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The Influence of E-Marketing Mix and Quality of Health Services on Patient Satisfaction at RSUD Prof. Dr. Soekarjo

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Abstrak

The rapid development of information technology has brought about a fundamental transformation in the healthcare ecosystem, changing the paradigm of interaction between hospitals, medical personnel and patients. This research aims to explore the satisfaction felt by patients through existing health services at hospitals as well as explore the digital dimensions of health services, identify the most influential variables, and provide strategic recommendations for the development of hospital digital platforms. The data in this research was obtained through a questionnaire which was then analyzed using the Partial Least Squares (PLS) method with Structural Equation Modeling (SEM). The respondents in this study were patients at RSUD Prof. Dr. Soekarjo numbered 97 respondents. The research results show that the E-Marketing Mix variable which includes product, place, price, personalization, privacy, customer service, community and site elements has a significant influence on patient satisfaction at RSUD Prof. Dr. Soekarjo. Meanwhile, the dimensions of promotion, security and sales promotion do not have a significant effect on patient satisfaction at RSUD Prof. Dr. Soekarjo. The research results also show that service quality has a significant influence on patient satisfaction at RSUD Prof. Dr. Soekarjo. The results of this research indicate that the quality of hospital digital services does not just depend on technological aspects, but on the ability to create a personal, safe and meaningful experience for patients. Quality of service remains the main foundation in building satisfaction, where human aspects such as empathy, timeliness and professionalism of medical personnel are still very much taken into account.

Kata kunci: Health Services, Marketing Mix, Pasien Satisfaction, RSUD Prof Dr Soekarjo, Service Quality

1. Introduction

The rapid development of information technology has had a significant impact on various aspects of life, including the health sector. These changes include not only the way health services are delivered but also how hospitals and health care providers interact with patients and the wider community. One of the innovations that stands out is the implementation of the E-Marketing Mix in health services. This concept combines traditional marketing strategies with a modern digital approach through the 4Ps+P2C2S3 model, which includes elements such as product, promotion, place, price, personalization, privacy, customer service (customer service), community (community), site (site), security (security), and sales promotion (sales promotion).³

The implementation of the E-Marketing Mix is becoming increasingly relevant because it provides flexibility and efficiency in reaching patients, especially in the increasingly advanced digital era.³ This strategy allows hospitals to customize services based on individual patient needs through personalization, increase trust through data protection (privacy), and create closer relationships with patients through online communities (community). In addition, security aspects in digital transactions and interactions are key elements in ensuring patient comfort and trust. With this combination, not only business continuity can be achieved, but also a better patient experience, from ease of access to the quality of service received.

However, digital innovation alone cannot ensure the success of health services. The quality of health services remains an issue the most critical element in determining the level of patient satisfaction. Consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product or service in question against the expected performance.¹ Good service quality includes five main dimensions: reliability, responsiveness, assurance, empathy and tangibles.⁴ These dimensions not only influence patient perceptions of service quality but also create a holistic experience in every patient interaction with the hospital.

As the main referral hospital in the Central Java region, RSUD Prof. Dr. Margono Soekarjo faces various challenges in meeting increasingly complex patient expectations. On the one hand, patients expect fast, accurate and personalized service, while on the other hand, they also demand privacy protection, transparency and convenience. This challenge is increasing with competition between hospitals in the digital era. Therefore, the combination of an effective digital marketing strategy through E-Marketing Mix and structured service quality management is the key to ensuring not only patient satisfaction, but also long-term loyalty.⁵

RSUD Prof. Dr. Margono Soekarjo needs to integrate various aspects of digital innovation and high quality services. Optimal implementation of information technology can be used to improve communication, speed up the administration process, and provide a better experience to patients. Meanwhile, focusing on improving the quality of service, such as ongoing training for medical staff, improving physical facilities, and implementing strict service standards, will ensure patients receive services that exceed their expectations. It is hoped that the combination of these two strategies will not only increase patient satisfaction but also strengthen the position of RSUD Prof. Dr. Margono Soekarjo as a leading health service provider in Central Java.

Several studies show that the E-Marketing Mix plays an important role in building customer relationships in the healthcare sector. This concept involves elements such as promotion, personalization, and security, which are able to create a positive customer experience and increase satisfaction. The study of K. M. Sam and C. Chatwin (2012) emphasizes the importance of the electronic marketing mix in strengthening relationships with patients through a personal and technology-based approach. Research by Usumerai et al. (2024) also revealed that digital marketing increases accessibility and safety, helping hospitals reach more patients with higher efficiency.

