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**MARKETING MIX ON PATIENT SATISFACTION AND
LOYALTY AT MA HAR MYAING HOSPITAL**

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MARKETING MIX ON PATIENT SATISFACTION AND LOYALTY AT MA HAR MYAING HOSPITAL

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ABSTRACT

The primary aims of this study are to investigate the impact of Ma Har Myaing Hospital's marketing mix on patient satisfaction and to examine the influence of patient satisfaction on loyalty towards Ma Har Myaing Hospital. This study employs both descriptive and quantitative research approaches. This study utilizes both primary and secondary data sources. The sample size for this study was determined using the Yamane Formula, resulting in a random selection of 341 outpatients. A structured questionnaire is employed as a means of gathering primary data through internet channels. The findings suggest that out of the seven elements of the marketing mix, namely product, pricing, promotion, people, and physical evidence, there is a notable impact on patient satisfaction. The findings of the study indicate that the element of people is the most influential determinant of patient happiness. Additionally, it has been observed that customer pleasure exerts a substantial influence on customer loyalty. Ma Har Myaing Hospital should enhance the human element by implementing customer service training programs for all service providers. Additionally, it is imperative for the program to offer educational and skill-enhancing training sessions that are tailored to address the current pandemic and emerging diseases. In order to enhance patient care, it is imperative to provide a comprehensive range of services that cater to the diverse needs of patients, encompassing both general nursing care and specialized medical interventions. In order to enhance client attraction, it is advisable to establish a competitive pricing strategy by conducting a comprehensive analysis of service prices offered by competing hospitals. Moreover, it is imperative to enhance the digital marketing efforts on social media platforms such as Facebook. In conclusion, it is recommended that Ma Har Myaing Hospital prioritize the implementation of additional ventilation systems in order to effectively address the issue of stench.

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TABLE OF CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
CHAPTER 1 INTRODUCTION	1
1.1 Rationale of the Study	2
1.2 Objective of the Study	3
1.3 Scope and Method of the Study	3
1.4 Organization of the Study	4
CHAPTER 2 THEORETICAL BACKGROUND	5
2.1 Patient Satisfaction	5
2.2 Patient Loyalty	5
2.3 Service Marketing Mix	6
2.4 Related Theories	10
2.5 Previous Studies	14
2.6 Conceptual Framework of the Study	16
CHAPTER 3 PROFILE AND MARKETING MIX OF MA HAR MYAING HOSPITAL	19
3.1 Profiles of Ma Har Myaing Hospital	19
3.2 Marketing Mix of Ma Har Myaing Hospital	20

CHAPTER 4	4.1 ANALYSIS OF PATIENT SATISFACTION AND LOYALTY TOWARDS MA HAR MYAING HOSPITAL	25
4.1	Research Design	25
4.2	Reliability Test	26
4.3	Profile of the Respondents	27
4.4	Patient Perception on Marketing Mix	28
4.5	Analysis on the Effect of Marketing Mix on Patient Satisfaction	39
4.6	Analysis on the Effect of Patient Satisfaction on Patient Loyalty	41
CHAPTER 5	CONCLUSION	42
5.1	Findings and Discussions	42
5.2	Suggestions and Recommendations	44
5.3	Needs for Further Research	45
REFERENCES		
APPENDIX A		
APPENDIX B		

LIST OF TABLES

Table No.	Description	Page No.
3.1	Products and Services of Ma Har Myaing Hospital	21
4.1	Reliability Test	26
4.2	Demographic Data of the Respondents	27
4.3	Mean Rating Scale	28
4.4	Product of Ma Har Myaing Hospital	29
4.5	Price	30
4.6	Place of Ma Har Myaing Hospital	31
4.7	Promotion of Ma Har Myaing Hospital	32
4.8	People	33
4.9	Physical Evidence	34
4.10	Process	35
4.11	Summary of Overall Mean Value	36
4.12	Patient Satisfaction	37
4.13	Patient Loyalty	38
4.14	Effect of Marketing Mix on Patient Satisfaction	39
4.15	Effect of Patient Satisfaction on Patient Loyalty	41

LIST OF FIGURES

Figure No.	Description	Page No.
2.1	Conceptual Framework of Influence of Services Marketing Mix (7 Ps.) and Subjective Norms on Customer's Satisfaction	14
2.2	Conceptual Framework of Healthcare Marketing Mix and Patient Satisfaction in Clinics	15
2.3	Conceptual Framework of Factors Impacting on Customer Satisfaction and Customer Loyalty toward Medical Aesthetic Clinics	16
2.4	Conceptual Framework of the Study	17
3.1	Organizational Structure of Ma Har Myaing Hospital	20

CHAPTER (1)

INTRODUCTION

The health care sector is characterized by a dynamic nature, wherein organizations encounter ongoing marketing problems and possibilities due to the swiftly evolving operational landscape and increasing demand for services (Lancioni, 2005). Patient satisfaction is the major indicator utilized in the assessment of service quality when determining patient views (Cunha & Suresh, 2015). Hospitals offer a range of health services, encompassing outpatient services, inpatient services, and emergency services that encompass both medical services and medical support. The establishment of customer satisfaction yields several advantages, such as fostering amicable interactions between the company and its clientele, laying a solid foundation for recurring purchases, and cultivating consumer loyalty.

Customer loyalty is a form of loyalty that emerges as a result of previous experiences. Customer loyalty refers to the inclination of customers to consistently patronize a particular company's physical retail establishment. Loyalty is exemplified by the inclination of customers to engage in repeated utilization of goods or services, as well as their voluntary endorsement of these products or services to other consumers. Kotler (2000) is a reference to the work of Philip Kotler, a prominent figure in the field of marketing Lovelock (2001) posits that loyalty is characterized by consumers exhibiting favorable attributes towards a product or manufacturer (or service provider) through frequently recurring purchasing behaviors. The marketing mix plays a crucial role in exerting influence over consumers' purchasing decisions regarding a company's product or service. Effective marketing plays a pivotal role in surpassing competitors and attaining organizational objectives through the integration of marketing operations, strategic pricing, and the fulfillment of market demands and desires. The significance of marketing has increased for hospitals as they seek to enhance their standing in a progressively competitive healthcare marketplace.

The marketing mix element serves as a strategic strategy employed by firms to effectively manage and influence consumer satisfaction. According to Simanungsong et al. (2018), service providers who possess a comprehensive comprehension of the components comprising the marketing mix can exert an impact on both prospective and existing

consumers. This influence can manifest in the form of client loyalty, hence facilitating the continuity of business relationships. Kotler (2011) posits that the product Marketing Mix encompasses four key elements, namely product, price, place, and promotion. Conversely, service marketing incorporates three more indications, namely people, process, and physical proof.

Ma Har Myaing Hospital was established in 1998 and has since gained a prominent reputation as a highly regarded healthcare facility in the lower region of Myanmar. The hospital is situated in the central part of San Chaung, a metropolitan region inside the city, and has a capacity of 70 beds. Patient happiness and loyalty are crucial factors for the success of every hospital. This study aims to examine the impact of the marketing mix on Ma Har Myaing hospital.

1.1 Rationale of the Study

In the contemporary business landscape, numerous entities operate within the same sector, offering comparable or closely aligned goods and services. Consequently, hospitals must engage in competitive strategies in order to expand and ensure their continued existence. It is imperative for healthcare providers to possess an understanding of patients' perceptions regarding the quality of healthcare. As the financial responsibility for healthcare expenses continues to rise, patients are assuming a greater role in the decision-making process regarding their healthcare options. The implementation of service marketing strategies in hospitals enables the establishment of stronger patient connections and facilitates the cultivation of enduring relationships, hence fostering patient loyalty over an extended period. Therefore, it is crucial to possess an appropriate marketing mix in order to effectively promote the services inside the medical industry. Hospitals are increasingly adopting a consumer-centric approach, wherein patients have elevated expectations for high-quality medical treatment and are demanding services of superior quality at affordable pricing. Consequently, it is imperative for the hospital to possess the capability to adapt the marketing mix in accordance with the preferences and demands of patients. By delivering superior satisfaction to patients in comparison to rival firms, an organization can effectively cultivate contentment through the implementation of an effective marketing mix, so resulting in overall patient satisfaction.

The significance of patient satisfaction in hospitals lies in its ability to foster patient loyalty and generate positive word-of-mouth referrals. The identification of key factors that

influence patients' inclination to seek more medical treatments is crucial in order to devise and implement effective strategies aimed at fostering patient loyalty. A significant level of satisfaction is likely to result in a substantial rise in patient loyalty. Enhanced patient loyalty stands as the primary catalyst for long-term organizational effectiveness.

There is a growing prevalence of health issues in contemporary times. This is the reason why individuals possess a heightened sense of health consciousness. As a result, the increasing significance of quality products and services in relation to health is evident. Myanmar boasts a significant number of both private and state healthcare facilities, encompassing hospitals of all types. Public hospitals employ a cost-sharing mechanism. As a consequence, public hospitals are unable to provide optimal service quality. Consequently, individuals are increasingly dependent on private healthcare facilities.

The emergence of numerous private hospitals has led to a significant increase in competition within the healthcare industry. At present, the city of Yangon is home to a total of 42 privately owned hospitals. Consequently, private healthcare facilities endeavor to enhance their service provision. Organizations are employing several strategies to both attract and retain clients, utilizing an appealing marketing mix. Therefore, a significant level of competition arises within the healthcare industry. The commercial competitiveness of Ma Har Myaing Hospital has increased. Despite having been formed for a considerable duration and having already attained a market position, Ma Har Myaing Hospital must prioritize the maintenance of consumer loyalty. Consequently, Ma Har Myaing Hospital should undertake further measures to enhance customer satisfaction and foster customer loyalty. Hence, the primary objective of this study is to examine the impact of the service marketing mix on patient happiness and loyalty in the context of Ma Har Myaing Hospital.

1.2 Objective of the Study

The main objectives of this study are

- (i) To explore the effect of marketing mix of Ma Har Myaing Hospital on patient satisfaction
- (ii) To analyse the effect of patient satisfaction on patient loyalty towards Ma Har Myaing Hospital

1.3 Scope and Method of the Study

The primary objective of this study is to examine the impact of the marketing mix on patient satisfaction and loyalty specifically within the context of Ma Har Myaing Hospital. This study employs both descriptive and quantitative research approaches.

This study utilizes both primary and secondary data sources. In order to obtain primary data, a structured questionnaire on a 5-point Likert scale is utilized. According to the Yamane Formula (1967), a sample size of 341 outpatients was randomly selected from a total population of 2326 outpatients. The collection of primary data is scheduled to take place in July 2023. The data is subjected to linear regression analysis. Secondary data sources encompass several types of information, such as the records of Ma Har Myaing Hospital, previously published papers, earlier research papers, pertinent textbooks, and overseas studies accessed through internet portals.

1.4 Organization of the Study

This research has five distinct chapters. Chapter one of this article presents the introduction of the study, the motivation behind doing the study, the objectives of the investigation, the scope and methodology employed in the study, and the organization of the document. Chapter two encompasses a comprehensive exploration of the theoretical underpinnings. In Chapter three, an analysis is provided on the profile and marketing mix of Ma Har Myaing Hospital. In Chapter four, an analysis is conducted on the subject of Patient Satisfaction and Loyalty towards Ma Har Myaing Hospital. Chapter five provides a comprehensive account of the research findings, subsequent discussions, proposed proposals, recommendations, and the imperative for more investigation.

CHAPTER (2)

THEORICAL BACKGROUND

This chapter presents theories that are related to this study. Literature review of influencing factors are then described. Moreover, this chapter includes the previous studies and conceptual framework of the study.

