



## Development of Marketing Strategies with Digital Enhancements to Increase Patients' Buying Decision in a Fertility Center

Aurelia Puspaningrum<sup>1</sup>, Prawira Fajarindra Belgiawan<sup>2</sup>, Mohammad Hamsal<sup>3</sup>

<sup>1,2</sup>School of Business and Management, Bandung Institute of Technology, Indonesia

<sup>3</sup>Management Department, BINUS Business School Doctor of Research in Management, Bina Nusantara University Jakarta, Indonesia

**ABSTRACT:** Infertility is a significant global concern, affecting a substantial portion of the adult population. Defined as the inability of a married couple to achieve pregnancy after 12 months of regular unprotected intercourse, its prevalence is increasing worldwide. According to the World Health Organization's 2023 data, one in six adults experiences infertility, with notable variations across income brackets. Indonesia also faces this issue, affecting 10–15% of reproductive-age couples. This research examines the critical role of marketing strategies, specifically the 7Ps marketing mix (Product, Price, Place, Promotion, People, Physical Evidence, and Process), in influencing consumer buying decisions in fertility centers. The study aims to identify key factors that significantly impact patient choices and propose strategic improvements to enhance patient acquisition and retention. Utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM), this research evaluates the relationship between marketing mix components and patient decisions. The findings highlight the importance of competitive pricing, effective promotion, high-quality staff, and efficient service processes in attracting patients. Additionally, it underscores the need for facility improvements, continuous service quality enhancement, and ensuring access to fertility centers. Furthermore, the role of digitalization in enhancing marketing strategies is critical. Incorporating digital tools and AI can significantly improve patient engagement, streamline administrative processes, and provide personalized care. By leveraging digital platforms for promotions, virtual consultations, and patient follow-ups, fertility centers can enhance their reach and service efficiency. This integration of digital solutions is crucial for staying competitive in a rapidly evolving healthcare market. This study provides actionable insights for fertility centers to refine their marketing strategies, including digitalization to improve patient acquisition and retention.

**KEYWORDS:** 7Ps, Consumer Buying Decisions, Fertility Centers, Healthcare, Marketing Mix Strategies.

### I. INTRODUCTION

In the healthcare industry, particularly in fertility centers, understanding patient buying decisions is crucial for enhancing service delivery and patient satisfaction. The marketing mix, often referred to as the 7Ps; Product, Price, Place, Promotion, People, Process, and Physical Evidence, plays a significant role in influencing these decisions. Despite numerous studies investigating the impact of marketing strategies in various healthcare settings, there is a notable gap in research specifically focusing on the relative influence of each of the 7Ps on patient buying decisions within fertility centers. To address this gap, this research employs Partial Least Squares Structural Equation Modeling (PLS-SEM), an advanced statistical technique that allows for the examination of complex relationships between multiple variables.

Infertility has emerged as a significant global concern, affecting a substantial portion of the adult population. Defined as the inability of a married couple to achieve pregnancy after 12 months of regular unprotected intercourse, it impacts people worldwide. According to the World Health Organization (WHO) 2023 data, one in six adults experiences infertility, with variations across income brackets 17.8% in high-income countries and 16.5% in low and middle-income countries. Indonesia also grapples with this issue, affecting 10–15% of reproductive-age couples. Given the widespread nature of infertility, understanding the factors that influence patient decisions in seeking fertility treatments is essential. This study aims to fill the existing research gap by evaluating the impact of the 7Ps on patient buying decisions in fertility centers, using PLS-SEM to provide a comprehensive analysis. [1]

Addressing this concern requires increased awareness, affordability, effectiveness, and high-quality care. Assisted Reproductive Technology (ART) clinics, commonly known as fertility centers, are designed to address infertility. Currently, several fertility centers have been established across Indonesia, primarily in major cities such as Jakarta and Tangerang. As of 2022, the Indonesian Fertility Organization (PERFITRI) reported 49 ART clinics in the country, highlighting the expanding landscape of fertility services.

[2]



**Figure 1. Location of reporting ART Clinics in Indonesia**

Angkasa Hospital, a progressive and innovative healthcare provider in Indonesia, has recognized the importance of catering to patients seeking fertility treatments by establishing a Fertility Center. Despite the rise of fertility centers indicating a growing landscape in Indonesia's healthcare industry, new entrants like Angkasa Fertility Center face tight competition and must quickly establish themselves as competitive entities within this specialized sector. The fertility sector presents unique complexities due to the diverse and nuanced concerns patients have when choosing treatments. Without a clear understanding of these concerns, companies may struggle to tailor their offerings and communication strategies effectively, hindering their ability to attract and retain patients. One critical business issue facing Angkasa Fertility is the significant revenue gap between targeted and actual financial performance. As a newly established player in the fertility center market, the center has undergone rigorous evaluation to meet its revenue objectives. The increasingly competitive landscape, coupled with its status as a newcomer, adds complexity to achieving financial targets. Additionally, the unique nature of fertility services further complicates the strategic positioning of Angkasa Fertility in the market.