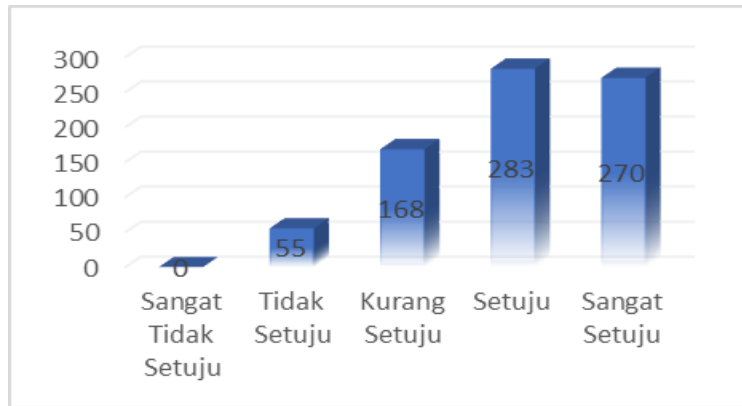
The quality of health services is the main factor that determines patient satisfaction. The dimensions of service quality play a key role in shaping patient perceptions of service quality. Paraisu and Mulyanti's research (2023) shows that service quality directly influences patient satisfaction. Meilina (2024) added that good service quality management not only increases patient satisfaction but also patient loyalty, which has a positive impact on the image and sustainability of the hospital.

Integration between E-Marketing Mix and service quality provides a synergistic approach to increasing patient satisfaction. With digital marketing that strengthens accessibility and personalization, and quality of service that ensures a quality experience, hospitals can respond to the challenges of the digital era more effectively. This approach is relevant to be implemented, especially by RSUD Prof. Dr. Margono Soekarjo, in improving the overall patient experience and being able to provide comprehensive insight for hospital policy makers in improving the quality of patient satisfaction.

2. Method

In this study, the population used was patients of Prof. Dr. Margono Soekarjo Hospital. The sample used in this study was taken using a random sampling method that provides an equal opportunity for each individual in the target population to be selected so that the results of the study can represent the population objectively and without bias. The calculation of the minimum sample size in this study used the Lemeshow formula approach which is used to calculate the number of samples with a total population that cannot be known with certainty. 11 The minimum sample size of 96.04 was found using the Lemeshow formula, so the study sample was rounded up to 97 people. Inclusion criteria included inpatients who had passed one meal time at Prof. Dr. Margono Soekarjo Hospital and adult patients who were willing to participate in the study and fill out the questionnaire.

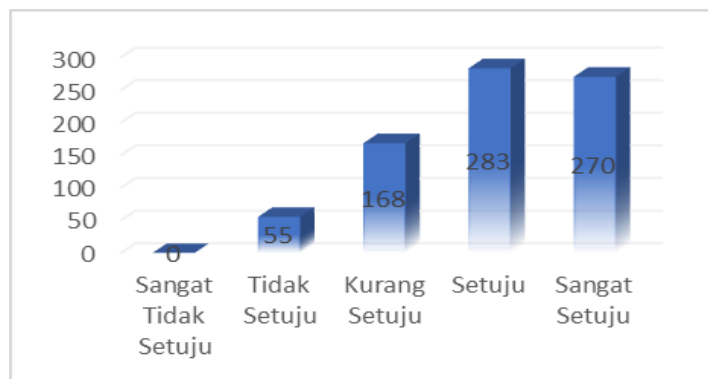
The data obtained was then analyzed to see the influence of the research variables, namely the E-Marketig mix 4Ps+P2C2S3 model (product, promotion, place, price, personalization, privacy, customer service, community, site, security and sales promotion) on patient satisfaction (expectation, perception) RSUD Prof. Dr. Margono Soekarjo



and the quality of health services on patient satisfaction (product quality, service quality, feeling factor, and convenience and speed) RSUD Prof. Dr. Margono Soekarjo. The data analysis method uses Partial Least Squares (PLS), namely Structural Equation Modeling (SEM) equation modeling including outer model testing, inner model testing, and hypothesis testing.