2.1 Patient Satisfaction

According to Kotler (2000), satisfaction can be understood as an individual's emotional response of either pleasure or disappointment, which arises from the comparison between a product's perceived performance or outcome and the individual's expectations. Furthermore, according to Yi (1990), customer satisfaction is a comprehensive result that arises from the perception, appraisal, and psychological responses associated with the consumption experience of a particular product or service. According to Fournier and Mick (1999), customer satisfaction holds a pivotal position within the marketing concept. It is frequently observed that mission statements are formulated with a focus on satisfaction, marketing plans and incentive programs are devised to achieve satisfaction as an objective, and consumer communications prominently showcase accolades for satisfaction accomplishments in the marketplace. Ensuring consumer happiness is an essential prerequisite for healthcare professionals. The significance of satisfaction is evident in the decision-making process of patients and institutional healthcare service buyers (Woodside et al., 1989).

Patient satisfaction not only has a favorable effect on patient retention and consumer loyalty, but it also plays a role in influencing the rates of patient compliance with physician advice (Calnan, 1988). A patient who is content with their experience has the potential to become a genuine champion for the private hospital, so providing a significant word-of-mouth endorsement (Winsted, 2000).

2.2 Patient Loyalty

According to Reichheld (1996), one of the most crucial components in all corporate strategies is the preservation of customer loyalty. Customer loyalty refers to the ongoing purchase behavior of customers towards a specific company's products or services (Griffin, 1996). According to Reichheld (1996), customers who are satisfied with a firm's products or services are more likely to engage in positive word-of-mouth activities to promote that company.

According to Griffin (1996), customer loyalty may be classified into four primary categories: intention to repurchase, frequency of purchases, product recommendations, and participation in product-related activities. Therefore, these characteristics appear to serve as indications of the presence of a sense of loyalty from one side towards the other. Based on these factors, loyalty can be defined within the context of relationship marketing as the enduring commitment to consistently purchase or endorse a preferred product or service in the future, regardless of situational influences and marketing efforts that may prompt switching behavior (Oliver, 1997). From this standpoint, loyalty can be quantified in two ways. Firstly, it can be measured directly by examining purchase behavior, specifically by observing a higher frequency of purchases or a consistent pattern of purchasing a particular product or service compared to others. Secondly, loyalty can be measured indirectly by assessing the attitude or intention to repurchase, as suggested by Yi and Jeon (2003).

2.3 Service Marketing Mix

There are many factors that can effect on the patient satisfaction and patient loyalty. In this study, service marketing mix (7Ps) are analysed to find out which factors effect on patient satisfaction.

(a) Product

The term "product" can be defined as the comprehensive range of supplementary services that a supplier can incorporate into their product offering. This is done with the intention of distinguishing their offering from that of their competitors, as seen by both potential consumers and distributors. According to Kotler and Keller (2012), The healthcare sector, encompassing hospitals and palliative care, has experienced significant growth in

recent years. Numerous studies indicate that hospitals are poised to experience growth and emerge as very influential sectors in many developing nations. There is a lack of adequate marketing efforts within the healthcare industry. The researchers reached the conclusion that hospitals generally lack a well-established marketing department, allocate insufficient funds to their marketing efforts, fail to effectively utilize strategic planning tools, and demonstrate limited awareness of the notion of branding within the healthcare industry (McCarthy, 1964). The health care facility in question has been a prominent subject of discourse over the course of the previous decade. According to Naidu (1993), products can serve as effective tools inside the sector to enhance profitability.

(b) Price

In their seminal work, Farley and Hogan (1990) expounded upon the significance of price as a critical area of specialization in the context of reducing hospital costs. Hospitals that prioritize specialization often aim to decrease their pricing strategies in order to attract and retain patients. Additionally, they should strive to effectively integrate with other components of the marketing mix. The authors additionally assert that pricing within the healthcare industry is not primarily driven by the pursuit of maximum profitability, but rather by the objective of providing patients with high-quality services at a fair cost.

According to Marlowe (1989), pricing is an essential element of an effective marketing mix. In order to achieve success, it is imperative that individuals collaborate harmoniously with the many components of the marketing mix. While price is a significant component of the marketing mix, its application as an administrative tool in the healthcare sector is considerably restricted. The individual made reference to the organizational framework and operational procedures within the healthcare sector, the inherent limitations in healthcare expertise, and the challenges associated with accurately assessing expenses. The report provides an overview of both the healthcare industry and industries outside of healthcare.

According to Lovelock (2001), price is a vital component of the services marketing mix. Several academics have claimed that price is the sole component of the marketing mix plan that generates income for the firm, while all other elements are associated with expenses. The pricing strategy within the service sector exhibits a notable level of complexity, mostly attributed to the substantial similarity observed among various service

groups and the shared nature of service delivery and operational systems (Kotler, 2011). The role of costs is of considerable importance in determining the pricing of healthcare services. Merely focusing on cost coverage is deemed inadequate given the hospital's imperative to fulfill its financial goals and achieve profitability. Hospital pricing strategy is often influenced by consumer price elasticity, in addition to considering costs. The concept of price elasticity of demand quantifies the degree to which the amount sought of a certain service is influenced by variations in its price. The segmentation strategy is based on the understanding that distinct consumer groups will assign varying levels of value to a service, hence necessitating the use of diverse pricing techniques. According to Booms and Bittner (1981).

(c) Place

The construction of a hospital facility holds significant importance. Before establishing a hospital, it is imperative to do a thorough analysis of the target customer base and assess the healthcare needs of the community. This entails evaluating several geographical locations, engaging in comprehensive planning, and ultimately determining the most suitable spot for the hospital. Additionally, the hospital should develop effective positioning strategies to ensure its success in the chosen location (Reddy & Campbell, 1993). In their study, Leonard and Kent (2008) provided an explanation about the significance of branding within a hospital setting, specifically highlighting its influence on client purchasing behavior when associated with branding. Kyung et al. (2008) have identified that the establishment of strong customer ties in certain regions and locations contributes to the development of brand creation.

According to Sreenivas et al. (2013), it is imperative for hospitals to provide both convenient accessibility for patients and sufficient protection from pollutants. It is imperative for any hospital to endeavor towards ensuring the availability and accessibility of its services to its intended consumer base. In order to enhance the distribution of healthcare accessibility, the involvement of various stakeholders such as physicians, hospital managers, donors, government entities, insurance companies, and employers is necessary. Therefore, hospitals are required to make three significant distribution decisions. The elements encompassed within this category are physical access, which pertains to the various channels, locations, and facilities available; time access, which refers to the

temporal availability of resources; and promotional access, which involves the means by which individuals are made aware of and encouraged to utilize those resources.

(d) Promotion

Promotion is a strategic approach employed by an organization to directly engage with its target audience. The execution of this process is accomplished by utilizing the five components of the promotion mix, which encompass advertising, sales promotion, personal selling, public relations, and direct marketing (Ennew, 1998). Petit and McEnally (1985) emphasized that the promotion mix primarily encompasses the channels utilized by healthcare and industrial sectors to attain the promotional marketing objectives of an organization.

The promotion and communication strategy is a crucial element of the services marketing mix strategy, enabling hospitals to effectively convey information about their health services to customers (Lovelock, 2001). The initial step for hospital administrators entails assessing the requirements of consumers within the specific context in which the hospital operates. Subsequently, they must select appropriate communication tools that align with the aforementioned environment, taking into consideration the hospital's resources and objectives related to profitability and growth. Promotion affords firms the ability to establish differentiation at both the corporate and brand levels.

(e) People

Individuals have a vital role within service businesses, particularly in the context of service delivery, where they engage in contacts with clients. The significance of personnel, specifically customer contact workers, has been emphasized in service marketing as essential elements in the provision of a service of superior quality and in enhancing total customer satisfaction (Booms & Bitner, 1981).

The current state of people's involvement in service delivery exhibits significant variations across different service contexts. However, the healthcare sector is an area where healthcare professionals are widely recognized as being of significant importance. There is a prevalent argument that the total quality of service provided by organizations, such as health services, is influenced by various factors, one of which is the nature of the customer-

provider relationship. Storbacka et al. (1994) classified routine and critical interactions as routine and critical episodes. Customer connections encompass several forms of interactions, which vary in terms of their content, frequency, duration, and regularity. The physician possesses considerable autonomy in fulfilling client demands, and the assessment of the relationship primarily relies on the dimensions of expertise and trustworthiness (Avlonitis & Indounas, 2005). The evaluation of experience qualities pertaining to medical services can only be conducted during or subsequent to the consumption of those services. The evaluation of credence traits poses challenges, particularly in the context of post-consumption of medical services (Ojasalo, 1999).

In the healthcare sector, the individual serves as the primary product, distinguishing it from other industries. When patients contemplate healthcare, the physician is often the foremost professional that comes to mind. The patient perceives medical treatment through the lens of the individuals responsible for its delivery (Booms & Bitner, 1981).

(f) Physical Evidence

In their seminal work, Zeithaml and Bitner provided a comprehensive definition of the concept in question. Physical evidence refers to the setting in which a service is provided and the space where interactions between the company and the consumer take place. It also encompasses any tangible items that aid in the execution or communication of the service. The customer takes into account several crucial criteria while making a purchase, including cleanliness, well-maintained facilities, comfortable seating arrangements, and ease of travel (Woodside et al., 1989).

According to Richard and Allaway (1993), the presence of high-quality facilities and services tends to significantly appeal to consumers. According to Baron and Harris (1995), the physical environment of a service, namely the manmade aspects, has a significant impact on customers' impressions of their service experience. The environmental aspects of the service encompass various factors, such as the prevailing ambient conditions (e.g., temperature, air quality, noise levels, background music), the arrangement and utilization of the physical space (including equipment, layout, and furnishings), and the presence of any visual cues, symbols, or artifacts.

In addition, the utilization of light, windows, and art contributes to the facilitation of the healing process. According to a study conducted by Ulrich in 1984, it was observed

that patients who were situated in rooms with windows offering views of natural scenes exhibited reduced consumption of pain relief medication and experienced shorter durations of hospitalization, in contrast to patients with windows seeing a brick building wall.

(g) Process

Laing and McKee (2000) conducted an examination of the various processes implemented by different hospitals and their correlation with hospital marketing. Based on the findings of the study, it can be inferred that there is a positive correlation between the level of standardization in hospital procedures and the overall satisfaction of both consumers and patients. The process is a vital component of the enlarged marketing mix in services, and it should be considered as a separate strategic aspect. The influence of the process on the first consumer decision to purchase a service and its impact on the level of customer satisfaction has been noted by Collier (1991).

It is important to acknowledge that the process consists of three primary elements: the flow of operations, which can be either standardized or customized; the number of steps involved, which can range from simple to complex; and the level of customer participation. The process refers to the specific methods, techniques, and sequence of actions through which a service is supplied. It is categorized within the realm of operating systems. The customer's firsthand experience of the delivery process, or the operational flow of the service, provides customers with tangible evidence upon which they can evaluate the service (Zeithaml et al., 2006).

2.4 Related Theories

There are three main theories applied in this study. Those theories are service marketing mix, equity theory of consumer satisfaction, and Hirschman's (1970) exit-voice theory.

(a) Services Marketing Mix Model, (The 7 Ps)

The marketing mix strategy is widely regarded as a fundamental topic within the field of marketing theory (Zeithaml & Bitner, 2000). In recent years, there has been a growing critique of the widely accepted interpretation of this idea, as proposed by

McCarthy (1964), which emphasizes the 4Ps framework encompassing product, price, promotion, and place. Consequently, various alternative marketing mix techniques have been proposed to cater to varied marketing settings.

In a previous study conducted by Booms and Bitners (1981), it was contended that the conventional marketing mix model, consisting of the 4Ps, is insufficient for effectively marketing both commodities and services. Services and products can be distinguished based on their inherent features, including intangibility, inseparability, heterogeneity, and perishability. The seminal research conducted by Booms and Bitner in 1981 expanded upon the conventional marketing mix for services, originally consisting of the 4Ps, by introducing three additional components: people, physical proof, and processes.