Digitalization is crucial for Angkasa Fertility Center to bridge this gap and enhance its competitive standing. In its mid-March 2024 edition, Newsweek magazine featured a main article on how artificial intelligence (AI) is helping CEOs of renowned hospitals worldwide transform healthcare services. According to the article, leaders of the world's top hospitals are at a unique moment several years after the Covid-19 pandemic, utilizing the momentum to integrate AI into various aspects of medical services. AI shows revolutionary potential in disease diagnosis, administrative efficiency, and improving patient care quality, although it also presents new risks and ethical questions. Incorporating AI and other digital tools can significantly enhance Angkasa Fertility Center's operational efficiency, patient satisfaction, and clinical outcomes. By leveraging AI for precise diagnostics and personalized treatment plans, Angkasa Fertility can offer superior patient care and differentiate itself in a crowded market. Furthermore, digitalization can streamline administrative processes, reduce costs, and improve overall service quality, making the center more attractive to prospective patients. By embracing these technological advancements, Angkasa Fertility Center can better position itself to meet its financial targets and establish a strong foothold in Indonesia's competitive fertility treatment landscape. [3]

Understanding consumer priorities is crucial for improving patient buying decisions. By understanding these priorities, fertility centers can develop targeted strategies that resonate with different market segments, ensuring competitiveness and service excellence. Investing in branding, promotions, and service quality helps shape patient perceptions and establish trust. The urgency of implementing marketing mix strategies in the fertility services industry is driven by tight competition. The objective of this research is to determine whether the marketing mix 7Ps strategies significantly influence patient buying decisions and to identify which aspects of the marketing mix strategies contribute most significantly to influencing patient buying decisions, subsequently providing insights for improvement and enhancing revenue for fertility centers.

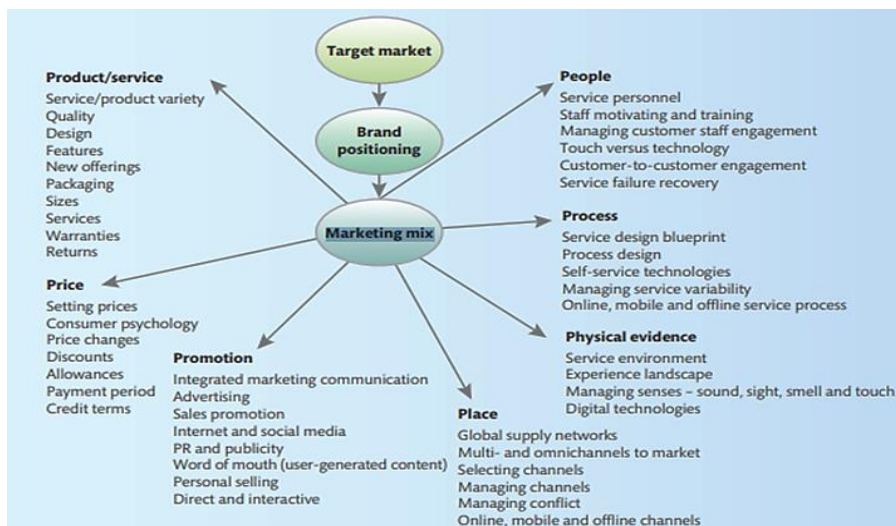


Figure 2. The 7Ps, Components of the Marketing Mix

The marketing mix strategies, initially structured around the 4Ps, has evolved into the comprehensive 7Ps model, which emphasizes a service-oriented approach. This shift is advantageous for meeting the diverse expectations of consumers in competitive markets. The Marketing Strategies 7Ps theory represents a progression from the Marketing Strategies 4Ps (Product, Price, Place, Promotion), now including additional elements such as People, Physical Evidence, Process, which are crucial components in marketing strategies. This research focuses on how the 7Ps marketing mix strategies (Product, Price, Place, Promotion, People, Physical Evidence, and Process) influence consumer decisions in fertility centers. Effective marketing strategies are essential for clinics to stand out in a competitive market, with patient priorities ranging from cost-effectiveness to convenience, as shown in Figure 2. [4] The influence of marketing stimuli and other external factors on customer psychology and characteristics is central to understanding consumer behavior. These influences shape the customer's buying decision process, ultimately leading to the purchase decision. Consumer behavior theory provides valuable insights into this decision-making process, enabling marketers to predict and influence consumer choices more effectively, as shown in Figure 3.[4]