3. Result and Discussion

This research involved 97 respondents with a demographic composition dominated by 62% women, while the other 38% were men. The average age of respondents is 46 years. The majority of respondents have a profession as officers or employees, which covers 57% of the total respondents.

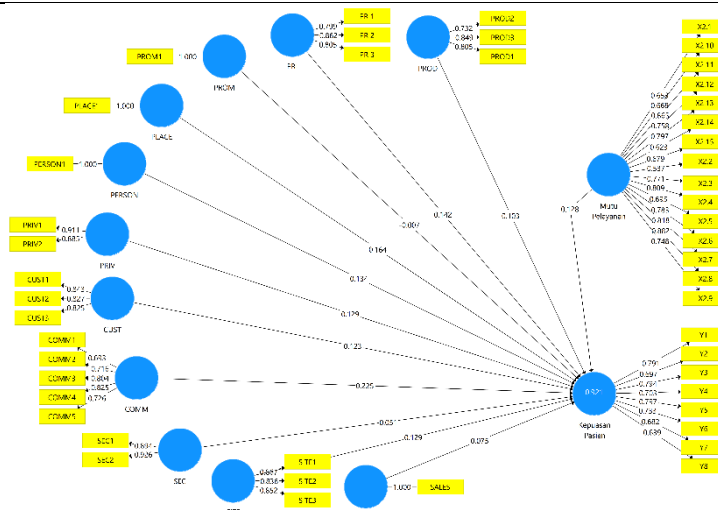


Gambar 1 Diagram Kepuasan Pasien
Sumber : Data Kuisisioner

Based on the results of the questionnaire given, data was obtained regarding the level of satisfaction with the services provided by RSUD Prof. Dr. Margono Soekarjo, where 7% of respondents said they disagreed, 22% disagreed, 36% agreed, and 35% strongly agreed with the quality of service received.

Outer Model Analysis

The analysis in this research was carried out using the Partial Least Squares (PLS) method which was processed using SmartPLS software version 3.2.9. The research conceptual framework is implemented in the form of a construct model shown in Figure 2 using SmartPLS 3.



Gambar 2 Model Konstruk Pertama
Sumber : Pengolahan data SmartPLS 3

Based on the construct model in Figure 2, it is known that the factor loading value is said to be valid if it is more than 0.7 (Hair et al., 2017). However, indicators with values between 0.5 and 0.7 can still be maintained in the model (Ghozali, 2015), especially if they have a strong theoretical basis or practical relevance. In this research, all indicators have a value of more than 0.5, so it can be concluded that these indicators make a significant contribution to the construct being measured. Even though some indicators have lower loading values, they are still worth retaining based on their theoretical and practical relevance. The indicator with the highest factor loadings value for each variable makes the largest contribution to measuring that variable. The distribution of these values can be seen in the following table:

Tabel 1 Nilai *Outer Loading* Indikator *E-Marketing Mix*

Indikator <i>E-Marketing Mix</i>	Kode Indikator	Nilai <i>Outer Loading</i>	Indikator <i>E-Marketing Mix</i>	Kode Indikator	Nilai <i>Outer Loading</i>
<i>Product</i>	PROD1	0.805	<i>Community</i>	COMM1	0.693
	PROD2	0.732		COMM2	0.716
	PROD3	0.849		COMM3	0.804
<i>Price</i>	PRI1	0.799	<i>Security</i>	COMM4	0.825
	PRI2	0.862		COMM5	0.726
	PRI3	0.805		SEC1	0.894
<i>Promotion</i>	PROM1	1.000	<i>Site</i>	SEC2	0.926
<i>Place</i>	PLACE1	1.000		SITE1	0.867
<i>Personalization</i>	PERSON1	1.000	<i>Sales Promotion</i>	SITE2	0.836
<i>Privacy</i>	PRIV1	0.911		SITE3	0.852
<i>Customer Service</i>	PRIV2	0.885		SALES	1.000
	CUST1	0.843			
	CUST2	0.827			
	CUST3	0.825			

Sumber : Pengolahan data SmartPLS 3

Tabel 2 Nilai *Outer Loading* Indikator Mutu Pelayanan Kesehatan

Indikator Mutu Pelayanan Kesehatan	Kode Indikator	Nilai <i>Outer Loading</i>	Kode Indikator	Nilai <i>Outer Loading</i>
Mutu Pelayanan Kesehatan	X2.1	0.653	X2.9	0.748
	X2.2	0.537	X2.10	0.668
	X2.3	0.771	X2.11	0.865
	X2.4	0.809	X2.12	0.758
	X2.5	0.695	X2.13	0.797
	X2.6	0.783	X2.14	0.623