The concept of service refers to the act of providing assistance or performing duties for others. The marketing mix, also referred to as the 7Ps, encompasses several elements that are crucial in the field of marketing. These elements are People, Price, Promotion, Process, Product, Place, and Physical proof. The marketing mix is a significant marketing element that is strategically organized to influence the target market. It is utilized in conjunction with a range of marketing instruments to execute and accomplish marketing objectives within the appropriate target market (Palmer, 2012).

The inclusion of personal, physical assets, and procedures in the marketing mix, resulting in the formation of the 7Ps, led services marketing theorists to explore a distinct realm of management theory and practice that is distinct from the marketing of tangible items (Lovelock, 2001).

(b) Equity Theory of Consumer Satisfaction

Satisfaction is said to be present in accordance with the principles of the Equity Theory, whereby customers perceive a fair ratio between their output and input (Oliver & Swan, 1989). Equity models are conceptual frameworks that are drawn from the Equity Theory proposed by Adams (1963). These models are grounded in the concept of input-output ratio, which is considered to be a significant determinant of satisfaction (Oliver & Swan, 1989). Based on the hypothesis proposed by Oliver and DeSarbo (1988), it is posited that individuals engaged in a trade will perceive equitable treatment, leading to satisfaction, when they perceive a fair ratio between their outputs and inputs. The perception of equitable treatment by an individual can be influenced by several aspects, such as the cost incurred,

the rewards obtained, the time and effort invested during the transaction, and the individual's past transactional experiences (Woodruff et al., 1983). This suggests that the comparative baseline can manifest in several manners. This idea exhibits resemblances to the Comparison Level idea, which proposes that the criteria employed by consumers to evaluate their pleasure may extend beyond mere expectations. The equity models of consumer happiness exhibit distinct characteristics compared to other models. These models assess pleasure in relation to other individuals involved in a transaction, taking into account the outcomes experienced by all parties involved.

According to Erevvels and Leavitt (1992), the utilization of equity models can offer a more comprehensive understanding of consumer happiness in scenarios that may not be adequately represented by conventional satisfaction models. For instance, they can be particularly valuable in modeling scenarios where the level of contentment with the counterparty is seen a crucial component of the transaction. The principle of equity relies on the individual perspectives of each party involved in the exchange. When an individual becomes aware of their involvement in an unfair relationship, they experience anguish. The underlying premise of equity theory posits that individuals possess the capacity to assess and juxtapose their respective ratios of outcomes to inputs with those of another individual with whom they share a relational connection (Walster, Walster, & Bersheid, 1978).

(c) Hirschman's Exit-Voice Theory

Hirschman's (1970) Exit, Voice, and Loyalty (EVT) model aimed to delineate the many courses of action that individuals inside an organization can pursue when faced with a situation of "slack". Hirschman's model primarily centered around economic conditions, but it has been extended to encompass organizational conditions. In this context, slack is conceptualized as the dynamic of decline that occurs when a business is not functioning at its optimal level. According to the paradigm, individuals faced with slack have two primary options for responding - voice or escape. In the Hirschman paradigm, exit and voice are two interrelated components that complement each other. The term "exit" refers to the act of voluntarily departing from an organization, whereas "voice" pertains to the act of expressing one's concerns over issues within an organization. Hirschman's theoretical framework posits that the utilization of the voice function is often more effective in addressing issues of inefficiency or complacency compared to the option of leave.

However, Hirschman argues that the promotion of voice as a preferred course of action necessitates the development of loyalty among individuals involved (Hirschman, 1970). The decision to raise one's voice is often motivated by loyalty, as conceptualized in academic discourse. The concept of loyalty has been further explored in subsequent scholarly works through its association with the concept of quiet.

According to Gehlbach (2006), it has been acknowledged that the EVL model encompasses the concept of silence as a dynamic phenomenon when comprehended accurately. The author characterized this phenomenon as contingent upon the level of bargaining power existing between the organizational leadership and its members. The concept of quiet can be observed through two distinct manifestations: apathy and enforced silence. A member characterized by apathy demonstrates a passive acceptance of the existing state of affairs, adheres to established regulations, exhibits productivity, and lacks motivation to actively participate or express their opinions. The individuals exhibit a preference to remain within the corporate organization, opting to continue their employment voluntarily. These individuals exhibit a type of allegiance that is mostly characterized by their choice to remain silent. The loyalty being discussed in this context differs greatly from Hirschman's first conceptualization of loyalty as the essential precursor to expressing one's opinions or concerns.

When an organization is functioning at its peak efficiency, its members actively participate in the productive endeavors of the organization and collaborate with management to achieve the business's objectives. Similarly, when effective management is in place, it cultivates a sense of loyalty among individuals. However, in situations where there is a lack of effective means for expressing constructive opinions within an organization, and if members are unable to leave voluntarily, a phenomenon known as imposed silence can arise (Gehlbach, 2006). An individual who is compelled to remain silent acquiesces to the prevailing state of affairs due to necessity.

According to Kassing (2002), latent disagreement can be equally or even more harmful than overt dissent, and it may serve as a precursor to member withdrawal if the opportunity arises in the future. Similar to how damaging opposition can erode the effectiveness of a corporation, the imposition of silence can also have similarly detrimental consequences. At a conceptual level, silence and imposed quiet are distinct phenomena. While silence can be interpreted as a manifestation of passive loyalty, imposed silence refers to the condition of passive resistance towards managerial decisions. The phenomenon

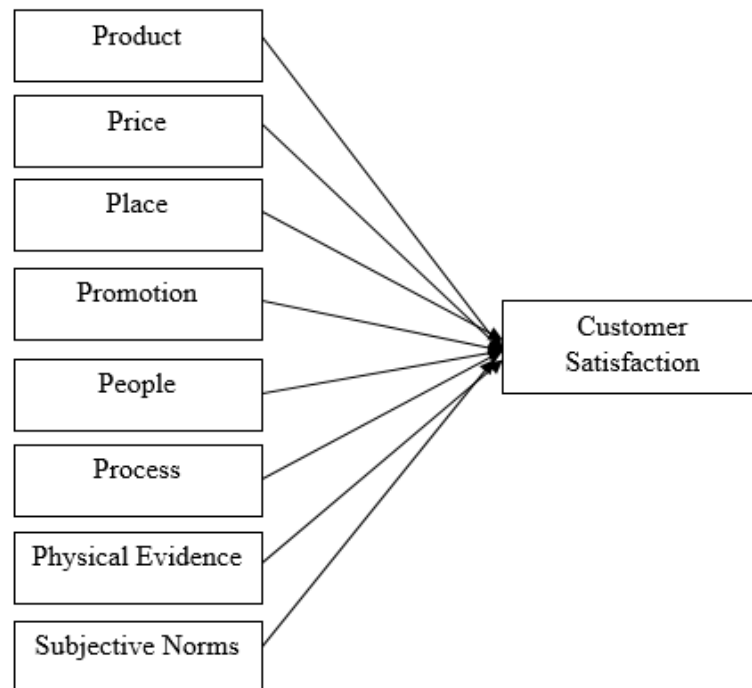
of enforced silence occurs when organizational management deliberately seeks to stifle the expression of individual voices.

When a member is denied the opportunity to speak their opinions or depart a situation, it leads to a state of imposed quiet. However, it is important to note that management may occasionally misinterpret this silence as an indication of loyalty. The utilization of quiet as a means of survival, or as a first step towards departure in situations where departure is possible, is not adequately addressed in Hirschman's paradigm and has recently gained recognition in scholarly literature as a significant aspect. The comprehension of the correlation between loyalty and silence holds equal significance to the research conducted on the correlation between voice and exit. This thesis aims to expand the existing theoretical framework of silence by incorporating insights from related disciplines that have considered the concept of quiet. By incorporating silence as a fourth dimension, this study seeks to enhance the original EVL model proposed by Gehlbach (2006).

2.5 Previous Studies

The study conducted by Alnaser et al. (2017) examined the impact of the Services Marketing Mix (7 Ps) and subjective norms on customer satisfaction in Islamic banks in Palestine. The researchers conducted an analysis on the correlation between the elements of the services marketing mix, including product, price, place, promotion, people, process, and physical proof, and customer satisfaction. Furthermore, the researchers also investigated the impact of subjective standards on customer satisfaction within the context of Islamic Banks in Palestine. The current study's sample comprises 150 individuals who are customers of banking institutions. The participants were instructed to complete the questionnaire at their own convenience. The conceptual framework proposed by Alnaser et al. (2017) is visually depicted in Figure 2.1.

Figure (2.1) Conceptual Framework of Influence of Services Marketing Mix (7 Ps.) and Subjective Norms on Customer's Satisfaction

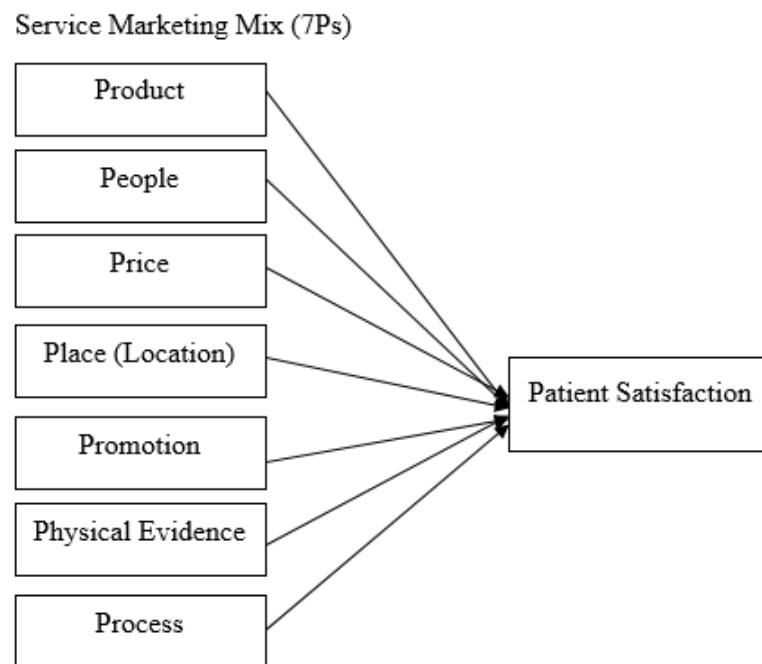


Source: Alnaser et al. (2017)

The present study employed a structural equation model to investigate both the measurement model and the structural model. The study's findings indicate a statistically significant and positive correlation between the seven components of the marketing mix and consumer happiness. Additionally, the findings indicate that subjective standards serve as a moderating factor in the relationship between the seven Ps and customer satisfaction within the context of Islamic banking.

The objective of the study conducted by Siripipatthanakul et al. (2021) was to conduct a comprehensive analysis of the healthcare marketing mix and its impact on patient satisfaction within clinic settings. The researchers obtained the survey responses from a sample of 200 individuals who were patients at various clinics. The selection of participants was conducted using a simple random sampling method. The conceptual framework proposed by Siripipatthanakul et al. (2021) is depicted in Figure 2.2.

Figure (2.2) Conceptual Framework of Healthcare Marketing Mix and Patient Satisfaction in Clinics



Source: Siripipatthanakul, et al. (2021)

Siripipatthanakul et al. (2021) employed regression analysis as a methodological approach to ascertain the associations between variables. The researchers discovered that the healthcare marketing mix in clinics consists of seven elements, commonly referred to as the 7Ps. These elements are people, product (services), procedure, physical evidence, price, location, and process.