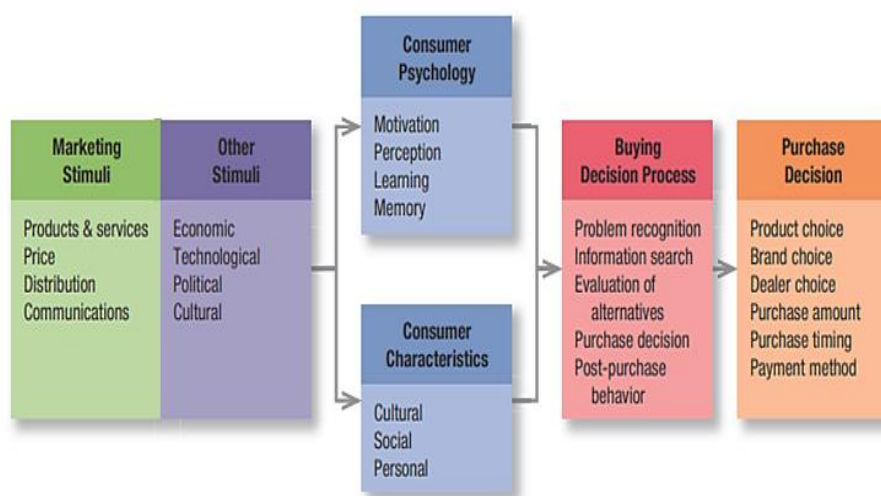


Figure 3. Model of Consumer Behavior

The conceptual framework aims to provide a structured representation of key concepts, variables, and their interrelationships. This study integrates the 7Ps of marketing mix strategies (Product, Price, Place, Promotion, People, Physical Evidence, Process) to explore their influence on patient buying decisions in fertility settings. The conceptual framework shown as below:

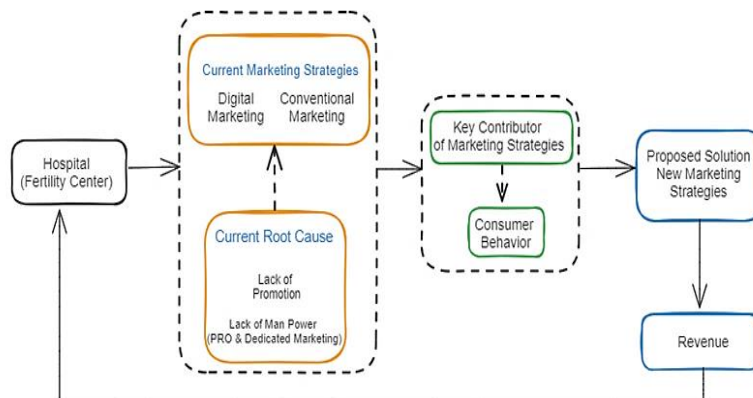


Figure 4. Conceptual Framework of Research

II. METHODOLOGY

This research employs a quantitative design, utilizing primary data collected through questionnaires. The core objective is to analyze the significance of the 7Ps marketing strategies on influencing patient buying decisions. The target respondents are 200 patients at Angkasa Fertility Center. The questionnaire uses Likert scale responses, with a numerical scale ranging from 1 to 5. [5]

Table I. Likert Scale

Score	(1)	(2)	(3)	(4)	(5)
Meaning	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree

The diagram of research design is illustrated in the diagram below:

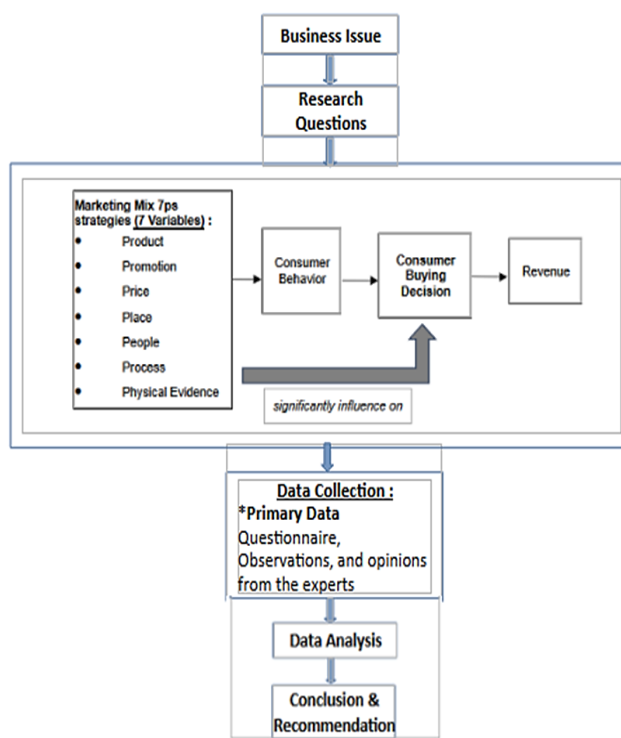


Figure 5. Diagram of Research Design



Analysis Method

For data analysis, Partial Least Squares Structural Equation Modeling (PLS-SEM) will be utilized to assess two conditions:

- Condition 1: Testing the Relationship between Marketing Mix and Patient Buying Decision
  - Dependent Variable: Patient Buying Decision
  - Independent Variable: Marketing Mix
- Condition 2: Examining the Relationship between the Seven Aspects of the Marketing Mix and Patient Buying Decision
  - Dependent Variable: Patient Buying Decision
  - Independent Variables: Product, Promotion, Price, Place, Physical Evidence, People, Process

This approach will help identify which aspects of the marketing mix most significantly influence patient buying decisions, providing valuable insights for strategic improvements, including digital solutions.

The diagram of the PLS-SEM research design shown as below: [6]

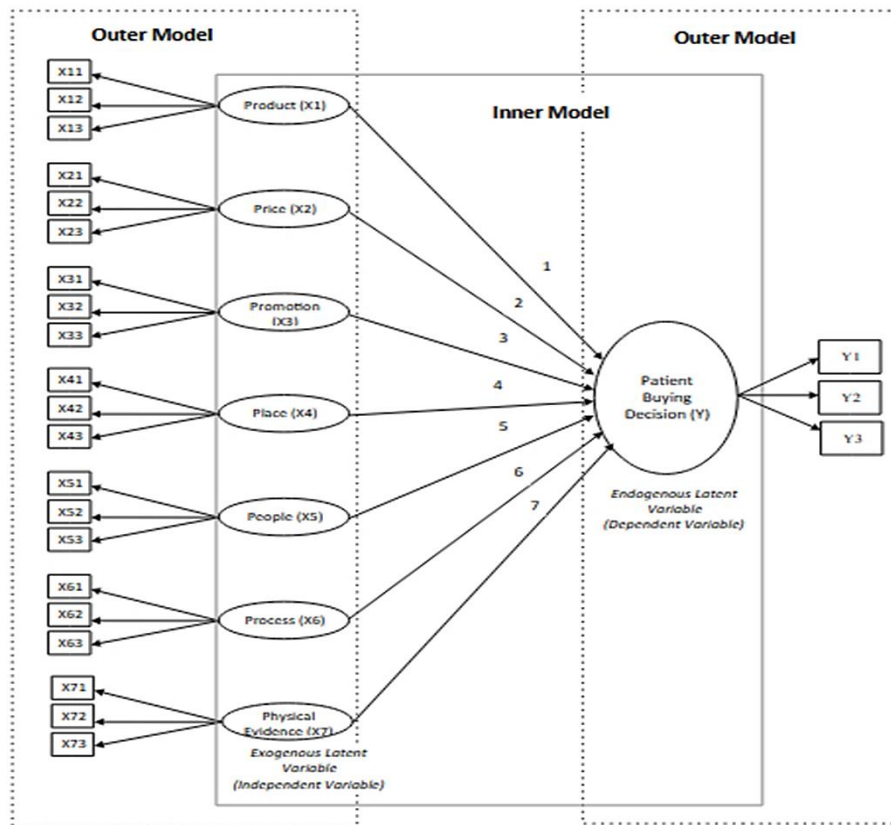


Figure 6. Diagram of PLS-SEM Research Design

III. RESULTS AND DISCUSSION

Correspondent Characteristics

The characteristics of respondents in this study include gender, age, latest education, current domicile, and monthly expenses.

Table II. Gender

No	Gender	Number of Respondents
1	Male	41
2	Female	159
<b>Total</b>		<b>200</b>



**Table III. Age**

No	Age	Number of Respondents
1	< 25	44
2	25 - 35	102
3	36 - 45	50
4	46 - 55	3
5	>=56	1
<b>Total</b>		<b>200</b>

**Table IV. Latest Education**

No	Education	Number of Respondents
1	Bachelor (S1)	160
2	Master (S2)	17
3	High School	13
4	D3	8
5	D4	1
6	Specialist Doctor	1
<b>Total</b>		<b>200</b>

**Table V. Monthly Expenses**

No	Monthly Expenses	#Respondents
1	< Rp 5.000.000	24
2	Rp 5.000.000- 9.999.999	87
3	Rp 10.000.000-14.999.999	59
4	Rp 15.000.000-19.999.999	14
5	≥ Rp 20.000.000	16
<b>Total</b>		<b>200</b>

**Table VI. Domicile**

No	Domicile	Number of Respondents
1	Banjar	1
2	Bogor	3
3	Cilegon	4
4	Jakarta	62



5	Lampung	1
6	Palangkaraya	1
7	Pekalongan	1
8	Pekanbaru	2
9	Serang	4
10	Tangerang	120
11	Tangerang Selatan	1
<b>Total</b>		<b>200</b>

