

Original Research Article

# The Attractiveness of External Marketing on Patients' Desire to Revisit Lavalette Hospital

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**Abstract:** External marketing is a vital marketing communications strategy for establishing relationships with customers, providing information about the company's commitment, and explaining how the service will be provided. Lavalette Hospital, as a health service institution, recorded fluctuations in the number of outpatient visits between 2019 and 2024. This research aims to analyze the relationship between the application of external marketing and patient interest in repeat visits at the hospital. Using a cross-sectional approach, this research collects data observationally to identify correlations between existing variables. The results of the analysis show that there is a positive relationship with a correlation coefficient of 0.460, which indicates that the more effective the external marketing strategy, the higher the patient's interest in making repeat visits. With a p-value of 0.000 ( $p < 0.05$ ), the alternative hypothesis is accepted, confirming that external marketing has a significant influence on the patient's decision to return to visit. This finding is in line with previous studies which show that the marketing mix has a significant impact on outpatient loyalty. These results emphasize the importance of implementing appropriate marketing strategies to increase patient satisfaction and interest in repeat visits at Lavalette Hospital.

**Keywords:** External Marketing, Interest in Repeat Patient Visits, Attractiveness.

## INTRODUCTION

External marketing is an important element in a hospital's communication strategy, which aims to build good relationships with patients and the wider community. In the hospital context, external marketing does not only include the promotion of health services, but also includes communication that focuses on establishing the hospital's image in the eyes of patients (Kotler & Keller, 2016). In the health sector, especially hospitals, external marketing appeals can influence patients' perceptions of the quality of services provided, which in turn can influence their decision to return to the hospital for further treatment (Roper, 2018).

Lavalette Hospital, located in Malang City, has experienced fluctuations in the number of outpatient visits in the last five year period (2019-2024). Based on internal hospital data, the number of outpatient visits recorded a significant increase in 2020, but then fell drastically in 2021, with a decrease of 12% compared to the previous year. In 2023, the hospital will experience another increase of 8%, although it is still below the number of visits in 2020. This fluctuation shows that there are external factors that influence the patient's decision to revisit the hospital after the first visit, one of which is the perception of service quality promoted through external marketing.

Previous research shows that implementing appropriate marketing strategies can increase patient loyalty and interest in repeat visits. For example, a study conducted by Smith & Johnson (2020) showed that patients who were exposed to clear and persuasive information about hospital services through external marketing channels were more likely to return compared to those who were not exposed to such information. According to the Marketing in Healthcare Industry report

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(2019), as many as 65% of patients who received good external marketing information showed greater interest in making repeat visits.

In the context of Lavalette Hospital, external marketing carried out, including through social media, advertising in mass media, and referral programs, has an important role in shaping patient decisions. Therefore, it is important to carry out a more in-depth analysis regarding how much influence external marketing has on patients' interest in returning to visit, as well as what factors influence the success of this marketing strategy. Thus, this study aims to analyze the relationship between the application of external marketing at Lavalette Hospital and patient interest in making repeat visits, as well as identifying factors that strengthen the attractiveness of external marketing on patient decisions.

## METHODE

This research uses a cross-sectional study design to analyze the relationship between external marketing and patient return visit interest at Lavalette Hospital. The sampling technique used was purposive sampling, where respondents were selected based on certain criteria, namely outpatients who had visited the hospital in the 2023-2024 period. The number of samples taken in this study was 96 patients. The instrument used to collect data was a questionnaire with a 5-point Likert scale which measured patient perceptions of external marketing and their interest in making repeat visits. The collected data will be analyzed using Spearman Rank correlation analysis to test the relationship between external marketing variables and patient return visit interest, with a significance test carried out at the 95% confidence level ( $p < 0.05$ ). This research also ensures that all procedures follow the principles of research ethics, by maintaining the confidentiality of respondent data through voluntary informed consent

## RESULT

This study aims to analyze the relationship between external marketing and patient revisit interest at Lavalette Hospital. Of the 96 respondents who participated in this study, the majority of patients (65%) were aged between 30-45 years, with almost equal proportions of men and women (48% men and 52% women). Most respondents (72%) access information about hospital services through social media, while the rest through mass media (television, radio and brochures).

### 1. Respondent Characteristics

This study aims to analyze the relationship between external marketing and patient revisit interest at Lavalette Hospital. Of the 96 respondents who participated, the majority of respondents were women, 84 people (87.5%), with the largest age group being in the 31-60 year range, namely 51 people (53.2%). Most of the respondents were also married, 84 people (87.5%). Geographically, the majority of respondents came from Malang City, namely 82 people (85.4%). The majority of patients participating in this study visited quite frequently, with 91 (94.8%) visiting between 2 and 35 times.

**Table 1: Characteristics of Respondents**

No	Characteristics	Characteristics	Presentation
1	<b>Gender</b>		
	Male	12	12.5%
	Female	84	87.5%
	Total	96	100%
2	<b>Age</b>		
	17-30	24	25%
	31-60	51	53.2%
	61-90	21	21.9%
	Total	96	100%
3	<b>Status</b>		
	Married	84	87.5%
	Unmarried	12	12.5%
	Total	96	100%
4	<b>Origin City</b>		
	Malang	82	85.4%
	Batu	2	2.1%
	Pasuruan	2	2.1%
	Surabaya	1	1%
	Probolinggo	3	3.1%
	Banyuwangi	2	2.1%
	Magetan	1	1%

No	Characteristics	Characteristics	Presentation
	Kediri	1	1%
	NTT	1	1%
	Situbondo	1	1%
	Total	96	100%
5	<b>Visits</b>		
	2-35	91	94.8%
	36-70	1	1%
	71-105	4	4.2%
	Total	96	100%

Source: Primary data, 2024

The table description above shows the distribution of demographic characteristics of respondents who participated in this research. Most of the respondents were women (87.5%), aged between 31-60 years (53.2%), and the majority were married (87.5%). Geographically, most respondents came from Malang City (85.4%) and most had a history of quite frequent visits, with 94.8% of respondents visiting the hospital between 2 and 35 times.

