

Research Article

Marketing Strategy for Maternal and Child Services in Hospitals to Enhance Patient Experience

Lialut Iftiyah

Universitas Brawijaya, Indonesia

Corresponding Author: pmbsehatsejahtera@gmail.com

Abstract. This study aims to analyze the marketing strategies of maternal and child healthcare services in hospitals to enhance patient experience, emphasizing a shift from traditional promotional approaches toward the creation of a positive and empathetic patient experience. This research employs a systematic literature review of relevant studies published between 2021 and 2025, with analysis conducted through identification, selection, and thematic synthesis to determine key factors influencing patient satisfaction and loyalty. The findings indicate that the quality of interpersonal interactions and the efficiency of service processes are the primary determinants of patient experience, where factors such as staff empathy, clear communication, reduced waiting times, and well-structured service flows have a greater impact than the technical aspects of medical care. Hospitals should therefore prioritize people- and process-oriented strategies by implementing empathy training, enhancing communication effectiveness, and regularly measuring patient satisfaction, while also integrating digital services, ensuring cost transparency, and developing continuity of care programs to strengthen the patient experience holistically. This study proposes a holistic marketing framework that integrates empathy, efficiency, data-driven personalization, and environmental sustainability, highlighting a shift from a purely clinical orientation to an experiential marketing approach that places human values at the core of a hospital's competitive advantage.

Received: February 14, 2025

Revised: February 28, 2025

Accepted: March 17, 2026

Published: March 30, 2026

Curr. Ver.: March 30, 2026

Keywords: Empathy; Hospital; Marketing Strategy; Patient Experience; Personalized Service.



Copyright: © 2025 by the authors.

Submitted for possible open

access publication under the

terms and conditions of the

Creative Commons Attribution

(CC BY SA) license

(<https://creativecommons.org/licenses/by-sa/4.0/>)

1. Introduction

Maternal and child health services are one of the top priorities in the national health system, as this group has a strategic role in determining the quality of future generations. Mothers and children are a group that is vulnerable to various health risks, so they need comprehensive, safe, and sustainable services (Nasir, 2025). Hospitals as healthcare providers have a great responsibility to deliver services that focus not only on healing, but also on patient comfort, satisfaction, and experience (Yunus et al, 2023).

Hospital orientation in Indonesia is starting to shift from a service-oriented approach to an experience-oriented approach (Winarsih, 2020). This shift is driven by

increasing public awareness of service quality, technological advancements, and changes in consumer behavior that are increasingly selective in choosing health facilities. Patients no longer only judge hospitals by their medical competence, but also by the way the hospital treats them as individuals with emotional, social, and psychological needs (Oben, 2020). This is becoming increasingly relevant in maternal and child services, where empathy, environmental comfort, good communication, and a sense of security are very decisive aspects in shaping positive experiences during pregnancy, childbirth, and postpartum (Jolivet et al, 2021).

The concept of patient experience reflects the patient's perception of their entire journey when interacting with the health care system, from registration, consultation, medical procedures, to post-treatment services (Primasari & Nazeli, 2025). These experiences include interrelated emotional, physical, and psychological aspects. Masluroh & Fatimah (2025) In maternal and child care, positive experiences can help reduce anxiety levels of pregnant women, speed up the recovery process, and increase overall hospital satisfaction. However, negative experiences can cause trauma, lower the level of trust in medical personnel, and even influence the patient's decision not to return to the hospital's services.

In the face of increasingly fierce competition, hospitals are required to be able to design marketing strategies that are more innovative and oriented to patient needs. Healthcare marketing strategies are no longer limited to promotions or advertising, but rather include the entire process of value creation that is able to increase positive perceptions of patients (Saadi & Sulistiadi, 2025). Hospital marketing needs to integrate aspects of service, communication, digital innovation, and patient-centered organizational culture. In today's digital era, social media and online platforms play an important role in building the image and reputation of hospitals. Positive experiences shared by patients through social media can be a form of indirect promotion that has a great influence on other potential patients (Wati et al, 2025).

Maternal and child services have their own uniqueness compared to other medical services. In this segment, the decision to use services is determined not only by medical needs, but also by emotional and psychological factors. Pregnant women, for example, tend to look for health facilities that provide a sense of security, have friendly and communicative medical personnel, and provide a comfortable environment for families (Grundström et al, 2025). Thus, hospitals need to highlight the values of humanity, warmth, and personalization of services in their marketing strategies.