**Table VII. Occupation**

No	Occupation	Number of Respondents
1	Doctor	3
2	Housewife	33
3	Employee / Professional	124
4	Others	6
5	PNS / Polri / TNI	7
6	Spesialis	2
7	Entrepreneur	25
<b>Total</b>		<b>200</b>

*Analysis*

The analysis is divided into two parts: descriptive analysis and PLS-SEM analysis. The descriptive analysis includes both categorized descriptive data which provides an overview of the distribution of categorical variables, and patient-perceived importance which helps identify the aspects most relevant to patients. [7,8,9]

- Categorized Data (Descriptive Analysis)

Respondents' responses to each statement item are categorized into five categories: very good, good, average, poor, and very poor, as shown in table VIII :

**Table VIII. Criteria for Assessment**

No	Value	Number of Respondent
1	1.0 – 1.80	Very Poor
2	1.81 – 2.60	Poor
3	2.61 – 3.40	Average
4	3.41 – 4.20	Good
5	4.21 – 5.00	Very Good



• Patient-perceived importance (Descriptive Analysis)

The patient-perceived importance analysis is a descriptive technique used to understand the factors patients consider crucial when making decisions about healthcare services. This method involves a survey where patients can select multiple factors influencing their choices. The number of respondents choosing a factor provides valuable insights into its perceived importance, interpreted as follows:

- High Importance: Above 50%
- Moderate Importance: 30-50%
- Low Importance: Less than 30%

• PLS-SEM Analysis

Using structural equation modeling (SEM), the author evaluates the significance of each aspect's path coefficient and its corresponding p-value to determine the strongest contributor to patient buying decisions among the 7Ps. The goal is to identify which aspect Product, Promotion, Price, Place, Physical Evidence, People, or Process has the greatest impact on patient buying decisions.

Results

The analysis of the marketing mix strategies indicates that the overall marketing mix significantly influences patient buying decisions. Further examination of each aspect of the 7Ps marketing mix reveals varying degrees of impact on patient choices, as shown in table 9.

**Table IX. Results Summary**

Variable	Descriptive Analysis					PLS-SEM Analysis		
	Categorized Data		Patient-Perceived Importance			Original sample	P values	Remarks
	Score	Category	#Respon- dents	%	Impor- tance			
Product (X1)	4.22	Very Good	152	76%	High	0.086	0.140	Insignificant Positive
Price (X2)	3.82	Good	112	56%	High	0.211	0.000	Significant Positive
Distribution & Location (X3)	4.11	Good	86	43%	Moderate	-0.013	0.422	Insignificant Negative
Promotion (X4)	3.49	Good	85	42.5%	Moderate	0.344	0.000	Significant Positive
People (X5)	4.25	Very Good	98	49%	Moderate	0.248	0.002	Significant Positive
Physical Evidence (X6)	4.09	Good	78	39%	Moderate	-0.146	0.017	Significant Negative
Service Process (X7)	4.07	Good	98	49%	Moderate	0.231	0.002	Significant Positive
Patient Buying Decision (Y)	4.30	Very Good						

The analysis highlights that while certain aspects like product and location are already well-regarded, price, promotion, people, and service processes play more significant roles in influencing patient decisions. Improvements in physical evidence are necessary to align with patient expectations and enhance their overall experience.

- Product (X1) has an insignificant positive effect on patient buying decisions. Despite being highly important to patients, it





is categorized as very good, indicating that the product offerings meet patient expectations but do not significantly drive their decision-making.

- Price (X2) shows a significant positive effect on patient buying decisions. This aspect holds high importance for patients and is categorized as already good. Competitive pricing strategies are evidently crucial in attracting patients to the fertility center.
- Distribution & Location (X3) has an insignificant negative effect on patient buying decisions. Although it is of moderate importance to patients, it is categorized as already good, suggesting that while location and distribution are satisfactory, they do not play a major role in influencing patient decisions.
- Promotion (X4) has a significant positive effect on patient buying decisions. This aspect is of moderate importance and is categorized as already good. Effective promotional strategies are essential in enhancing patient awareness and engagement with the fertility center.
- People (X5) demonstrate a significant positive effect on patient buying decisions. This aspect holds moderate importance and is categorized as already very good, indicating that the quality and professionalism of staff significantly contribute to patient satisfaction and their decision to choose the fertility center.
- Physical Evidence (X6) shows a significant negative effect on patient buying decisions. This aspect is of moderate importance and is categorized as already good. However, the negative influence suggests that there are areas in physical evidence, such as the facility environment, that need improvement to better meet patient expectations.
- Service Process (X7) has a significant positive effect on patient buying decisions. This aspect is of moderate importance and is categorized as already good. Efficient service processes are crucial in ensuring a smooth patient experience, thereby positively influencing their decision to choose the fertility center.