	X2.7	0.818	X2.15	0.679
	X2.8	0.882		

Sumber : Pengolahan data SmartPLS 3

Tabel 3 Nilai *Outer Loading* Indikator Kepuasan Pasien

Indikator Kepuasan Pasien	Kode Indikator	Nilai <i>Outer Loading</i>
Kepuasan Pasien	Y1	0.791
	Y2	0.697
	Y3	0.794
	Y4	0.703
	Y5	0.797
	Y6	0.733
	Y7	0.682
	Y8	0.639

Sumber : Pengolahan data SmartPLS 3

Next, a discriminant validity test was carried out using the Fornell-Larcker Criterion and HTMT (Heterotrait-Monotrait Ratio) methods. In the Fornell-Larcker Criterion method, measurements are seen by comparing the square root of the AVE value and the correlation of latent variables. A construct is deemed to meet discriminant validity if the AVE value is greater than other constructs.

Tabel 4 Hasil *Fornell-Larcker Critecion*

Variabel	CO MM	CU ST	Kepua san Pasien	Mutu Pelaya nan	PERS ON	PLA CE	PR I	PR IV	PR OD	PR OM	SAL ES	SE C	SIT E
COMM	0.754												
CUST	0.470	0.832											
Kepuasan Pasien	0.744	0.681	0.732										
Mutu Pelayanan	0.366	0.378	0.555	0.745									
PERSON	0.528	0.499	0.704	0.294	1.000								
PLACE	0.444	0.538	0.721	0.412	0.590	1.000							
PRI	0.466	0.459	0.731	0.418	0.474	0.587	0.823						
PRIV	0.537	0.547	0.727	0.294	0.472	0.490	0.579	0.898					
PROD	0.524	0.325	0.662	0.300	0.406	0.377	0.563	0.535	0.797				
PROM	0.403	0.555	0.571	0.287	0.405	0.435	0.313	0.527	0.444	1.000			
SALES	0.546	0.474	0.722	0.427	0.529	0.608	0.510	0.540	0.495	0.416	1.000		
SEC	0.365	0.449	0.439	0.203	0.371	0.466	0.409	0.423	0.269	0.238	0.365	0.910	
SITE	0.481	0.544	0.720	0.335	0.524	0.425	0.513	0.590	0.601	0.618	0.538	0.267	0.852

Sumber : Pengolahan data SmartPLS 3

Tabel 5 Hasil Uji Costruct Reliability dan AVE

Variabel	AVE
PROD	0.635

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PRI	0.677
PROM	1.000
PLACE	1.000
PERSON	1.000
PRIV	0.806
CUST	0.692
COMM	0.569
SEC	0.829
SITE	0.726
SALES	1.000
Mutu Pelayanan Kesehatan	0.555
Kepuasan Pasien	0.535

Sumber : Pengolahan data SmartPLS 3

Next, use testing using the Heterotrait-Monotrait Ratio (HTMT) method for discriminant validity. For

Tabel 6 Hasil *Heterotrait-monotrait Ratio* (HTMT)

Variabel	CO MM	CU ST	Kepu asan Pasie n	Mutu Pelay anan	PERS ON	PLA CE	PR I	PR IV	PR OD	PR OM	SAL ES	SE C	SI TE
COMM													
CUST	0.594												
Kepuasan Pasien	0.879	0.818											
Mutu Pelayanan	0.415	0.441	0.605										
PERSON	0.584	0.568	0.754	0.303									
PLACE	0.494	0.611	0.767	0.426	0.590								
PRI	0.588	0.597	0.886	0.481	0.539	0.664							
PRIV	0.693	0.705	0.889	0.344	0.544	0.558	0.749						
PROD	0.692	0.436	0.848	0.365	0.482	0.447	0.762	0.727					
PROM	0.450	0.626	0.608	0.297	0.405	0.435	0.362	0.606	0.527				
SALES	0.603	0.541	0.767	0.443	0.529	0.608	0.572	0.620	0.591	0.416			
SEC	0.450	0.570	0.527	0.235	0.413	0.519	0.520	0.539	0.364	0.262	0.404		
SITE	0.595	0.682	0.851	0.377	0.579	0.468	0.649	0.744	0.790	0.686	0.596	0.329	

Sumber : Pengolahan data SmartPLS 3

Based on the results of the Heterotrait-Monotrait Ratio (HTMT), the ratio of Heterotrait (average correlation between items measuring different variables) with the root of the geometric product Monotrait (correlation between items measuring the same variable). The overall HTMT value of the variable is below 0.90, which indicates that the discriminant validity evaluation is acceptable.