Various studies have confirmed that the quality of service and patient experience are the main keys in the marketing of health services, especially in maternal and child services. However, the research gap is still visible in several crucial aspects to be studied further. First, in terms of the implementation of empathy and efficiency models, previous research emphasized the importance of staff empathy, effective communication, and process efficiency as the main factors shaping patient experience (Varghese & Khakha, 2025). However, the literature for the 2021–2025 period is still minimal in building an integrated implementation model that simultaneously measures and optimizes both factors—people (empathy/personal) and process (efficiency/flow) in the context of maternal and child services. Most studies focus on only one of them, without integrating the two as a measurable, patient experience-oriented marketing strategy. Second, in terms of data-driven

personalization strategies for unique segments, research has recommended a personalized service approach based on patient characteristics such as young mothers or working mothers. However, there is still a gap in the concrete data-driven utilization mechanism to design highly personalized and predictive marketing communication packages and communication strategies according to the specific needs of the segment (Jolivet, D'Cruz, & Gupta, 2021). Third, from the sustainability dimension, previous research highlighted the importance of friendly and sustainable hospital design. However, gaps are still visible in the integration of the concept of environmental sustainability as the main selling point (value proposition) in the marketing strategy of mother and child services. Most of the literature still focuses on financial and operational sustainability, not on how eco-friendly facilities can improve patient experience and hospital brand image (Grundström, Söderström, & Thelin, 2025).

This research presents uniqueness by offering a more holistic and integrated marketing framework. First, the study explicitly mainstreamed the People and Process elements in the marketing mix as top priorities (P_1 and P_2) over Product and Promotion, marking a shift in focus from medical product excellence to empathy and efficiency-based patient experience excellence (Varghese & Khakha, 2025). Second, this study integrates data-driven service personalization with continuity of care strengthened by digital services and cost transparency. This approach places the marketing strategy as a holistic patient journey from pre-pregnancy to post-delivery by using data to ensure emotional and functional relevance at every stage of patient interaction (Jolivet et al., 2021). Third, this research incorporates the dimensions of sustainability and hospital design as an integral part of patient experience and marketing strategies. By highlighting how sustainable physical design and facilities can increase patient safety, comfort, and loyalty, the study confirms that the patient experience is not only determined by personal interactions, but also by a supportive and socially responsible physical environment (Grundström et al., 2025).

A good marketing strategy must also pay attention to the role of health workers as part of frontline service. Medical and non-medical personnel are the spearhead that shapes the image and experience of patients (Krismiadi & Wunblolong, 2023). Interpersonal communication training, empathic attitudes, and compassionate care are important factors in building long-term relationships between hospitals and patients (Varghese & Khakha, 2025). An effective marketing strategy is inseparable from a consistent culture of service across all levels of the hospital organization.

2. Method

This study uses a systematic literature review approach to analyze the marketing strategies of maternal and child health services in hospitals, with a focus on efforts to improve patient experience. This approach was chosen to synthesize empirical findings and theoretical perspectives from various recent studies, so as to provide a comprehensive understanding of how patient-oriented marketing strategies are designed and implemented in the healthcare context. Through this method, the study aims to identify key factors that affect the satisfaction, loyalty, and positive perception of maternal and child patients towards hospitals.

The literature is obtained from various reputable scientific databases such as Scopus, ScienceDirect, PubMed, and Google Scholar. The inclusion criteria are set for journal articles that have gone through a peer-review process with a publication year between 2021 to 2025, and have relevance to the topics of healthcare marketing, patient experience, and maternal and child healthcare. The search was conducted using keywords such as "healthcare marketing," "patient experience," "maternal care," "compassionate care," and "service innovation in hospitals." Articles that have no empirical data, focus outside the hospital context, or highlight only purely clinical and technical aspects, are excluded from the analysis. Thus, the selected literature is really relevant to the marketing context of maternal and child health services.