In summary, factors such as price, promotion, people, and service processes play crucial roles in shaping patient buying decisions. Based on the analysis, the fertility center should prioritize competitive pricing, effective promotions, quality staff interactions, and streamlined service processes. Furthermore, physical evidence needs attention due to its negative effect, so the fertility center needs to improve the physical environment. Additionally, while the product itself and distribution and location are important, they do not have a strong impact; therefore, the fertility center could improve the product and distribution location after improving the other aspects.

The significant positive impact of price (X2), promotion (X4), people (X5), and service process (X7) indicates that these factors play a crucial role in patient satisfaction and decision-making, the fertility center should focus on enhancing these aspects to attract and retain patients. The significant negative impact of Physical Evidence (X6) might be caused by the current state of the physical environment at the fertility center not fully meeting patient expectations. Addressing these issues could positively influence patient decisions. While, the reasons for the insignificant positive impact of Product (X1) and the insignificant negative influence of Distribution and Location (X7) on patient decisions can be summarized as follows:

- Insignificant Positive Impact of Product (X1):  
Despite being categorized as highly important and very good, product quality has an insignificant positive influence on patient decisions. This is likely because of :
  - Reputational Halo Effect  
Patients assume a high baseline quality because the fertility center is part of a reputable hospital, making additional improvements less impactful.
  - Focus on Core Services  
Patients prioritize treatment outcomes over ancillary services included in Product (X1).
- Insignificant Negative Impact of Distribution and Location (X7):  
The insignificant negative influence of distribution and location (X7) suggests that patients prioritize factors like service quality and pricing over minor location inconveniences. This is likely because of :
  - Willingness to Travel for Quality  
Patients prioritize service quality and pricing over minor location inconveniences and are willing to travel further for better care.
  - Accessibility Considerations



Easy access to public transportation or ample parking reduces the impact of location.

– Limited Location Options

Few fertility centers in the area limit patient choice, making a slightly inconvenient location less significant.

The previous problem identification highlights that the lack of promotion and the absence of manpower (a dedicated marketing team and patient navigator officers) are the root causes that need to be solved. After the analysis, these aspects have been proven to have a considerable impact on patient buying decisions. To retain and attract more patients, Angkasa Fertility Center needs to solve these problems.

The absence of a dedicated marketing team limits the center's ability to develop targeted strategies aligned with patient needs and market trends. Introducing a specialized marketing team can lead to more focused and effective marketing campaigns, both traditional and digital, enhancing patient engagement and satisfaction. The integration of digital tools and platforms will enable the marketing team to track campaign effectiveness, adjust strategies in real-time, and reach a broader audience.

Furthermore, effective promotional strategies, including digital marketing campaigns, are essential for raising awareness about the center's services and unique benefits. By improving promotional efforts, the center can expand its reach and inform potential patients about available support options, thereby driving patient choice towards their services.

The introduction of patient navigator officers can greatly enhance the patient experience by providing support with scheduling and administrative tasks. This support streamlines the treatment journey, reducing stress for patients and improving overall satisfaction. Incorporating digital solutions, such as automated scheduling systems and digital communication channels, can further improve efficiency and patient convenience.

In conclusion, by improving promotional strategies, adding a dedicated marketing team, and incorporating patient navigator officers, Angkasa Fertility Center can significantly influence and improve patient buying decisions. These enhancements will not only attract more patients but also ensure a smoother and more supportive experience, leading to higher satisfaction levels and better performance in the competitive fertility services industry.

### *Proposed Solutions and Implementation Plans*

To attract and retain more patient, the fertility clinic must prioritize actions based on their impact and feasibility. Start by reinforcing factors with a significant positive impact, followed by addressing significant negative factors, and subsequently focusing on less critical, insignificant factors can yield substantial improvements.

#### a. Significant Positive Influences

- Price

Price plays a significant role in patient satisfaction. Current prices are viewed as fair and reasonable, though some patients find them high and desire more promotions. To remain competitive, clinics must create appealing packages or options that increase accessibility to a broader patient base. The following recommendations are suggested:

- Embrace competitive pricing strategies, flexible payment alternatives, and enticing package deals.
- Introduce tiered service packages (basic, standard, premium) and provide promotional incentives.
- Establish a loyalty program and uphold fair, competitive pricing through regular assessments.
- Offer transparent pricing structures and flexible payment arrangements to foster trust and improve accessibility.