The study conducted by Khumnualthong (2015) sought to examine the various elements that influence customer satisfaction and consumer loyalty towards medical aesthetic clinics located in Bangkok. The present study was formulated with a quantitative research approach. The survey questionnaire served as the research tool for data collection in this study. The data were acquired from a sample size of 400 individuals. The data underwent examination utilizing descriptive and inferential statistical methods. The conceptual framework of Khumnualthong (2015) is illustrated in Figure 2.3.

Figure (2.3) Conceptual Framework of Factors Impacting on Customer Satisfaction and Customer Loyalty toward Medical Aesthetic Clinics



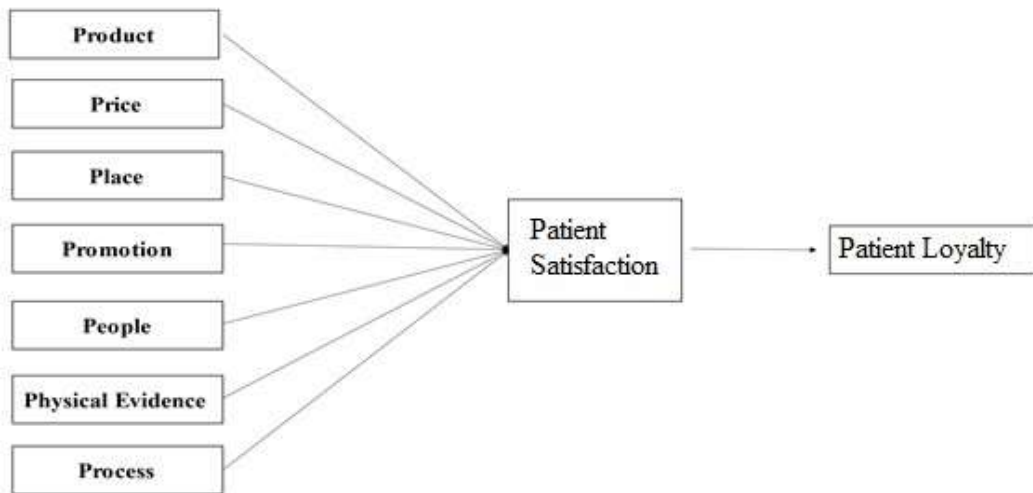
Source: Khumnualthong (2015)

The findings indicated that there was a notable beneficial impact on Customer Satisfaction from three distinct factors: Promotion, People, and Physical Evidence. However, the four components, namely Product, Price, Place, and Process, did not exhibit such behavior. The findings of the study also indicated that there exists a very weak although statistically significant association between customer pleasure and customer loyalty.

2.6 Conceptual Framework of the Study

Based on the theoretical background, and previous studies, the conceptual framework of the study is developed. Figure (2.4) presents the conceptual framework of the study.

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation, 2023

The analysis of the service marketing mix (7Ps) for hospitals is conducted based on prior studies. Thus, the present study examines seven influential components, specifically the service marketing mix (7Ps), as depicted in Figure 2.4. The objective of this study is to examine the correlation between the service marketing mix and patient happiness. Moreover, it examines the impact of patient satisfaction on patient loyalty.

Working Definition

Product: The term "product" in the context of this study refers to the comprehensive healthcare services offered by Ma Har Myaing Hospital. These services encompass round-the-clock availability, utilization of state-of-the-art medical equipment, possession of an in-house laboratory, and provision of a wide range of essential medical services.

Price: In the context of this study, the term "price" refers to the provision of medical services at a fair and transparent cost, with a competitive pricing structure that offers value for money in terms of quality.

Place: The role of Ma Har Myaing Hospital in this study pertains to the establishment of a convenient location for the hospital, provision of home care, implementation of telehealth services, and the formation of well-coordinated teams.

Promotion: The promotion of Ma Har Myaing Hospital in this study encompasses the utilization of pamphlets or brochures, engaging Facebook marketing strategies, a diverse range of promotional packages, as well as tailored packages.

People: The individuals comprising the study sample from Ma Har Myaing Hospital include doctors who possess exceptional knowledge and experience, nurses who possess qualified abilities, qualified supporting staff, as well as practitioners who demonstrate commitments and politeness.

Process: The present study examines the operational procedures of Ma Har Myaing Hospital, focusing on the establishment of a streamlined booking and billing process, the provision of an adequate number of service counters, the availability of a suitable number of medical officers (MOs), the implementation of advanced booking systems, and the integration of a cohesive medical team.

Physical Evidence: The physical evidence of Ma Har Myaing Hospital, as discussed in this study, encompasses several key aspects. Firstly, it includes a well-designed layout that is conducive to efficient operations and patient flow. Additionally, the hospital maintains clean and comfortable treatment rooms, waiting areas, and toilets, ensuring a hygienic environment for patients and staff alike. Adequate ventilation and lighting are also seen, contributing to a pleasant and healthy atmosphere within the hospital premises. Lastly, the presence of a 24/7 medicine sales counter further enhances the accessibility and convenience of pharmaceutical services for patients.

CHAPTER (3)

PROFILE AND MARKETING MIX OF MA HAR MYAING HOSPITAL

In this chapter, profile of Ma Har Myaing Hospital is presented. In addition, it presents the organizational structure of the Ma Har Myaing Hospital. Finally, it describes the marketing practices of the hospital.

3.1 Profiles of Ma Har Myaing Hospital

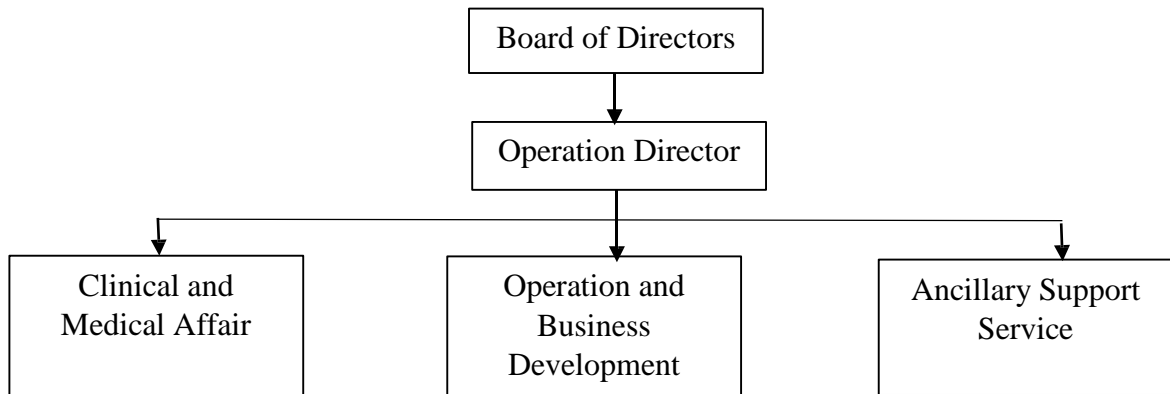
Ma Har Myaing Hospital is one of the first and foremost hospitals to first operate and run a private hospital in Yangon, Myanmar. Ma Har Myaing was first founded in 1998 and is considered as one of the most well-known and reputed hospital in lower Myanmar. The hospital is a 70 bedded hospital located in the heart of San Chaung, a metropolitan area of the city. Ma Har Myaing Hospital stands with its motto, “Health is wealth, and our aim is your satisfaction”. Ma Har Myaing has four groups of shareholders and all are private owner.

The vision of Ma Har Myaing Hospital is to become the first choice of customers in the health care industry and the leader in providing the best customer service in the country. Ma Har Myaing’s mission is to provide a sustainable implementation of high-quality patient-focused approach. Ma Har Myaing has four main core values which are Service, Technology, Teamwork and Development. Regarding the service sector, Ma Har Myaing values the customer feedback and advice to provide cost effective and efficient service. In Technology concern, it has seen that trying to get and use advanced technology and equipment in order to be in line with international standard in all services. Team work is one of the factors to increase organization efficiency, therefore Ma Har Myaing is trying to improve employees’ attitudes and build co-ordination among them and practice team work performance. On the other hand, Ma Har Myaing practiced learning organization to improve the continuous professional development of the employees.

3.1.1 Organizational Structure of Ma Har Myaing Hospital

To deliver good health service, Ma Har Myaing Hospital sets up its organizational structure thoroughly. Figure (3.1) presents the organizational structure of Ma Har Myaing Hospital.

Figure (3.1) Organizational Structure of Ma Har Myaing Hospital



Source: Ma Har Myaing Hospital, 2023

Based on the data presented in Figure 3.1, it can be observed that there are a total of eight departments. Each department is designated a department head at its highest level. Under the supervision of the designated authority, each individual in charge is systematically recruited to fulfill medical and administrative responsibilities, as well as oversee the personnel. The department of clinical and medical affairs assumes responsibility for the administration of medical therapies. The department of operation and business development assumes responsibility for administrative tasks, marketing activities, and customer service initiatives. Conversely, the ancillary support service department is accountable for managing human resources, information technology, pharmacy and procurement, as well as finance-related matters.

3.2 Marketing Mix of Ma Har Myaing Hospital

This section provides an overview of the marketing mix employed by Ma Har Myaing Hospital. This study aims to analyze the service marketing mix, sometimes known as the 7Ps. The service marketing mix encompasses seven key elements, sometimes referred to as the 7 P's. These elements are product, price, place, promotions, people, process, and physical evidence.

3.2.1 Product

The primary components of a hospital's offerings consist of the products and services provided by Ma Har Myaing Hospital. The hospital frequently undergoes shaping processes influenced by the requirements or desires of its primary users, with the aim of establishing itself as a comprehensive or central institution within its local community or medical network. The services provided by Ma Har Myaing Hospital encompass a diverse array of medical provisions, spanning from fundamental healthcare essentials to urgent medical interventions. Table 3.1 displays an overview of the products and services offered by Ma Har Myaing Hospital.

Table (3.1) Products and Services of Ma Har Myaing Hospital

Sr. No	Available Products and Services
1.	Outpatient Service
2.	Inpatient Service
3.	Accident and Emergency Service
4.	Operating Theatre
5.	Laboratory Service
6.	Imaging Service
7.	Medical Check-Up Center
8.	Medical Oncology Center
9.	Hemodialysis Center
10.	Counselling Center
11.	High Dependency Center
12.	Ambulance Service

Source: Ma Har Myaing Hospital, 2023

Based on the data presented in Table 3.1, it can be observed that Ma Har Myaing Hospital offers a total of 14 distinct products and services to cater to the needs of its patients. The organization provides a comprehensive range of medical services to its clientele, encompassing both outpatient and inpatient care. These services are delivered by a team of highly skilled professionals, consisting of 12 specialized departments and a roster of over 80 experts. The hospital employs a centralized medical record system. The facility offers a comprehensive healthcare system that operates around the clock, providing continuous medical services. Additionally, the facility possesses its own laboratory that operates 24/7. Ma Har Myaing Hospital provides round-the-clock home visit services and facilitates

ambulance services for emergency situations. Ma Har Myaing is also facilitating communication with international hospitals on behalf of patients who want specialized medical care in foreign nations.

Generally, the service offering in Ma Har Myaing Hospital comprises of the following levels:

1. Core Level - Ma Har Myaing Hospital provides basic treatment facilities and services like diagnostic services, emergency services, causality services etc. Core Products of MHM are Urology, Nephrology, and Orthopedic.
2. Expected level – Ma Har Myaing Hospital maintains cleanliness, fast service and hygiene level in the hospital.
3. Augmented level – Ma Har Myaing Hospital sets dress code for staff, air conditioning of the hospital, use of state of art technology, services of renewed consultants.