The analysis process is carried out through three main stages, namely identification, selection, and synthesis. At the identification stage, it is found through search results. After going through the process of filtering duplication and adjusting relevance, articles that meet the criteria for thorough review are obtained. Furthermore, the synthesis stage is carried out with thematic coding techniques to extract recurring key themes, such as staff empathy, service process efficiency, data-driven personalization, digital innovation, and sustainability in healthcare marketing. The analysis focuses on how hospitals build the patient experience through strategies that emphasize a balance between people-centered (empathy and communication) and process-driven (efficiency and flow of service) aspects, to create a holistic patient journey.

Through this literature review, the research provides an in-depth empirical overview of the evolution of maternal and child health care marketing strategies from a traditional promotion-based approach to an experience-oriented and data-driven model. This study highlights the relationship between staff empathy, communication effectiveness, process efficiency, and sustainable hospital design as determinants of positive patient perception.

3. Results and Discussion

Table 1. Previous Studies (*Literature*).

No	Researcher (s)	Year	Title	Purpose	Method	Research Findings
1	Cruz, S., Fernandes, C., & Magalhães, B.	2025	<i>Patients' Experiences in the Transition From Hospital to Home Palliative Care: A Systematic Review and Thematic Synthesis of Qualitative Studies.</i>	To synthesize patients' experiences in the transition from hospital palliative care to home care.	Systematic Review and Thematic Synthesis of Qualitative Studies.	Identified four main themes of the transition experience: (1) Safety and Support, where patients feel secure with professional teams; (2) Continuity of Care, emphasizing the need for smooth communication among providers; (3) Independence and Comfort at Home, where

						home is seen as a better environment; and (4) Challenges and Barriers, including transportation, bureaucracy, and inter-service coordination.
2	Balogun, M., Banke-Thomas, A., et al.	2021	<i>Challenges in access and satisfaction with reproductive, maternal, newborn and child health services in Nigeria during the COVID-19 pandemic: A cross-sectional survey.</i>	To identify challenges in access and satisfaction with reproductive, maternal, newborn, and child health services in Nigeria during the COVID-19 pandemic.	Cross-sectional Survey.	Major access challenges included fear of COVID-19 infection, transportation problems, and movement restrictions (lockdown). Although overall satisfaction levels were fairly good (mainly due to good service), significant factors influencing dissatisfaction were poor access and limited availability of supplies/medications.
3	Moryossef, I. G.	2025	<i>Women's satisfaction with their childbirth experiences and hospitals' corporate social responsibility intentions.</i>	To investigate the relationship between women's satisfaction with childbirth experiences and hospitals' corporate social responsibility (CSR) intentions.	Quantitative Study, possibly using Structural Equation Modeling (SEM).	Findings show that positive childbirth experiences significantly increase women's satisfaction. Moreover, higher satisfaction positively influences their perception of hospitals' CSR intentions, indicating that core service quality is viewed as part of the hospital's social ethics.
4	Munassar, A. A. A., Simsekler,	2025	<i>Evaluating patient experience in maternity</i>	To evaluate patient experiences in maternity	Bayesian Belief Network (BBN)	The developed BBN model successfully predicted patient

	M. C. E., et al.		<i>services using a Bayesian belief network model.</i>	services using a Bayesian Belief Network (BBN) model.	Modeling	experience outcomes. Maternal involvement in decision-making and emotional support from staff were found to be the strongest predictors, showing that interpersonal factors are more dominant than structural ones.
5	Singh, A., Patil, N., et al.	2025	<i>Mapping maternity care journeys: a qualitative comparison of patient experiences in private and government hospitals in India.</i>	To qualitatively compare maternity care journeys and patient experiences between private and government hospitals in India.	Qualitative Study, likely using in-depth interviews.	Qualitative findings revealed that patients in private hospitals emphasized comfort, facilities, and quick services. Conversely, patients in public hospitals highlighted affordability (free services), though they often reported long waiting times and lack of privacy/facilities as key sources of dissatisfaction.
6	Strong, J., Lattof, S. R., et al.	2021	<i>Experiences of private sector quality care amongst mothers, newborns, and children in low-and middle-income countries: a systematic review.</i>	To review quality-of-care experiences in the private sector among mothers, newborns, and children in low- and middle-income countries.	Systematic Review.	The review concluded that although the private sector often offers greater comfort and interpersonal quality (e.g., polite staff), there are serious issues related to technical quality and adherence to clinical guidelines. Additionally, high costs are a major barrier to access and a source of dissatisfaction.