- Promotion

Promotion stands as a crucial factor, necessitating a reevaluation of marketing strategies to refine their approach, ensuring it remains targeted yet still reaches a broad customer base. Current promotions have been quite effective but sometimes have unclear promotional content. The following advanced recommendations are proposed:

- Recruit a dedicated marketing team to elevate the Fertility Center's promotional efforts.
- Expand digital marketing initiatives and leverage online platforms for informative content and virtual tours, emphasizing the center's excellence.
- Incorporate digitalization into promotional strategies to enhance reach and engagement. Utilize advanced analytics to tailor marketing efforts, ensuring personalized and relevant content delivery to potential clients. Implement Customer Relationship Management (CRM) systems to manage and analyze customer interactions and data throughout the customer



lifecycle.

- Invest in targeted advertising across platforms like Google, Facebook, and Instagram, incorporating patient testimonials and influencer collaborations.
- Launch seasonal campaigns, provide incentives, and enhance educational content to showcase treatment advantages and staff expertise.
- Engage with communities through educational workshops and events to raise awareness and stimulate word-of-mouth marketing.

- People

The fertility center should prioritize staff training to ensure empathetic and clear communication. This is crucial for addressing patient concerns promptly and ensuring that patients feel understood and supported throughout their journey. Currently, patients see high-quality service from staff in this fertility center, but customer service responsiveness needs improvement. Providing personalized attention further elevates this experience, fostering a sense of value and care for each patient individually. Regarding communication and training, it's vital to keep staff updated on new initiatives and processes. Effective communication and training facilitate seamless implementation and ensure consistent delivery of high-quality services. The recommendations include:

- Expand the staff, especially in customer services, to enhance responsiveness.
- Investing in training programs that emphasize empathetic and clear communication for all staff members is essential. This ensures high-quality patient interactions and service delivery. Additionally, training staff to effectively use AI and digital tools is crucial for maximizing the benefits of these innovations in healthcare.
- Implement recognition and reward systems for staff members who deliver excellent service, fostering a culture of maintaining high-quality service delivery.

- Service Process

Efficiency is important, it is crucial to prioritize optimal staffing levels to minimize wait times and streamline scheduling procedures effectively. The current service process generally receives positive feedback, with some complaints about slow service in busy areas. The solutions include Introducing a patient navigator system for better appointment management, simplifying processes, and increasing staff in busy areas. The following recommendations are suggested:

- Enhance scheduling efficiency by deploying patient navigator staff and strengthening staffing in high-traffic areas.
- Simplify service processes and decrease wait times to guarantee a seamless patient experience.
- Implement AI will enhance service processes by forecasting patient flow, optimizing staffing and scheduling, and using chatbots for initial interactions and triage. This reduces wait times and improves service speed and efficiency, AI also ensures effective resource utilization and better patient experiences. Additionally, using Patient Reported Outcome Measures (PROM) to assess experiences and outcomes will significantly improve operational strategy and efficiency.

## b. Significant Negative Influence

- Physical Evidence

The negative impact of the physical evidence highlights a crucial area for improvement within the fertility center. Patients arrive with certain expectations, and if these are not met, it can lead to dissatisfaction. Therefore, the center should prioritize enhancements in this aspect. From some patients, there are suggestions to improve the air conditioning in the waiting area. The following recommendations are suggested:

- Enhance waiting areas to ensure patient comfort during wait times, including comfortable seating, refreshments, Wi-Fi access, improved air conditioning, complimentary drinks, and entertainment options.
- Maintain cleanliness and modernize facilities to create a welcoming environment, incorporating appropriate decor, lighting, and ambiance to alleviate stress.
- Implement clear signage and easy navigation systems to assist patients in finding their way around the center effortlessly.
- Invest in cutting edge medical equipment to ensure the highest standards of care and treatment efficacy.
- Modernizing hospital facilities and integrating digital interfaces to improve patient experience by upgrading physical spaces and integrating digital touchpoints, such as interactive kiosks and online portals. These enhancements reinforce



the fertility center's commitment to cutting-edge healthcare services. A visually modern and technologically advanced environment assures patients of the hospital's capability and dedication to quality care.

#### c. Insignificant Positive Influence

- Product

Patients have positive feedback regarding the high-quality services. Fertility center must uphold this standard while also continuously improving service quality. This can be achieved by offering additional services, such as emotional support from healthcare professionals to assist patients in managing the emotional aspects of treatment. Furthermore, the fertility center should focus on building trust by providing comprehensive and transparent information about services and treatment requirements. The following recommendations are:

- Provide comprehensive information about services, procedures, success rates, and potential challenges to build trust.
- Offer emotional support through counseling, support groups, or access to mental health professionals.
- Emphasize unique value propositions such as specialized services, success stories, and innovative technologies.
- Create educational workshops or webinars on fertility treatments and health.
- Implement feedback mechanisms and continuous staff development to enhance service quality.