3.2.2 Price

Ma Har Myaing Hospital caters to consumers in the medium range and has a pricing approach that is cost-effective. A diverse range of prices is available, including reasonable rates for patients who may find certain services financially challenging. Ma Har Myaing actively engages in a monthly Corporate Social Responsibility (CSR) initiative, wherein two financially disadvantaged patients are selected to receive full sponsorship for their medical expenses. Ma Har Myaing offers a diverse range of package packages and discount programs tailored to each specialization, providing a more affordable alternative to the regular pricing.

The mean expense for a single session of therapy with a specialized consultant is from 15,000 MMK to 20,000 MMK, while the cost for a single instance of on-call treatment ranges from 20,000 MMK to 25,000 MMK. Ma Har Myaing Hospital aims to enhance healthcare accessibility and affordability by providing a wide range of medical services at a reasonable cost.

3.2.3 Place

Ma Har Myaing Hospital is recognized as one of the pioneering private healthcare facilities in Yangon, Myanmar, having established itself as a leading institution in the

region. The hospital is situated in the central part of San Chaung, a bustling metropolitan region, and has a capacity of 70 beds. The location of the establishment is in close proximity to a bus-stop station, rendering it conveniently accessible by public transportation. The hospital offers well-maintained and ample automobile parking facilities, which are accompanied by round-the-clock security services. The hospital is situated in close proximity to the city area and in close proximity to the Government Specialist Hospital, facilitating convenient transfers for patients with complex medical conditions or those involved in legal matters.

In addition, the hospital offers home services to patients, so eliminating the necessity for them to physically visit the hospital premises. In addition, the platform provides telehealth services and facilitates the provision of ambulance services in emergency situations.

3.2.4 Promotions

Ma Har Myaing employs both direct marketing and indirect marketing strategies. Facebook is currently recognized as a prominent marketing platform that serves as a direct method for connecting with customers. Another marketing strategy is engaging in direct touch with patients and their attendants through telephone calls to inform them about promotional packages. Currently, Ma Har Myaing primarily emphasizes a range of packages, including check-up packages, labor packages encompassing both LSCS and normal birth, pre-employment check-ups, annual check-ups, and Urology packages, among others.

Ma Har Myaing utilizes several marketing strategies, such as distributing brochures, employing vinyl advertisements, and engaging in word-of-mouth marketing to reach out to consultants and promote their product. Additionally, it produces outpatient department (OPD) pamphlets aimed at promoting the selection of suitable specialists by patients. Additionally, the healthcare facility offers round-the-clock emergency consultation services with medical professionals at the emergency unit, providing patients with the convenience of selecting from a diverse range of specialists. In addition to its core medical services, the hospital offers a range of supplementary services, including reception assistance, telephone

operator support, room reservation facilitation, ambulance booking coordination, medical examination provision, business partnership facilitation, and cost-effective advertising opportunities.

3.2.5 People

In order to identify appropriate physicians and healthcare workers who possess the necessary qualifications and align with the hospital's requirements, Ma Har Myaing employs proficient recruiters. Recruiters meticulously examine the credentials of medical experts in order to identify candidates who possess the necessary willingness and cultural compatibility to effectively operate inside a hospital setting. The organization conducts interviews with candidates in order to evaluate their compatibility with the company's culture for the specific position, and thereafter selects only the most qualified individuals for further consideration. The primary focus of Ma Har Myaing is to employ physicians and specialists who possess strong interpersonal skills and are adept at interacting with individuals. Furthermore, the hospital ensures adequate staffing for each department through a comprehensive assessment of individuals' skills and professional background.

3.2.6 Process

Ma Har Myaing Hospital offers comprehensive patient care services, encompassing the entire treatment process from admission to discharge, as well as post-therapy follow-up. The hospital prioritizes the promptness and precision of the services rendered. Processes are formulated through the use of a blueprint, which establishes a prescribed framework for the execution and implementation of a service. Within a hospital setting, the operational procedure can be categorized into four distinct phases: the joining phase, intensive consuming period, detachment phase, and feedback phase.

Upon arrival at the hospital, patients are greeted by the personnel in a kind manner and are inquired about their desired course of treatment. Subsequently, the customer service representatives present a comprehensive roster of doctors that are now accessible for selection. Following this, the customer service representatives proceed to coordinate the necessary treatment. When a patient requires admission, the customer staff assists in facilitating the admission procedure, which includes tasks such as collecting the deposit and providing the hospital registration number. Nurses and healthcare aides are prepared to

provide assistance to patients. The intensive consumption phase encompasses the processes of diagnosis, treatment, and provision of knowledge for future activities. The process of detachment can be facilitated with the guidance and recommendations provided by medical professionals. The staff members provide assistance and support throughout all stages of the detachment processes. To enhance convenience in service provision and cater to client needs, the integration of new computer systems and the implementation of a digital token system for the sale of pharmaceuticals have been introduced.

3.2.7 Physical Evidence

Ma Har Myaing Hospital ensures the provision of enough equipment and drugs, as well as maintaining a conducive atmosphere and physical environment. Physical symbols, like as emblems, uniforms, and equipment, exhibit variations in their display among different units. Furthermore, the hospital places significant emphasis on the provision of specialized treatment, with a particular focus on maintaining high standards of hygiene, cleanliness, and enough illumination across the entire facility. Furthermore, Ma Har Myaing Hospital implements effective ventilation and air conditioning systems to mitigate unpleasant odors and enhance overall comfort.

The hospital provides round-the-clock ambulance services, as well as emergency department facilities consisting of four beds and one isolation room. The facility has the capacity to accommodate up to 70 individuals requiring inpatient care. In addition, there is a single ambulance vehicle on standby to address emergency situations.

CHAPTER (4)

ANALYSIS OF PATIENT SATISFACTION AND LOYALTY TOWARDS MA HAR MYAING HOSPITAL

This chapter presents the research design followed by reliability test. Then, demographic data and customer perceptions towards the influencing factors are presented. Finally, it presents the regression results.

4.1 Research Design

The primary aims of this study are to investigate the impact of Ma Har Myaing Hospital's marketing mix on patient satisfaction and to examine the influence of patient satisfaction on loyalty towards Ma Har Myaing Hospital. To calculate sample population, sampling formula of Yamane (1965) is used and it is shown in the following:

$$n = \frac{N}{1 + N * (e)^2}$$
$$n = \frac{2326}{1 + 2326 * (0.05)^2} = 341$$

The variables in this formula are:

n = the sample size

N = the population of the study

e = the margin error in the calculation

This study employs descriptive and qualitative research methodologies. The total number of outpatients at Ma Har Myaing Hospital is 2326. The Yamane Formula is employed for the computation of sample population. A sample size of 341 outpatients was obtained using the simple random sampling approach.

A structured questionnaire utilizing a 5-point Likert scale was devised and implemented through the use of a Google form in order to gather primary data online. The data were taken on June 2023. The collected data is analyzed using the SPSS software, and the

regression approach is utilized to determine the relationship between the variables. Secondary data sources encompass several types of information, such as the records of Ma Har Myaing Hospital, previously published papers, earlier research papers, pertinent textbooks, and overseas studies accessed through internet portals..

4.2 Reliability Test

Reliability refers to the degree of stability or consistency exhibited by the variable inside the structured questionnaire. The development of questions involves the utilization of a 5-point Likert scale. Cronbach (1951) provided a range of Alpha values that were categorized as excellent (0.93–0.94), strong (0.91–0.93), reliable (0.84–0.90), robust (0.81), fairly high (0.76–0.95), high (0.73–0.95), good (0.71–0.91), relatively high (0.70–0.77), slightly low (0.68), reasonable (0.67–0.87), adequate (0.64–0.85), moderate (0.61–0.65), satisfactory (0.58–0.97), acceptable (0.45–0.98), sufficient (0.45–0.96), not satisfactory (0.4–0.55), and low (0.11) in terms of their quality. The findings of the reliability assessment conducted using Cronbach's Alpha are displayed in Table 4.1.

Table (4.1) Reliability Test

Sr. No.	Variable	No. of Items	Cronbach's Alpha
1	Product	10	.919
2	Price	7	.925
3	Place	10	.901
4	Promotion	7	.928
5	People	10	.947
6	Physical Evidence	10	.933
7	Process	10	.949
8	Patient Satisfaction	10	.966
9	Patient Loyalty	8	.954

Source: Survey Data, 2023

According to Table (4.1), Cronbach's Alpha values for all variables show that all the scores are greater than 0.7. Therefore, the findings have good reliability.

4.3 Profile of the Respondents

This section presents the profiles of 341 respondents who finished and returned the structured questionnaire. Gender, marital status, age, educational level, job and income are all part of the respondents' profiles. In the Table (4.2), profiles of the respondents are expressed by frequency and percentage.

Table (4.2) Demographic Data of the Respondents

Sr. No	Item	Category	No. of Respondents	Percent
		Total	341	100.0
1	Gender	Male Female	183 158	53.7 46.3
2	Marital Status	Single Married	205 136	60.1 39.9
3	Age(Years)	Under 18 18-20 21-25 26-30 31-35 36-40 41-45 46-50 Above 50	3 6 27 57 92 75 48 18 15	0.9 1.8 7.9 16.7 27.0 22.0 14.1 5.3 4.4
4	Education Level	Undergraduate Graduate Post Graduate	15 198 128	4.4 58.1 37.5
5	Job	Company Employee Government Staff Student Business Owner Retired	211 27 22 61 20	61.9 7.9 6.5 17.9 5.9
6	Salary(MMK)	Below 300,000 300,000-500,000 500,001-700,000 700,001-900,000 900,001-100,000 Above 1,000,000	26 48 28 31 24 184	7.6 14.1 8.2 9.1 7.0 54.0

Source: Survey Data, 2023

According to the Table (4.2), majority of the respondents male patients. In addition, They are aged between 31 and 35. A large majority of the respondents are married and

working as company employees. In addition, majority of the respondents occupy bachelor degree. In accordance with income, the majority of the respondents earn above 1,000,000 MMK.

4.4 Patient Perception on Marketing Mix

The 7Ps marketing mix (product, price, location, promotion, employee process, and physical evidence) and patient satisfaction are necessary to compete with similar businesses and different products, so it is the main element that needs to be maintained and improved so that consumers always feel satisfied.

Primary data are collect by using structured questions with Five-point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree) was used to find out the importance of factors influencing on satisfaction and loyalty. The mean rating scale is presented in Table (4.3).

Table (4.3) Mean Rating Scale

No.	Score Range	Mean Rating
1	1.00 -1.80	Strongly Disagree
2	1.80 -2.60	Disagree
3	2.61-3.40	Neutral
4	3.41- 4.20	Agree
5	4.21-5.00	Strongly Agree

Source: Best, 1977

According to Table (4.4), Best (1977) identified mean rating scale in order to interpret the survey data. He classified five ranges by specifying score range and mean rating. In this study, Best (1977) mean score rating is applied.

(a) Patient Perception on Product

Patient perception is crucial for the success of the business. Patient perception describes how patients see a business or product in light of their interactions and experiences. *Patient perception* is the opinions, feelings, and beliefs patients have about medical products or services. Patient Perception on Product of Ma Har Myaing Hospital is presented in Table (4.4).