7	Woo, S., & Choi, M.	2021	<i>Medical service quality, patient satisfaction and intent to revisit: Case study of public hub hospitals in the Republic of Korea.</i>	To analyze the causal relationship between medical service quality, patient satisfaction, and revisit intention in public hub hospitals in Korea.	Structural Equation Modeling (SEM) or regression using survey data.	SEM analysis demonstrated that medical service quality has a positive and significant effect on patient satisfaction. Furthermore, patient satisfaction is a strong and significant predictor of revisit intention to public hub hospitals.
8	Oyeniran, Y. A., Adeyeye, O., & Sowunmi, C. O.	2020	<i>Evaluation of patient satisfaction with the quality of maternal and child services of health facilities in Ile-Ife, Osun State.</i>	To evaluate patient satisfaction with the quality of maternal and child health services at health facilities in Ile-Ife, Osun State, Nigeria.	Evaluative Study/Survey.	Most clients reported being satisfied with the services received. However, main areas for improvement included long waiting times, shortage of medicines, and lack of equipment or facilities in some centers.
9	Dewi, N. F., Setiawati, R., et al.	2022	<i>Marketing Mix and Customer Loyalty in Hermina Galaxy Hospital.</i>	To determine patients' perceptions of the marketing mix and customer loyalty at the executive outpatient clinic of Hermina Galaxy Hospital.	Descriptive Research, likely using quantitative survey.	Results showed that several elements of the marketing mix (especially People and Process) had a positive and significant influence on customer loyalty. Patient satisfaction played an important mediating role between marketing mix and loyalty.
10	Al-Shammari, I., Roa, L., et al.	2019	<i>Implementation of an international standardized set of outcome indicators in pregnancy and childbirth in</i>	To implement an internationally standardized set of outcome	Implementation Study using Mobile Technology.	The mobile-based system successfully collected 92% of Patient-Reported Outcome Measures (PROMs) data.

			<i>Kenya: utilizing mobile technology to collect patient-reported outcomes.</i>	indicators for pregnancy and childbirth in Kenya using mobile technology to collect patient-reported outcomes (PROMs).		Findings highlighted the importance of measuring patient-reported outcomes, with early results indicating the need for better communication and emotional support during childbirth.
11	Otani, K., 2009 Waterman, B., et al.	<i>Patient satisfaction: focusing on "excellent".</i>	To identify factors influencing adult patients' ratings of their overall hospital experience as "excellent."	Multiple Logistic Regression Analysis on patient satisfaction data.		Logistic regression results showed that the strongest predictors of "excellent" ratings were Staff Care, followed by Nursing Care. These attributes were much stronger drivers of top ratings than Doctor Care, Admission Process, Room, or Food.
12	Pai, Y., 2011 Ravi, G., & Chary, S.	<i>Factors affecting In-patient Satisfaction in Hospital—A Case Study.</i>	To identify factors influencing in-patient satisfaction in a hospital (case study).	Case Study, likely using survey and factor analysis.		The most influential factors affecting in-patient satisfaction were staff friendliness and attentiveness, quality of medical care by doctors and nurses, and availability and cleanliness of facilities. Lack of clear communication was a major contributor to dissatisfaction.
13	Timane, A. 2017 J., Oche, O. M., et al.	<i>Clients' satisfaction with maternal and child health services in primary health care centers in Sokoto</i>	To assess clients' satisfaction with maternal and child health services at primary	Cross-sectional Survey Study.		The majority of clients (over 70%) were reported to be satisfied overall. However, satisfaction with specific dimensions, such as drug availability