Next, a reliability test was carried out. In this research, reliability testing was carried out using the Cronbach's Alpha and Composite Reliability methods. Decision making for reliability testing is that a variable is said to be reliable if it provides a Cronbach's Alpha value > 0.60 and Composite Reliability ≥ 0.70

Tabel 7 Hasil nilai *Composite Reliability*

Variabel	Cronbach's Alpha	Composite Reliability
PROD	0.710	0.839
PRI	0.761	0.862
PROM	1.000	1.000
PLACE	1.000	1.000
PERSON	1.000	1.000
PRIV	0.761	0.893
CUST	0.778	0.871
COMM	0.809	0.868
SEC	0.795	0.906
SITE	0.811	0.888
SALES	1.000	1.000
Mutu Pelayanan Kesehatan	0.941	0.948
Kepuasan Pasien	0.875	0.902

Sumber : Pengolahan data SmartPLS 3

Based on the table of reliability test results, the Cronbach's Alpha and Composite Reliability values of all latent variables in the model show that overall they exceed the predetermined limit values. So it can be concluded that the variables in the model are reliable.

Inner Model Analysis

The influence of certain exogenous latent variables on endogenous latent variables can be explained by the R-Square value. R-Square (R^2) coefficient of determination is a statistical measure used to determine the proportion of variance in the dependent variable that can be predicted or explained by the independent variable and is a good model for analysis. According to Sarstedt et al (2021) the R-Square value is 0.75 model strong, 0.50 for the medium model, and 0.25 for the weak model.

Tabel 8 Hasil nilai *R-Square*

Variabel	<i>R-Square</i>
Kepuasan Pasien	0.921

Sumber : Pengolahan data SmartPLS 3

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Tabel 9 Hasil Nilai dan Kesimpulan Pengaruh Langsung

Hipotesis		<i>Original Sample (O)</i>	<i>T-Statistics</i>	<i>P-Value</i>	Uji Hipotesis
H1	<i>Product</i> -> Kepuasan Pasien	0.103	2.077	0.038	Diterima
H2	<i>Price</i> -> Kepuasan Pasien	0.142	2.633	0.009	Diterima
H3	<i>Promotion</i> -> Kepuasan Pasien	-0.007	0.169	0.866	Ditolak
H4	<i>Place</i> -> Kepuasan Pasien	0.164	3.407	0.001	Diterima
H5	<i>Personalization</i> -> Kepuasan Pasien	0.134	2.906	0.004	Diterima
H6	<i>Privacy</i> -> Kepuasan Pasien	0.129	2.439	0.015	Diterima

Hipotesis		<i>Original Sample (O)</i>	<i>T-Statistics</i>	<i>P-Value</i>	Uji Hipotesis
H7	<i>Customer Service</i> -> Kepuasan Pasien	0.123	2.210	0.028	Diterima
H8	<i>Community</i> -> Kepuasan Pasien	0.225	3.999	0.000	Diterima
H9	<i>Security</i> -> Kepuasan Pasien	-0.051	1.088	0.277	Ditolak
H10	<i>Site</i> -> Kepuasan Pasien	0.129	2.465	0.014	Diterima
H11	<i>Sales Promotion</i> -> Kepuasan Pasien	0.075	1.454	0.146	Ditolak
H12	Mutu Pelayanan -> Kepuasan Pasien	0.128	3.145	0.002	Diterima

Sumber : Pengolahan data SmartPLS 3

Based on the results of the first hypothesis test, it is known that the product dimensions in the context of the e-marketing mix show a significant positive influence on patient satisfaction. The results of this study are in line with Elfadel et al. (2024) which revealed that product as one of the dimensions of the e-marketing mix has a significant influence on customer satisfaction. This is reflected in the successful implementation of digital health services which include an online registration system, telemedicine, and access to digital health information at RSUD Prof. Dr. Soekarjo.