Table (4.4) Product of Ma Har Myaing Hospital

Sr. No.	Product	Mean Score	Std. Dev
1.	Having attractive service	3.36	0.94
2.	Having Up-to-date medical equipment	3.47	0.89
3.	Offering 24/7 medical services	3.84	0.96
4.	Developing new services	3.65	0.93
5.	Having own laboratory service	3.77	0.89
6.	Offering many kinds of core services for health care	3.73	0.82
7.	Offering variety of packages (OG, Uro, Surgery)	3.82	0.83
8.	Arranging various Check-up Programs (couple, pre-employment etc.)	3.65	0.89
9.	Offering Tele-medical service	3.60	0.93
10.	Providing home medical service for elders	3.65	0.88
	Overall Mean	3.65	

Source: Survey Data, 2023

Based on the data presented in Table 4.4, it is evident that the respondents hold a favorable perception of the 24/7 medical services provided by Ma Har Myaing Hospital. This good sentiment may be attributed to the hospital's provision of a round-the-clock medical system and an in-house laboratory that operates continuously throughout the day. Furthermore, the participants indicated that Ma Har Myaing Hospital offers a diverse selection of packages, including OG, Uro, and Surgery. This is because the services given by Ma HM Hospital encompass a wide spectrum, ranging from urgent care to essential medical requirements. The average score of 3.65 indicates that a majority of the participants hold a favorable view of the products provided by Ma Har Myaing Hospital.

(b) Patient Perception on Price

Price perception is the perceived worth of a product or service in the consumer's mind. It is one of the leading variables in the consumer's buying process. Patient perception on price of Ma Har Myaing Hospital is presented in Table (4.5).

Table (4.5) Price

Sr. No.	Price	Mean Score	Std. Dev
1.	Offering services in fair prices	3.56	0.94
2.	Setting reasonable charges in Ma Har Myaing Hospital	3.67	0.93
3.	Offering value for money in terms of quality	3.51	0.85
4.	Being cheaper than those of other private hospitals	3.45	1.04
5.	Having price transparency by listing prices of each service	3.47	0.96
6.	Charging premium price for new services	3.55	0.88
7.	Setting competitive price for ordinary medical services	3.61	0.91
	Overall Mean	3.54	

Source: Survey Data, 2023

Based on the findings presented in Table 4.5, a significant proportion of the participants said that the fees charged by Ma Har Myaing Hospital are deemed reasonable. This perception can be attributed to the hospital's deliberate focus on catering to middle-class clientele, as well as its adoption of an inexpensive pricing approach. Additionally, there exists a diverse spectrum of pricing options, encompassing affordable rates tailored to accommodate individuals who may have financial constraints. Furthermore, the participants expressed that Ma Har Myaing Hospital establishes a competitive pricing structure for standard medical services by providing several specialized packages and discounts that are priced lower than the prevailing market rates. The collective average score of 3.54 indicates that a significant proportion of the participants hold a favorable view regarding the pricing supplied by Ma Har Myaing Hospital.

(c) Patient Perception on Place

Place in marketing mix means service delivery. *Place* is the element of the marketing mix that ensures that the product is distributed and made conveniently available for patients. Patient perception on place of Ma Har Myaing Hospital is presented in Table (4.6).

Table (4.6) Place of Ma Har Myaing Hospital

Sr. No.	Place	Mean Score	Std. Dev
1.	Being easy and convenient to go to Ma Har Myaing Hospital	3.95	0.86
2.	Arranging large parking lot	3.16	1.03
3.	Not long waiting time at the waiting area	3.34	0.99
4.	Being reachable by (bus, taxi etc.)	3.94	0.92
5.	Having many schedules of doctors	3.79	0.78
6.	Offering emergency service for providing immediate treatment	3.71	0.85
7.	Providing home medical service	3.58	0.91
8.	Having 24 hours ambulance service to provide emergency assistance	3.66	0.84
9.	Offering Telehealth service	3.63	0.92
10.	Having well-organized teams for home service and telehealth service	3.65	0.90
	Overall Mean	3.64	

Source: Survey Data, 2023

Based on the data shown in Table 4.6, a significant proportion of the participants indicated that accessing Ma Har Myaing Hospital is facilitated by its favorable location, which is perceived as both easy and convenient. Furthermore, the participants indicated that Ma Har Myaing Hospital is accessible through many modes of transportation, such as buses and taxis. The hospital offers a variety of doctor schedules, allowing respondents to conveniently visit the hospital at their preferred time. The average score of 3.64 indicates that a significant proportion of the participants hold a favorable view of the distribution channels for location or service provided by Ma Har Myaing Hospital.

(d) Patient Perception on Promotion

Promotion is considered as public relations, advertising, and the whole media plan use to launch a product or service are all included. To reach the target audiences, marketers

frequently combine the aspects of placement and promotion. Patient perception on promotion of Ma Har Myaing Hospital is presented in Table (4.7).

Table (4.7) Promotion of Ma Har Myaing Hospital

Sr. No.	Promotion	Mean Score	Std. Dev
1.	Printing Leaflets or brochures for the clinic information	3.54	0.89
2.	Having attractive Facebook marketing of Ma Har Myaing Hospital	3.37	1.08
3.	Offering various promotional packages	3.45	0.94
4.	Having OPD booklets to promote various specialist	3.60	0.91
5.	Offering attractive promotion packages	3.45	1.02
6.	Doing attractive Digital marketing of Ma Har Myaing Hospital	3.34	1.07
7.	Offering customized package.	3.47	0.93
Overall Mean		3.46	

Source: Survey Data, 2023

Based on the data shown in Table 4.7, it is evident that a significant proportion of the participants indicated that Ma Har Myaing Hospital provides outpatient department (OPD) booklets as a means to facilitate the selection of various specialists by patients. Furthermore, the participants said that Ma Har Myaing Hospital employs several means of disseminating clinic information, such as the utilization of vinyl banners, booklets, and word-of-mouth advertising, as well as the provision of leaflets or brochures to potential clients. Furthermore, individuals have the option to avail themselves of the personalized package. The collective average score of 3.46 indicates that a majority of the participants hold a favorable view regarding the promotions provided by Ma Har Myaing Hospital.

(e) Patient Perception on People

People is the healthcare personals who deliver healthcare service to patients. People play a crucial role in service organizations, especially during the service delivery process when the peoples have interactions with patients. Patient perception on people is presented in Table (4.8).

Table (4.8) People

Sr. No.	People	Mean Score	Std. Dev
1.	Having excellent doctors with knowledge and expertise	3.74	0.82
2.	Treating all the patients alike by doctors	3.70	0.85
3.	Having qualified staff and nurses	3.64	0.88
4.	Showing commitments by Practitioners and they are available.	3.66	0.86
5.	Having reliable and polite doctors	3.62	0.92
6.	Showing concern and competence of doctors and nurses	3.56	0.92
7.	Having adequate number of people for service delivery.	3.59	0.91
8.	Showing courteous and kindness of staff	3.58	0.89
9.	Setting a clean, tidy and neatly pressed uniforms	3.57	0.88
10.	Setting ID badge for all staff	3.66	0.90
	Overall Mean	3.63	

Source: Survey Data, 2023

Based on the findings presented in Table 4.8, a significant proportion of the participants express agreement with the notion that the doctors at Ma Har Myaing Hospital possess exceptional knowledge and expertise. This sentiment is attributed to the hospital's practice of appointing renowned medical professors in relevant fields, as well as its history of evaluating doctors' patient treatment approaches. Moreover, the participants assert that physicians provide equal treatment to all patients due to the expectation set by Ma Har Myaing Hospital for medical personnel to approach every patient with both respect and fairness. The collective average score of 3.63 indicates that a majority of the participants hold a favorable impression of healthcare personnel at Ma Har Myaing Hospital.

(f) Patient Perception on Physical Evidence

The physical evidence element of the marketing mix refers to the physical environment experienced by the patient. This could mean the design and layout of hospital. Patient perception on physical evidence is presented in Table (4.9).

Table (4.9) Physical Evidence

Sr. No.	Physical Evidence	Mean Score	Std. Dev
1.	Having comfortable, clean and free of bad smells of the treatment room, waiting area and toilet	3.47	0.93
2.	Having Good layout	3.49	0.95
3.	Arranging good ventilation and lighting	3.62	0.90
4.	Placing clear Signs and logos of the Hospital	3.65	0.91
5.	Having ambulance car	3.77	0.81
6.	Having own laboratory room	3.81	0.81
7.	Having enough examination rooms	3.62	0.83
8.	Having a large emergency room	3.55	0.81
9.	Having enough rooms for patients	3.62	0.83
10.	Placing 24/7 medicine sales counter	3.75	0.91
	Overall Mean	3.64	

Source: Survey Data, 2023

Based on the data presented in Table 4.9, a significant proportion of the participants indicated that Ma Har Myaing Hospital possesses its own dedicated laboratory facility, hence obviating the necessity for patients to seek external testing services. Similarly, the participants asserted that Ma Har Myaing Hospital possesses an ambulance vehicle and maintains an additional backup ambulance vehicle to address unforeseen emergencies. In addition, the hospital provides a drug sales counter that operates 24 hours a day, 7 days a week. The collective average score (3.64) indicates that a significant majority of the participants hold a favorable view of the physical evidence of Ma Har Myaing Hospital.

(g) Patient Perception on Process

Process is one of the crucial elements of the expanded marketing mix components in services. Simple process and procedure are vital for patients as they want quick service. Patient perception on process of Ma Har Myaing Hospital is presented in Table (4.10).

Table (4.10) Process of Ma Har Myaing Hospital

Sr. No.	Process	Mean Score	Std. Dev
1.	Having standby Medical Officers (MOs)	3.74	0.81
2.	Having simple Bill settlement process	3.70	0.87
3.	Having simple and easy booking process	3.67	0.80
4.	Setting sufficient service counters	3.55	0.86
5.	Offering reasonable waiting time	3.47	0.85
6.	Being able to make the appointment in advance before coming	3.66	0.89
7.	Having well organized medical teams for operations	3.70	0.80
8.	Keeping members of service team in touch (such as professors, MOs, Nurses etc.)	3.54	0.93
9.	Having integrated service teams at the Ma Har Myaing Hospital.	3.56	0.83
10.	Offering supports from Staffs at the entrance.	3.45	0.90
	Overall Mean	3.60	

Source: Survey Data, 2023

Based on the findings presented in Table 4.10, a significant proportion of the participants indicated that medical officers are consistently available at Ma Har Myaing Hospital. This is attributed to the presence of a doctor in the emergency unit who is directed by specialists through telephonic communication. In a similar vein, the participants express the belief that Ma Har Myaing Hospital possesses efficiently structured medical teams for surgical procedures, facilitating pre-treatment consultations between patients and the medical staff. In addition, the hospital is equipped with a computerized billing system, which facilitates efficient and expeditious billing settlement. The collective average score of 3.60 indicates that a significant proportion of the participants hold a favorable view of the operational procedures of Ma Har Myaing Hospital.

Table (4.11) presents the summary of overall mean values of independent variables, service marketing mix 7Ps.

Table (4.11) Summary of Overall Mean Value

Sr. No.	Marketing Mix	Mean Score
1.	Product	3.65
2.	Price	3.54
3.	Place	3.64
4.	Promotions	3.46
5.	People	3.63
6.	Physical Evidence	3.64
7.	Process	3.60

Source: Survey Data, 2023

According to Table (4.11), all mean scores of marketing mix are above 4.00. Hence, customers are satisfied with the medical services of Ma Har Myaing Hospital. All those factors contributes in achieving customer satisfaction.

4.4.2 Patient Satisfaction

Patient satisfaction reflects the effectiveness of the hospital in delivering value to its patients and other customers. The survey results of patient satisfaction are mentioned below in Table (4.12).

Based on the data shown in Table 4.12, it can be observed that a significant proportion of the participants express contentment with the professionalism and expertise exhibited by the staff and nurses at the hospital. This positive perception is attributed to the presence of highly skilled practitioners, such as paediatric specialists, general physicians, OG experts, and various other specialists, who are available to deliver their services.