#### d. Insignificant Negative Influence

- Distribution & Location

To enhance the distribution and location aspect, the fertility center should concentrate on accessibility and affordability, ensuring that the clinic is easily reachable for patients. Currently, patients see the fertility center as strategically and accessibly located but note some parking issues. The following recommendations are:

- Explore additional parking spaces and offer guidance or valet services during peak times.
- Set up mobile clinics or outreach programs in high-demand areas.
- Introduce telemedicine services for consultations and follow-ups to expand healthcare accessibility beyond physical locations. This approach reduces geographical barriers, increases patient reach, and aligns with the demand for convenient, accessible healthcare, ensuring patients receive care wherever they are.
- Ensure easy access by public transport.

By implementing these tailored business solutions, the fertility center can enhance service quality, improve patient experience, and attract more patients. Continuous monitoring and evaluation are essential for maintaining high patient satisfaction. Regular assessments and feedback from patients and staff help identify areas for improvement promptly. Adjusting strategies based on this feedback fosters ongoing enhancement, ensuring that patient needs are met. These practices significantly improve the patient experience, elevate care standards, and establish a strong reputation within the healthcare community, showcasing the clinic's commitment to excellence in patient care. By adopting these steps and focusing on digitalization, the quality of healthcare services and competitiveness will be improved, aligning with international standards. Digital readiness and AI integration will position Indonesian hospitals among the world's best, meeting public expectations for high-quality healthcare services.

## IV. CONCLUSION AND RECOMMENDATIONS

### *Conclusion*

This study investigated the impact of the marketing mix (7Ps) on patients' buying decisions at a fertility center. The F-test result of 42.9 indicates a significant overall influence of these strategies on patient decisions. Furthermore, the conclusions of each aspect 7ps marketing mix strategies, drawn from the analysis as follows:

- a) Product (X1) has insignificant positive effect on Patient Buying Decision. High Importance, Categorized as Very Good.
- b) Price (X2) has a significant positive effect on Patient Buying Decision. High Importance, Categorized as already good.
- c) Distribution & Location (X3) has insignificant negative effect on Patient Buying Decision. Moderate Importance, Categorized as already good.
- d) Promotion (X4) have a significant positive effect on Patient Buying Decision. Moderate Importance, Categorized as already good.



- e) People (X5) have a significant positive effect on Patient Buying Decision. Moderate Importance, Categorized as already very good.
- f) Physical Evidence (X6) has a significant negative effect on Patient Buying Decision. Moderate Importance, Categorized as already good.
- g) Service Process (X7) has a significant positive effect on Patient Buying Decision. Moderate Importance, Categorized as already good.

These results indicate that Price, Promotion, People, and Service Process are the key drivers of patient decisions in choosing a fertility center, highlighting the importance of competitive pricing, effective communication, high-quality staff interaction, and efficient service processes. Conversely, Physical Evidence negatively impacts decisions, suggesting potential areas for improvement in the facility's physical aspects. Product Quality and Location have less influence, indicating other aspect become as patient priorities in this fertility center.

Despite being categorized as highly important and very good, product quality has an insignificant positive influence on patient decisions. This could be attributed to the center's reputation as part of a reputable hospital system, which sets a baseline expectation for high-quality services. As a result, patients come in with the expectation that their needs will be met, making other factors more influential in their decision-making process. The insignificant negative influence of distribution and location suggests that patients prioritize factors like service quality and pricing over minor location inconveniences. They are willing to travel further for better service quality, indicating that other aspects of the center's offerings are more critical to their overall satisfaction.

Understanding these insights enables the fertility center to effectively refine its strategy. Additionally, implementing digital transformation in hospitals enhances efficiency and healthcare service quality. By adopting these technologies, Angkasa Fertility Center can elevate patient experiences through enhanced service delivery and personalized care. A comprehensive digitalization strategy will position Angkasa Fertility Center among the world's leading hospitals, meeting public expectations for high-quality healthcare services and ensuring long-term success.

## Recommendations

The implications of this study provide fertility clinics with a clear framework for prioritizing actions to enhance patient satisfaction and attract more patients. By focusing on the key drivers price, promotion, people, and service process clinics can create a compelling value proposition that addresses the most significant factors influencing patient decisions. Addressing the negative impact of physical evidence through facility upgrades can further improve patient perceptions and experiences. While product quality and location are important, their lesser influence suggests that patients prioritize high-quality service and competitive pricing above these factors. Continuous monitoring and evaluation, coupled with feedback from patients and staff, are essential for ongoing improvement and ensuring that patient needs are effectively met. By implementing these strategies, fertility centers can elevate their care standards, enhance patient experience, and build a strong reputation within the healthcare community. Additionally, integrating digital transformation in clinics can significantly boost efficiency, service quality, and global competitiveness.

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