The results of the second hypothesis test show that the pricing strategy shows a significant positive influence on patient satisfaction. The results of this research are in line with the results of research conducted by Ramadhan et al. (2023) which shows that pricing systems and strategies in a platform or application can increase user satisfaction. The implementation of a transparent pricing system through digital platforms and the availability of various digital payment methods, ranging from bank transfers, e-wallets, to digital installments, provide flexibility and help patients carry out better financial planning. Apart from that, the easy payment system that is integrated with digital health insurance also increases the efficiency of the claims process at RSUD Prof. Dr. Soekarjo.

The results of the third hypothesis test show that the digital promotion aspect shows no significant results in influencing patient satisfaction. This may be due to the characteristics of the health sector which prioritizes credibility and service quality rather than promotional intensity. Research by Wedel et al. (2022) revealed that digital aspects such as the promotion of their benefits are not realized uniformly across all care domains, suggesting that the focus should be on improving the perceived quality and user-friendliness of these technologies rather than simply their availability. Patients tend to pay more attention to reputation and authentic reviews from other patients than promotional messages conveyed. The failure of digital promotions to influence satisfaction can also be caused by promotional content that is too general and less relevant to specific patient needs ¹⁷.

The results of the fourth hypothesis test show that digital location shows significant results on patient satisfaction. This shows the importance of platform accessibility. In line with research by Suryadini & Sriyono (2023) and Bora(2024) which states that easy access to services anytime and anywhere is a significant added value, allowing patients to access health services remotely, which is very beneficial for those who have mobility problems or those living in remote areas. The availability of these services can significantly increase patient satisfaction by providing timely and efficient care. These results show that investment in digital infrastructure and multi-device platform optimization is critical. Service providers need to ensure their platforms can be easily accessed across devices and have consistent performance.

The results of the fifth hypothesis test show that personalization has a significant effect on patient satisfaction. In line with research by Bucher (2023) which states that digital personalization strategies are an integral part of modern healthcare marketing. These tools enable personalized outreach and engagement, increasing patient satisfaction by providing relevant and timely information. The use of advanced technologies such as AI and machine learning to personalize services is essential. By analyzing patient data, such as medical history and service usage preferences, hospitals can provide more relevant recommendations, both in terms of medical care and health information. Additionally, personalization can include service recommendations, relevant content, and customized user experiences based on collected data²², thereby improving patient health outcomes by providing them with more relevant and timely information Good personalization not only increases satisfaction but also strengthens the patient's emotional connection with the health care provider.²²

The results of the sixth hypothesis test show that privacy has a significant effect on patient satisfaction. Protecting patient data is a top priority in digital health services. The security and confidentiality of medical

information increases patient trust in service providers. Baghaei et al. (2021)²³ states that patients who feel secure about their data will more easily trust and be satisfied with the services provided. This is due to the sensitivity of medical data, so hospitals need to implement transparent privacy policies and strong security systems. Providers must actively communicate privacy policies to patients and ensure that the systems used meet the latest security standards. In line with research by Gritzalia (2004)²⁴ which states that protecting privacy in electronic medical environments is very important because of the potential for data breaches and unauthorized access. Effective privacy measures can prevent the construction of patient profiles that violate privacy, thereby maintaining patient trust and satisfaction.

The results of the seventh hypothesis test show that customer service has a significant effect on patient satisfaction. In line with the research results of Xara-Brazil et al. (2023)²⁵ who stated that digital customer service significantly increases patient satisfaction, it enables the provision of more personalized and efficient services, addressing patient needs more effectively and thereby increasing satisfaction. Responsive, empathetic customer service and providing effective solutions are essential in creating a positive experience for patients²⁶. Developing a customer service system that is integrated with various communication channels, such as telephone, chat, email and applications, is very important in providing fast and effective responses. The digital divide can impact the patient experience, especially among those who have limited access to or familiarity with digital technologies. Additionally, while digital interactions offer convenience, they may lack the personal touch that some patients value, especially in sensitive healthcare contexts. Therefore, healthcare providers must balance digital and personal interactions to ensure comprehensive patient satisfaction.²⁵

The results of the eighth hypothesis test show that community has a significant effect on patient satisfaction. In line with research by et al. (2015)²⁷ which states that an online health community enables a better service delivery process, including faster response times and increased frequency of interactions, which significantly impacts patient satisfaction. This shows that social factors in digital health platforms greatly influence the patient experience. Interactions between patients, such as discussion forums or support groups, help create a sense of community that can increase satisfaction.²⁸ Building an active online community can increase patient ownership and engagement with services. Service providers, especially at RSUD Prof. Dr. Soekarjo can introduce community features such as forums, support groups, or patient experience sharing features, which can help patients feel more valued and get emotional support from fellow users.