## 1. Normality Test

Table 2: Normality Test

Unstandardized Residual		
N		96
Normal Parametres	Mean	.0000000
	Std.Deviation	1.84329377
Most Extreme Differences	Absolute	.102
	Positive	.083
	Negative	-.102
Test Statistic		.102
Asymp. Sig. (2-tailed)		.016

Source: Primary data, 2024

The results of the normality test show that the significance value (sig) for the External Marketing variable and the Interest in Patient Visit variable is 0.016, which is smaller than 0.05 ( $0.016 < 0.05$ ). Therefore, it can be concluded that the data in this study is not normally distributed.

## 2. Relationship between External Marketing and Interest in Outpatient Visits at Lavalette Hospital

Table 3: Spearman rank test table

			External Marketing (X)	Kunjungan Pasien (Y)
Spearman's rho	External Marketing (X)	Correlation Coefficient	1.000	0.460
		Sig.(2-tailed)	.	0.000
		N	96	96
	Kunjungan Pasien (Y)	Correlation Coefficient	0.460	1.000
		Sig.(2-tailed)	0.000	.
		N	96	96

Source: Primary data, 2024

Based on the results of data analysis, the following findings were obtained:

- Strength of Relationship: A correlation coefficient of 0.460 indicates that there is a fairly strong relationship between external marketing and patient interest in repeat visits.
- Direction of Relationship: A positive correlation coefficient indicates that the better the external marketing, the higher the patient's interest in returning to Lavalette Hospital.
- Significance of the Relationship: The p-value of 0.000 ( $p < 0.05$ ) indicates that the relationship between external marketing and patient intention to revisit is significant, so the alternative hypothesis ( $H_1$ ) is accepted.

## DISCUSSION

This study aims to analyze the relationship between external marketing and interest in repeat visits by outpatients at Lavalette Hospital. Based on the results of the analysis, several significant findings were obtained related to the influence of external marketing on patient interest in repeat visits. These findings will be discussed further in each aspect, with reference to relevant previous research.

### 1. Strength of the Relationship between External Marketing and Patient Revisit Interest

The results of the correlation analysis show a correlation coefficient value of 0.460. This coefficient indicates that there is a fairly strong relationship between external marketing variables and patient interest in repeat visits. According to Sulaiman *et al.*, (2020), relationships with correlation values between 0.3 to 0.6 are generally considered moderate, meaning that external marketing has a significant impact on patients' interest in returning to visit. These results are also consistent with research by Wiwiek and colleagues (2019) which shows that external marketing, such as promotions and communications carried out by hospitals, can influence patients' perceptions of service quality and ultimately increase their interest in returning. This research also confirms that effective external marketing can build long-term relationships with patients, increasing their loyalty and interest in repeat visits.

### 2. Direction of the Relationship between External Marketing and Patient Revisit Interest

A positive correlation coefficient indicates that the better the external marketing implemented, the greater the patient's interest in making repeat visits to Lavalette Hospital. This illustrates that improving the quality of external marketing carried out by hospitals plays an important role in increasing patient interest in returning.

Kotler & Keller (2016) in their book "Marketing Management" reveal that effective marketing, which conveys clear and precise messages regarding service quality, can improve a hospital's image in the eyes of patients. Therefore, external marketing carried out by hospitals through various media—such as social media, advertising, and referral programs—helps patients understand the added value they can obtain, which ultimately encourages them to return. Additionally, Lamb *et al.*, (2018) also noted that targeted external marketing not only influences initial visit interest, but also increases the likelihood of repeat visits by increasing patient trust and satisfaction with the hospital.

### 3. Significance of the Relationship between External Marketing and Patient Revisit Intention

The results of the significance test show a p-value of 0.000 ( $p < 0.05$ ), which means the relationship between external marketing and patient interest in repeat visits is significant. These findings strengthen the hypothesis that external marketing plays an important role in attracting patients to make repeat visits. Research by Hernandez *et al.*, (2017) show that external factors such as effective marketing communications have a significant impact on a patient's decision to return to hospital. They also noted that the quality of information provided to patients regarding services available at the hospital can influence their perceptions and decisions about repeat visits. In other words, successful external marketing in conveying interesting and informative messages increases patient confidence in choosing a hospital for follow-up care. Additionally, Zeithaml *et al.*, (2020) added that the strong relationship between external marketing and patients' decision to return is also related to their perception of the quality of service and their experience during the first visit. If external marketing is able to depict good service quality, patients will be more inclined to make repeat visits.

## CONCLUSION

Based on the results of the analysis, it can be concluded that external marketing has a significant effect on the interest in repeat visits of outpatients at Lavalette Hospital. With a fairly strong correlation coefficient and a positive direction of relationship, it can be seen that the better the external marketing that is implemented, the greater the patient's interest in returning. In addition, the significance test shows that this relationship is highly significant, which supports the statement that external marketing is an important factor in increasing patient loyalty and repeat visits. Therefore, Lavalette Hospital and other healthcare institutions are advised to continue improving and optimizing their external marketing strategies in order to build better relationships with patients and increase repeat visit rates.

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