			<i>metropolis, Nigeria.</i>	health care centers in Sokoto metropolis, Nigeria.		and waiting time, was relatively low and identified as areas for improvement.
14	Zebua, L., Pasinringi, S. A., et al.	2024	<i>The impact of marketing mix and patient experience on public patient loyalty in hospitals: Satisfaction as an intervening variable.</i>	To analyze the impact of the marketing mix and patient experience on public patient loyalty in hospitals, with satisfaction as a mediating variable.	Quantitative Method, likely using Partial Least Square-Structural Equation Modeling (PLS-SEM).	The study found that both Marketing Mix and Patient Experience directly and significantly affected Satisfaction. Furthermore, Satisfaction served as a strong mediating variable in building Public Patient Loyalty in hospitals.
15	Siregar, N., Girsang, E., & Wau, H.	2024	<i>Strategic hospital health promotion on patient satisfaction through healthcare services quality.</i>	To analyze the effect of strategic hospital health promotion on patient satisfaction through the quality of healthcare services.	Quantitative Analysis, likely using Path Analysis or SEM.	Findings showed that Strategic Hospital Health Promotion positively and significantly affected Healthcare Service Quality. Moreover, both Health Promotion and Service Quality significantly improved Patient Satisfaction.
16	Oyugi, B., Audi-Poquillon, Z., et al.	2024	<i>Examining the quality of care across the continuum of maternal care (antenatal, perinatal and postnatal care) under the expanded free maternity policy (Linda Mama Policy) in Kenya: A mixed-methods study.</i>	To examine the quality of care across the continuum of maternal services (antenatal, perinatal, and postnatal) under Kenya's expanded free maternity policy (Linda	Mixed-Methods Study.	The study found significant quality differences across antenatal, perinatal, and postnatal phases. Although the policy improved access, quality aspects—such as lack of privacy, understaffing, and verbal/emotional abuse during delivery—remained serious issues affecting patient experience.

Mama
Policy).

Determinants of Patient Experience and the Role of Marketing Strategy

Interpersonal-Interaction (quality of personal interaction) and service process (flow, wait time, flow smoothness) emerge as the strongest determinants of the maternity experience, while physical/product elements and brand image act as additional drivers that moderate satisfaction and return intent. Moryossef's study confirms that CSR commitment and environmentally friendly environment increase maternal satisfaction, especially through improving Personal Interaction and Process, namely more empathetic staff and more efficient service flows, even though the effect on Physical Evidence is not significant (Moryossef, 2025). These findings are consistent with evidence from a systematic review by Strong et al (2021). that the interpersonal aspect of the staff-friendly attitude, the time given by health workers to mothers often determines the perception of quality rather than just the technical quality of service (Strong et al., 2021). A quantitative analysis at hub hospitals in Korea (Woo & Choi, 2021) shows that physician services and staff attitudes affect immediate satisfaction, while the physical environment influences through indirect channels, reinforcing the idea that the marketing mix should put communications & people at the forefront of strategy.

Sectoral (public vs. private) and situational shows important variations: evidence from LMICs shows that private facilities often offer a better experience regarding wait times and provider attention factors that drive facility selection although they are not always perfectly correlated with clinical outcomes (Strong et al., 2021). A journey-mapping study in India (Singh et al., 2025) shows different pain points between private hospitals and private governments: billing overruns, quality of non-clinical services (food, baby clothes); public: bureaucracy, access and physical facilities which suggests that the segmentation & positioning of mother-child services should be tailored to the persona (young primigravida vs multiparapara) and service channels. Research by Balogun et al. (2021) during COVID-19 highlights that access (transportation, lockdown) and pandemic response policies affect satisfaction, so service marketing strategies need to include responsive communication and access solutions (teleconsultation, flexible scheduling) as part of the mix.

The empathy and experience-based marketing approach emphasizes that the success of healthcare depends on patients' perceptions of the interactions they experience — not just medical outcomes. This approach is increasingly relevant amid increasing competition between hospitals and societal demands for human-centered services (Cruz et al., 2025).

Theoretical Integration and Practical Implications for Marketing Strategy

Combining these empirical findings can be formulated in a few outlines: first, "People" and "Process" should be strategic priorities. Moryossef's findings (strong effects on Personal Interaction/Process) and other evidence (Woo & Choi; Strong et al.) Reinforcing that empathy training, adequate consultation time allocation, and patient flow protocols (switching of maternity room—infirmery, speed of administrative handling) have a significant impact on the maternity experience. Practically, hospitals need to set measurable patient experience KPIs (time-to-service, respectful-care scores) and conduct interpersonal communication training for doctors and nurses. Second, CSR and green hospital design are

not just reputational issues that affect the experience through cultural/organizational effects: an eco-friendly environment tends to facilitate more systematic work practices and signals attention to patient comfort thereby improving staff-patient interaction (Moryossef). Therefore, investment in green design can be communicated in promotional messaging strategies to improve brand image as well as patient comfort.