Table (4.12) Patient Satisfaction

Sr. No.	Patient Satisfaction	Mean Score	Std. Dev
1.	Satisfying staff's response and prompt services.	3.52	0.96
2.	Satisfying with the questions answered by staffs.	3.47	1.00
3.	Satisfying with the readiness of staff at Ma Har Myaing Hospital.	3.57	0.88
4.	Satisfying with the politeness and skilful of service providers (staff, nurses and doctors).	3.57	0.90
5.	Satisfying with the service price of Ma Har Myaing Hospital	3.55	0.95
6.	Satisfying with the neat and cleanliness of hospital.	3.42	1.03
7.	Satisfying with the promotions of Ma Har Myaing Hospital.	3.46	0.95
8.	Satisfying with the waiting time at the reception area.	3.39	0.97
9.	Satisfying with the ease of appointment by phone.	3.51	0.87
10.	Satisfying with products and services offered by Ma Har Myaing Hospital.	3.55	0.94
	Overall Mean	3.50	

Source: Survey Data, 2023

Specialists and medical officers are readily accessible around the clock to aid patients. Moreover, the participants express contentment with the pricing of services at Ma Har Myaing Hospital due to its comparably fair rates in relation to other competing establishments, the transparency in pricing displayed for each service, and the provision of premium pricing for newly introduced services. Based on the obtained mean score of 3.50, it can be inferred that a significant proportion of the participants express satisfaction with Ma Har Myaing Hospital. This positive sentiment may be attributed to the hospital's provision of high-quality care, round-the-clock service availability, a diverse range of specialized medical practitioners, a hygienic atmosphere, and state-of-the-art medical equipment.

4.4.3 Patient loyalty

Patient loyalty is an ongoing positive relationship between a patient and Ma Har Myaing Hospital. The survey is using structured questionnaires with 5-point Likert scale and the results are presented in Table (4.13).

Table (4.13) Patient Loyalty

Sr. No.	Patient Loyalty	Mean Score	Std. Dev
1.	Ma Har Myaing Hospital being first choice	3.42	0.98
2.	Continuing going to Ma Har Myaing Hospital.	3.43	0.98
3.	Saying positive things about this clinic to other colleagues.	3.49	0.99
4.	Recommending Ma Har Myaing Hospital to colleagues	3.45	1.01
5.	Encouraging others to patronize Ma Har Myaing Hospital.	3.41	1.00
6.	Continuing use of Ma Har Myaing Hospital services even if prices go up	3.45	0.98
7.	Recommending Ma Har Myaing Hospital to others even if the arrangements of facilities and service quality are not well standardized	3.21	1.03
8.	Talking about positive things of Ma Har Myaing Hospital to colleagues, friends and relatives.	3.41	0.99
	Overall Mean	3.41	

Source: Survey Data, 2023

Based on the findings presented in Table 4.13, it can be observed that the respondents express favorable opinions about Ma Har Myaing Hospital when discussing it with their colleagues. These positive perceptions are primarily based on the respondents' personal encounters, which include timely appointment scheduling, availability of qualified specialists, convenient access to information, and satisfactory interactions with the medical staff. Moreover, the participants in the study highly suggest Ma Har Myaing Hospital to their peers due to the clinic's provision of excellent services by medical practitioners, nurses, and staff members. Additionally, the availability of a 24-hour drug sales counter, a comfortable waiting area, and a user-friendly appointment booking system further contribute to the clinic's positive reputation. The collective average score of 3.41 indicates

that a significant proportion of the participants exhibit loyalty towards Ma Har Myaing Hospital.

4.5 Analysis on the Effect of Marketing Mix on Patient Satisfaction

In order to investigate the impact of influencing factors on patient satisfaction, a standardized questionnaire was administered to a sample of 341 employees. In order to examine the data, a multiple regression analysis was conducted and the findings are displayed in Table 4.14.

According to the data presented in Table 4.14, the R square value of 0.862 indicates that the model under consideration is capable of accounting for 86.2% of the observed variability in patient satisfaction, as influenced by the components being examined. The model can be considered valid due to the substantial relevance of the F value at the 1 percent level. Out of the seven components that have an influence, it has been determined that five of these factors hold significant importance in relation to patient satisfaction. The impact of location and procedure on patient satisfaction is not statistically significant.

Table (4.14) Effect of Marketing Mix on Patient Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig
	B	Std Error			
(Constant)	.422	.099		4.276	.000
Product	.105*	.057	.087	1.835	.067
Price	.227***	.043	.212	5.309	.000
Place	.027	.073	.022	.375	.708
Promotions	.167***	.043	.165	3.902	.000
People	.480***	.069	.420	6.982	.000
Physical Evidence	.189**	.073	.157	2.601	.010
Process	.110	.081	.094	1.358	.175
R ²	.862				
Adjusted R ²	.859				
F Value	297.381***				

Source: Survey Data, 2023

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

The relationship between the product and patient satisfaction is statistically significant at a 10 percent level. The round-the-clock availability of services and diverse range of medical packages offered by Ma Har Myaing Hospital have resulted in high levels of patient satisfaction. Higher product quality leads to increased consumer satisfaction.

The relationship between price and patient satisfaction is statistically significant at a confidence level of 1 percent. The satisfaction of patients with the service price of Ma Har Myaing Hospital can be attributed to the hospital's use of competitive pricing strategies for ordinary medical services, resulting in reasonable costs. The greater the extent to which a more favorable price is provided, the higher the level of customer satisfaction that will be attained.

The relationship between promotion and patient satisfaction is statistically significant at a 1 percent level. Ma Har Myaing Hospital produces outpatient department (OPD) booklets and distributes them to enhance the dissemination of information on various specialists and clinic-related details through the use of leaflets or brochures. Patients express satisfaction with the hospital's promotional efforts due to their ability to readily choose experts and therapies. The provision of superior promotional incentives is directly correlated with increased levels of customer satisfaction.

The relationship between individuals and patient satisfaction is statistically significant at a significance level of 1 percent. The doctors of Ma Har Myaing Hospital possess exceptional knowledge and skills. Furthermore, all of them provide equal treatment to their patients. Therefore, the patients express satisfaction with the staff members of the facility. Higher levels of qualification and the provision of courteous service to individuals within a hospital setting are directly correlated with increased levels of customer satisfaction.

The presence of physical evidence exhibits a statistically significant relationship with patient satisfaction at a significance level of 5 percent. Ma Har Myaing Hospital possesses its own laboratory facility and a medical sales counter that operates round the clock. Therefore, patients find convenience in the physical proof provided by hospitals, leading to their satisfaction. The correlation between improved physical arrangements in hospitals and increased client satisfaction is evident.

Based on the standardized coefficient (Beta) score, it can be observed that the variable "People" exhibits the highest value among the five important explanatory factors. This finding suggests that individuals have the greatest impact on patient satisfaction, with pricing, promotion, physical evidence, method, and product also playing significant roles.

4.6 Analysis on the Effect of Patient Satisfaction on Patient Loyalty

In this section, to find out the effect of patient satisfaction on patient Loyalty, linear regression analysis is applied. The regression result is shown in Table (4.15).

Table (4.15) Effect of Patient Satisfaction on Patient Loyalty

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	.191	.097		1.960	.051
Patient Satisfaction	.919***	.027	.879	33.919	.000
R ²	.772				
Adjusted R ²	.772				
F Value	1150.468***				

Source: Survey Data (2022)

*** Significant at 1% level

Based on the data presented in Table (4.15), it can be inferred that the model in question, as indicated by an R² value of 0.772, has the ability to account for approximately 77.2% of the variability observed in patient loyalty, as predicted by patient satisfaction. The model can be considered valid due to the substantial relevance of the F value at the 1 percent level.

The pleasure of patients has a notable and favorable impact on their loyalty, which is highly statistically significant at the 1 percent level. The majority of respondents expressed satisfaction with the marketing mix of Ma Har Myaing Hospital, often providing favorable feedback and recommending the hospital to others. Increased patient satisfaction with hospital services is positively correlated with higher levels of patient loyalty.

CHAPTER (5)

CONCLUSION

This chapter presents the findings and discussions. Then, it describes the suggestions and recommendations. Finally, it presents the need for further study based on the scope and limitations of the study.

5.1 Findings and Discussions

The primary aims of this study are to investigate the impact of Ma Har Myaing Hospital's marketing mix on patient satisfaction and to examine the influence of patient satisfaction on patient loyalty towards Ma Har Myaing Hospital. This study utilizes both primary and secondary data sources. In order to obtain primary data, a structured questionnaire on a 5-point Likert scale is utilized. A sample size of 341 outpatients is determined randomly.

The present study examines the prevailing perception of the respondents towards the round-the-clock medical services provided by Ma Har Myaing Hospital. The hospital's 24-hour medical system and in-house laboratory are key factors contributing to the favorable outlook expressed by the majority of participants. Furthermore, it has been observed that Ma Har Myaing Hospital offers a diverse choice of packages that cater to a wide spectrum of medical requirements, encompassing both urgent and essential healthcare services. Based on the data collected, it can be inferred that a significant proportion of the participants hold a favorable view of the product provided by Ma Har Myaing Hospital.

The findings pertaining to pricing suggest that the costs at Ma Har Myaing Hospital are deemed reasonable due to the hospital's focus on middle-class clientele and its implementation of an economical pricing strategy. Ma Har Myaing Hospital adopts a competitive pricing strategy for its standard medical services by providing a variety of specialized packages and discounts that are priced lower than the prevailing market rates. Hence, a significant proportion of the participants hold a favorable opinion of the pricing structure provided by Ma Har Myaing Hospital.

In terms of location, Ma Har Myaing Hospital is conveniently positioned and accessible by many modes of transportation such as buses and taxis. Furthermore, the

hospital offers a variety of doctor schedules, allowing respondents to conveniently visit the facility at a time that suits them. Hence, a significant proportion of the participants hold a favorable view of the place or service distribution channels provided by Ma Har Myaing Hospital.

The presence of OPD booklets at Ma Har Myaing Hospital serves as a means to facilitate patient selection of various specialists, hence promoting their services. Additionally, the research revealed that Ma Har Myaing Hospital provides informational booklets or brochures regarding its medical services. Furthermore, individuals have the option to avail themselves of the personalized package. Hence, a significant proportion of the participants exhibit a favorable attitude of the promotional initiatives provided by Ma Har Myaing Hospital.

In relation to individuals, it has been observed that doctors had exceptional knowledge and expertise due to the appointment of renowned medical professors in relevant fields by Ma Har Myaing Hospital. Furthermore, the hospital has a history of assessing doctors' patient treatment practices. Furthermore, the data demonstrates that physicians provide equal treatment to all patients. Hence, a significant proportion of the participants hold a favorable view of healthcare professionals at Ma Har Myaing Hospital.

The findings indicate that Ma Har Myaing Hospital possesses its own laboratory facility, hence obviating the necessity for patients to seek other testing services. Additionally, it has been observed that Ma Har Myaing Hospital possesses a dedicated ambulance vehicle to cater to the urgent transportation needs of patients requiring immediate medical attention. Additionally, the hospital provides a drug sales counter that operates 24 hours a day, 7 days a week. As a result, a significant proportion of the participants hold a favorable opinion regarding the tangible evidence of Ma Har Myaing Hospital.

The results of the study suggest that there is a consistent presence of medical officers at Ma Har Myaing Hospital. A recent study has demonstrated that Ma Har Myaing Hospital exhibits a high degree of organization in its medical teams, particularly in the context of operations. Furthermore, it has been observed that conversations are routinely conducted prior to patients undergoing treatment, facilitating effective communication and coordination among the medical personnel. Additionally, the hospital is equipped with a computerized billing system, which facilitates a streamlined and efficient process for billing settlement. Hence, a significant proportion of the participants hold a favorable view of the operational procedures of Ma Har Myaing Hospital.

Regarding the first aim, the regression analysis reveals that out of the seven characteristics examined, five of them exhibit a statistically significant association with patient satisfaction. The impact of location and procedure on patient satisfaction is not statistically significant. The findings also suggest that the people element is the most influential aspect in determining patient happiness.

