analysing the background of internal and external environmental factors of the organization that affect the strategy and implementation of marketing management through as Five PORTER analysis, PESTEL analysis and SWOT analysis.

These meta-analyses research and narrative literatures review can provide input on how to conduct a complete analysis of marketing phenomena and strategies in the field of health services, how their impact and meaningful relationship on marketing performance and consumer satisfaction in all fields, especially in the field of health services, for the purpose of further research.

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