

## **ABSTRACT**

### **THE EFFECT OF THE MARKETING MIX ON THE PATIENT SATISFACTION AT RAHMA KRIAN PHARMACEUTICAL SIDOARJO**

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This study aims to determine the effect of the marketing mix with the product, price, place, and promotion variables on patient satisfaction at Apotek Rahma. The type of research used is a quantitative observation with a sample of 114 respondents. The data collection technique used a questionnaire. The analysis technique uses a validity test, reliability test, multiple linear regression test, classical assumption test, and T test (partial), F test (simultaneous). The result showed that the product variable and price did not affect patient satisfaction, but place and promotion affected patient satisfaction. Based on a joint or simultaneous test, product, price, place, and promotion variables have a significant effect on patient satisfaction

*Keywords: marketing mix, patient satisfaction*