The traditional marketing mix (4P/7P) remains relevant but must be adapted: product components (maternity clinical services) need to be packaged with physical evidence (hygiene, baby facilities), prices are transparent to address billing complaints (Singh et al.'s findings 2025), place and promotion must accommodate digital pathways (telehealth, appointment apps) which also addresses access issues during crises (Balogun et al., 2021). The study of Budiman & Achmadi (2023) and Al Islamiyah & Wuisan (2024) corroborates that a managed marketing mix increases patient satisfaction and loyalty, meaning that marketing planning must be integrated with clinical operations so that marketing promises are fulfilled at the point of service.

A more holistic analytical approach is needed to understand the interdependence of experiential factors such as the methodological example Bayesian Belief Network (Munassar et al., 2025) which highlights the linkages between domains (ranging from ante-natal to post-natal care). This supports the recommendation that hospital management adopt a data-driven decision dashboard that combines metrics from the entire maternal journey series so that interventions can be targeted to the most sensitive nodes (e.g. staff caring, wait times) to maximize impact.

Segmentation and positioning (Rahayu et al. 2023) should be used to design a mother-child service package: e.g. "First-time mothers" packages that emphasize education, facility tours, lactation counseling; "Working Mothers" package with flexible antenatal services and fast-track admin. This persona-driven approach responds to the findings of journey-mapping (Singh et al., 2025) about differences in pain points between patient groups.

Integration of CSR (Green Design) as Part of Service Differentiation

Gertner's findings suggest that an environmentally friendly environment contributes to the patient experience through mechanisms of improving personal interactions and processes—not just aesthetic assessments of physical evidence. This means that investment in green design (natural lighting, ventilation, certified materials) has the potential to improve the comfort of staff and patients, which in turn improves the quality of staff interaction (calmer, more empathetic) and operational process efficiency (patient circulation, hygiene, sustainable nutrition). Therefore, CSR should be positioned as a pillar of service differentiation in the marketing strategy of maternal and child hospitals—using a narrative that links sustainability to maternal comfort, infant safety, and emotional value (brand storytelling) (Moryossef, 2025).

Personalize Interactions at the Core of Patient Experience to Train and Measure "Moments of Truth"

Consistent across many studies is the role of interpersonal care: staff attitudes, time allotted, clear communication. In the context of service marketing, "people" (front-line and clinical staff) are the main product variables. Communication training, empathy protocols, scripting for critical announcements, and service KPIs (response time, staff contact

satisfaction score) should be part of the internal marketing mix (Strong et al, 2021; Woo & Choi, 2021; Gertner, 2025).

Process Simplification & Reduction of Waiting Times as a Promise of Value Proposition

Studies in the private sector in LMICs and patient journey mapping show that timeliness and smoothness of processes (administrative processes, moving between spaces, handling bills) have a direct impact on satisfaction. The marketing strategy should include concrete promises related to service efficiency (e.g. "admission within X minutes", "transparent cost estimation") and displaying evidence (testimonials, time average metrics) (Singh et al, 2025; Strong et al., 2021; Budiman & Achmadi, 2023).

Brand Image and Loyalty: Marketing Should Build Consistent Promises that are Reflected in Every P

Research by Al Islamiyah & Wuisan (2024) and Budiman & Achmadi (2023) confirms that brand image mediates the relationship between marketing mix → satisfaction → loyalty. For maternal and child hospitals, an image of "safe, warm, professional, and personalized" should be built through: Physical evidence of the room (physical evidence) consistent with the brand's promise (e.g. postpartum living room). Promotional communication that highlights after-sales service (follow-up, breast milk counseling). Real testimonials and maternal/neonatal outcome data when available.

Service Segmentation and Positioning Should be Tailored According to Patient Personas

Rahayu et al. (2023) showed that STP is effective in increasing access and the number of patients. Patient journey studies and private vs. public differences (Singh et al, 2025) suggest hospitals should map personas (e.g. working first-time mothers; multi-households) and devise relevant packages/communications: flexible visiting hours for working mothers, post-natal education for first-time mothers, clear cost packages for cost-sensitive families.