With respect to the second objective, the regression analysis reveals that patient satisfaction exerts a statistically significant impact on patient loyalty. Patients express high levels of satisfaction with the services and goods provided by Ma Har Myaing Hospital, leading them to actively promote the hospital to others and express their intention to maintain their patronage in the future.

5.2 Suggestions and Recommendations

First and foremost, it is recommended that Ma Har Myaing Hospital enhance the human resource aspect by providing comprehensive patient service training to all healthcare staff. This measure aims to enhance patient satisfaction with the hospital's healthcare personnel. Furthermore, it is imperative for the hospital to offer educational programs and training opportunities that focus on enhancing knowledge and skills pertaining to the current epidemic and emerging diseases. It is imperative for hospitals to ensure that all healthcare professionals, including doctors, adhere to the practice of wearing clean and well-maintained duty jackets during the provision of medical treatment. Furthermore, it is imperative for healthcare professionals to demonstrate a sense of caring and provide personalized attention to their patients. Subsequently, individuals undergoing medical treatment will experience a sense of being attended to and contented.

In order to enhance patient happiness and foster loyalty, it is recommended that Ma Har Myaing Hospital develop medical products and services tailored to the specific demographic characteristics of its respondents. Ma Har Myaing Hospital provides a comprehensive range of patient care services, tailored to meet the specific needs of each individual. These services encompass a wide spectrum, ranging from essential nursing care to highly specialized medical interventions, including laboratory workups. Furthermore, it is imperative for Ma Har Myaing Hospital to prioritize the maintenance and modernization of its medical equipment, ensuring that it is both current and seamlessly integrated. This

approach is crucial in order to maximize the quality of patient care, enhance the efficiency of healthcare delivery, and optimize the overall performance of the facility.

In order to enhance customer acquisition, it is imperative for the hospital to establish a competitive pricing strategy by conducting a comprehensive analysis of service prices offered by rival healthcare facilities. Patients desire to assess the quality of care provided by a hospital prior to undergoing treatment. Therefore, it is recommended that the hospital includes information regarding the cost of medical packages on brochures and its online platform, as this would enhance patient satisfaction about pricing.

In order to enhance its promotional efforts, Ma Har Myaing Hospital may consider implementing a more robust digital marketing strategy, particularly through the utilization of social media platforms such as Facebook. Furthermore, it is imperative for the organization to provide sponsorship for health talks conducted by renowned experts in order to enhance patient awareness. There is a suggestion to consider updating the products and services offered by Ma Har Myaing Hospital on its web platform. Subsequently, patients will receive updated information and health understanding, so enhancing their inclination towards Ma Har Myaing Hospital.

In relation to the matter of physical evidence, it is recommended that Ma Har Myaing Hospital take measures to address the issue of stench by implementing more ventilation systems. The hospital should consider implementing a larger emergency room and expanding its service capacity in order to enhance patient convenience and satisfaction during their visits.

5.3 Need for Further Research

This study exclusively examines the service marketing 7Ps of Ma Har Myaing Hospital, without encompassing those of other hospitals. It is recommended that future research be conducted to examine patient happiness and loyalty in relation to the service marketing mix within the healthcare industry. Furthermore, the attitudes exhibited by patients can have an impact on their views and levels of satisfaction with regard to healthcare facilities. Therefore, it is imperative to undertake further research on the attitudes of patients towards the healthcare industry in Myanmar.

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APPENDIX A
QUESTIONNAIRE

Section A: Demographic Data

1. Gender

- Male Female

2. Marital Status

- Single Married

3. Age (Years)

- Under 18 18-20 21-25 26-30 31-35
 36-40 41-45 46-50 Above 50

4. Education Background

- High School Undergraduate Graduate Post
 Graduate Others.....

5. Occupation

- Company Employee Government Staff Student
 Business Owner Retired
 Other.....

6. Salary (MMK)

- Below 300,000 300,000-500,000 500,001-700,000
 700,001-900,000 900,001-1,000,000 Above 1,000,000

Section B:

Please state level of your agreement on each statement by providing the most relevant number.

1= Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Product

No.	Items	Scale				
		1	2	3	4	5
1.	The services provide at Ma Har Myaing Hospital are attractive.					
2.	Ma Har Myaing Hospital has up-to-date medical equipment.					
3.	Ma Har Myaing Hospital 24/7 medical services.					
4.	This hospital is capable of developing new services.					
5.	Ma Har Myaing Hospital has own laboratory service.					
6.	Ma Har Myaing Hospital offers many kinds of core services for health care.					
7.	Ma Har Myaing Hospital has variety of packages (OG, Uro, Surgery)					
8.	Ma Har Myaing Hospital has various Checkup Programs (couple, pre-employment etc.)					
9.	Ma Har Myaing Hospital provides telemedical service.					
10.	Ma Har Myaing Hospital offers home medical service for elders.					

Price

No.	Items	Scale				
		1	2	3	4	5
1.	Ma Har Myaing Hospital offers services in fair prices.					
2.	The charges in Ma Har Myaing Hospital are reasonable.					
3.	The products value for money in terms of quality.					
4.	The charges of Ma Har Myaing Hospital are cheaper than those of other private hospitals.					
5.	Ma Har Myaing Hospital has price transparency by listing prices of each service.					
6.	Ma Har Myaing Hospital sets the premium price for new services.					
7.	Ma Har Myaing Hospital sets competitive price for ordinary medical services.					

Place

No.	Items	Scale				
		1	2	3	4	5
1.	It is easy and convenient to go to Ma Har Myaing Hospital.					
2.	Ma Har Myaing Hospital has large parking lot.					
3.	The length of waiting time at the waiting area is not long.					
4.	Ma Har Myaing Hospital can be arrived by many ways (bus, taxi etc.)					
5.	Ma Har Myaing Hospital has many schedules of doctors.					
6.	Ma Har Myaing Hospital has emergency service for providing immediate treatment.					
7.	Ma Har Myaing Hospital offers home medical service.					
8.	Ma Har Myaing Hospital 24 hours ambulance service to provide emergency assistance.					
9.	Ma Har Myaing Hospital offers telehealth services.					
10.	Ma Har Myaing Hospital has well-organized teams for home service and telehealth service.					

Promotions

No.	Items	Scale				
		1	2	3	4	5
1.	Ma Har Myaing Hospital has leaflets or brochures on the clinic information.					
2.	Facebook marketing of Ma Har Myaing Hospital is attractive.					
3.	Ma Har Myaing Hospital has various promotional packages.					
4.	Ma Har Myaing Hospital OPD booklets to promote various specialist					
5.	Ma Har Myaing Hospital's promotion packages are attractive.					
6.	Digital marketing of Ma Har Myaing Hospital is attractive.					
7.	Ma Har Myaing Hospital offers customized package.					

People

No.	Items	Scale				
		1	2	3	4	5
1.	Doctors have excellent knowledge and expertise.					
2.	Doctors treat all the patients alike.					
3.	The supporting staff and nurses are qualified.					
4.	Practitioners always show commitments and are always available.					
5.	Doctors are reliable and polite.					
6.	Doctors and nurses demonstrate concern and competence.					
7.	There are adequate number of people for service delivery.					
8.	All the staffs are courteous and kind to patients.					
9.	All the staffs wear a clean, tidy and neatly pressed uniform.					
10.	All the staffs wear ID badge.					

Physical Evidence

No.	Items	Scale				
		1	2	3	4	5
1.	The treatment room, waiting area and toilet are comfortable, clean and free of bad smells.					
2.	Ma Har Myaing Hospital has good layout.					
3.	Ma Har Myaing Hospital has good ventilation and lighting.					
4.	Signs and logos of the Hospital are clear and easy to seek.					
5.	Ma Har Myaing Hospital has ambulance car.					
6.	Ma Har Myaing Hospital has own laboratory room.					
7.	Ma Har Myaing Hospital has enough examination rooms.					
8.	There is a large emergency room.					
9.	Ma Har Myaing Hospital has enough rooms for patients.					
10.	Ma Har Myaing Hospital has 24/7 medicine sales counter.					

Process

No.	Items	Scale				
		1	2	3	4	5
1.	MOs are always standby at Ma Har Myaing Hospital.					
2.	Bill settlement process is simple.					
3.	Booking process is simple and easy.					
4.	Service counters are sufficient.					
5.	Waiting time is reasonable.					
6.	The appointment could be made in advance before coming.					
7.	Ma Har Myaing Hospital has well organized medical teams for					
8.	Members of service team keep in touch (such as professors, Medical Officers, Nurses etc.)					
9.	There are integrated service teams at the Ma Har Myaing Hospital.					
10.	Staffs follow and support the patients since the entrance.					

Customer Satisfaction

No.	Items	Scale				
		1	2	3	4	5
1.	I am satisfied with staff's response and prompt services.					
2.	I am satisfied with the questions answered by staffs.					
3.	I am satisfied with the readiness of staff at Ma Har Myaing Hospital.					
4.	I am satisfied with the politeness and skillful of service providers (staff, nurses and doctors).					
5.	I am satisfied with the service price of Ma Har Myaing Hospital					
6.	I am satisfied with the neat and cleanliness of hospital.					
7.	I am satisfied with the promotions of Ma Har Myaing Hospital.					
8.	I am satisfied with the waiting time at the reception area.					
9.	I am satisfied with the ease of appointment by phone.					
10.	I am satisfied with products and services offered by Ma Har Myaing Hospital.					

Customer Loyalty

No.	Items	Scale				
		1	2	3	4	5
1.	I consider Ma Har Myaing Hospital as my first choice whenever I need medical service.					
2.	I will continue going to Ma Har Myaing Hospital.					
3.	I have said positive things about this clinic to other colleagues.					
4.	I have recommended Ma Har Myaing Hospital to colleagues who seek my advice.					
5.	I have encouraged others to patronize Ma Har Myaing Hospital.					
6.	Even if the charges of Ma Har Myaing Hospital go up, I will continue using services of Ma Har Myaing Hospital.					
7.	Even if the arrangements of facilities and service quality are not well standardized, I will always recommend it to others.					
8.	I used to talk about positive things of Ma Har Myaing Hospital to my colleagues, friends and relatives.					

APPENDIX B

Effect of Influencing Factor on Customer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928 ^a	.862	.859	.31085

a. Predictors: (Constant), Process Mean, Product Mean, Price Mean, Promotions Mean, Place Mean, People Mean, Physical Evidence Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	201.143	7	28.735	297.381	.000 ^b
	Residual	32.176	333	.097		
	Total	233.320	340			

a. Dependent Variable: Customer Satisfaction Mean

b. Predictors: (Constant), Process Mean, Product Mean, Price Mean, Promotions Mean, Place Mean, People Mean, Physical Evidence Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.422	.099		-4.276	.000
	Product Mean	-.105	.057	-.087	-1.835	.067
	Price Mean	.227	.043	.212	5.309	.000
	Place Mean	.027	.073	.022	.375	.708
	Promotions Mean	.167	.043	.165	3.902	.000
	People Mean	.480	.069	.420	6.982	.000
	Physical Evidence Mean	.189	.073	.157	2.601	.010
	Process Mean	.110	.081	.094	1.358	.175

a. Dependent Variable: Customer Satisfaction Mean

Effect of Customer Satisfaction and Customer Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.879 ^a	.772	.772	.41392

a. Predictors: (Constant), Customer Satisfaction Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	197.105	1	197.105	1150.468	.000 ^b
	Residual	58.080	339	.171		
	Total	255.185	340			

a. Dependent Variable: Customer Loyalty Mean

b. Predictors: (Constant), Customer Satisfaction Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.191	.097		1.960	.051
	Customer Satisfaction Mean	.919	.027	.879	33.919	.000

a. Dependent Variable: Customer Loyalty Mean