The results of the ninth hypothesis test show that safety has no significant effect on patient satisfaction. In line with research by Chang et al. (2008)²⁹ which suggests that although security may not directly influence satisfaction. This may be because patients feel that the existing security system is adequate and is not immediately felt in their experience. They focus more on other more obvious influencing factors, such as service quality and ease of access. Nevertheless, security remains important to maintain patient trust and protect their personal data.³⁰

The results of the tenth hypothesis test show that the website has a significant effect on patient satisfaction. In line with research by Ford et al. (2013) who found a significant positive relationship between hospital website quality and patient satisfaction. A high-quality website is associated with better overall hospital ratings and a higher likelihood of patients recommending the facility to others. According to Hotmangatur & Bachtiar (2024) the use of digital marketing strategies, including social media and online platforms, helps hospitals engage with patients more effectively. These strategies are designed to influence patient decisions and build a positive reputation, ultimately increasing patient satisfaction. The presence of healthcare providers on digital platforms enables better communication and engagement with patients, meeting their expectations for timely and empathetic interactions.³³ This shows that the appearance and navigation of a digital site or application is very important for creating a good user experience. A site design that is easy to use, responsive and fast will greatly support patient comfort in using services.

The results of the eleventh hypothesis test show that sales promotion has no significant effect on patient satisfaction. The results of this research are in line with research by Elrod & Fortenberry (2020) which states that the lack of patient interest and attention is related to sales promotions carried out by health institutions. This is possible because the promotions offered may be less relevant to the patient's specific needs or not attract their attention enough. Lestari & Sulistiadi (2022) also emphasized that there is a lack of patient outreach in terms of promotion, so it is necessary to involve influencers to improve publicity strategies. This is because patients are more likely to assess the quality of service rather than simply getting a discount or gift, so sales promotions are not the main factor in increasing their satisfaction.³⁶ Therefore, health service providers need to develop

promotions that are more appropriate to patient needs and provide more meaningful added value. Even though sales promotions do not show a direct influence on patient satisfaction, developing loyalty or reward programs that are more targeted and in line with patient preferences could be a solution.

The results of the twelfth hypothesis test show that service quality has a significant effect on patient satisfaction. The results of this research are in line with research by Paraisu & Mulyati (2023) which confirms that comprehensive service quality in hospitals will lead to increased patient satisfaction with the hospital. The need for an effective strategy in aligning quality with patient needs. Sitio & Ali's research (2019) also shows similar results, where the quality of service in hospitals has a significant effect on patient satisfaction and loyalty. In increasing patient satisfaction through service quality, what management should do is provide a comfortable waiting room for services, punctual examination/consultation by doctors, officers who serve politely, officers who are also willing to provide assistance to patients, and be patient in provide service. Studying the level of satisfaction of health service customers is an important factor of the medical process and knowing the level of satisfaction seen by health service consumers can be an advantage in the future by creating more appropriate services or changing the way medical personnel communicate with patients.³⁸

4. Conclusion

The research results show that the E-Marketing Mix variable includes the elements product, place, price, personalization, privacy, customer service, community and site (site) has a significant influence on patient satisfaction at RSUD Prof. Dr. Soekarjo. Meanwhile, the dimensions of promotion, security and sales promotion do not have a significant effect on patient satisfaction at RSUD Prof. Dr. Soekarjo. The research results also show that service quality has a significant influence on patient satisfaction at RSUD Prof. Dr. Soekarjo. The results of this research indicate that the quality of hospital digital services does not just depend on technological aspects, but on the ability to create a personal, safe and meaningful experience for patients. Quality of service remains the main foundation in building satisfaction, where human aspects such as empathy, timeliness and professionalism of medical personnel are still very much taken into account. RSUD Prof. Dr. Soekarjo is also expected to be able to develop a comprehensive digital platform, integrate advanced technology such as AI for personalization, build a supportive digital community, and continuously improve the quality of services centered on patient needs.

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