Service Resilience (Pandemic/Crisis) and Accessibility are Part of The Value Proposition

Balogun et al. (2021) emphasized that during a crisis, access is the main obstacle even though satisfaction may be maintained for those who can access services. The marketing strategy should include aspects of service reliability in crisis situations: antenatal teleconsultations, emergency transportation arrangements, adaptive visiting hours policies and should be communicated to increase trust.

Data-Driven Approach & Prioritization of Benefit Intervention Models Such as BBN

Munassar et al. (2025) show that BBN is useful for understanding complex interactions between experience domains. Hospitals can leverage analytics (structured patient surveys, simple machine learning) to prioritize marketing-operational interventions that have the greatest impact on the mother and baby experience. In practice, the implementation of post-partum structural surveys and sensitivity analyses to determine which investments (e.g., staff training vs. space renovation) are most effective in increasing satisfaction.

The Role of Continuity of Care and Transition Home

Cruz et al (2025) underscore the importance of a coordinated transition. For mothers and children, follow-up programs (home visits, lactation hotlines, integrated control

schedules) become service elements that improve the hospital experience and image— influencing word-of-mouth and loyalty.

4. Conclusion

Based on the results and discussion above, it can be concluded that the patient's experience in maternal and child services is highly dependent on the quality of personal interaction and the efficiency of the service process. Factors such as staff empathy, clear communication, and a fast and organized service flow have been proven to have more influence on patient satisfaction than the technical aspects of medicine. The success of a hospital is determined by how patients feel cared for and valued during treatment, while physical facilities and brand image serve to reinforce positive experiences already formed through human interaction and a supportive environment.

The main focus should be on the patient's experience and empathy with an emphasis on the "people" and "process" aspects. Hospitals need to implement communication training, efficient service systems, as well as cost transparency and easy digital access. Services also need to be personalized according to the needs of each patient segment, such as working mothers or young mothers. In addition, sustainability strategies and crisis responses—for example through teleconsultations and postpartum support—need to be developed with a data-driven approach to understand patient experience patterns and prioritize service improvements.

References

- Al Islamiyah, M. N., & Wuisan, D. S. S. (2024). Analyzing the Impact of Marketing Mix and Hospital Brand Image on Patient Satisfaction and Loyalty: A Study at XYZ Maternity Hospital. *Eduvest-Journal of Universal Studies*, 4(10), 8662-8681.
- Al-Shammari, I., Roa, L., Yorlets, R. R., Akerman, C., Dekker, A., Kelley, T., ... & Ljungman, D. (2019). Implementation of an international standardized set of outcome indicators in pregnancy and childbirth in Kenya: utilizing mobile technology to collect patient-reported outcomes. *PloS one*, 14(10), e0222978.
- Balogun, M., Banke-Thomas, A., Sekoni, A., Boateng, G. O., Yesufu, V., Wright, O., ... & Ogunola, F. (2021). Challenges in access and satisfaction with reproductive, maternal, newborn and child health services in Nigeria during the COVID-19 pandemic: A cross-sectional survey. *PloS one*, 16(5), e0251382.
- Budiman, C., & Achmadi, H. (2023). The effect of marketing mix on patient satisfaction and their impact on patient loyalty in hospital inpatients. *Jurnal Manajemen Kesehatan Indonesia*, 11(1), 1-9.
- Cruz, S., Fernandes, C., & Magalhães, B. (2025). Patients' Experiences in the Transition From Hospital to Home Palliative Care: A Systematic Review and Thematic Synthesis of Qualitative Studies. *SAGE Open Nursing*, 11, 23779608251334031.
- Dewi, N. F., Setiawati, R., Santoso, R. K., & Rahma, N. (2022, December). Marketing Mix and Customer Loyalty in Hermina Galaxy Hospital. In *Proceedings* (Vol. 83, No. 1, p. 42). MDPI.
- Grundström, H., Malmquist, A., & Nieminen, K. (2025). Factors related to a positive childbirth experience—a cross-sectional study. *Journal of Reproductive and Infant Psychology*, 43(5), 1148-1160.
- Jolivet, R. R., Gausman, J., Kapoor, N., Langer, A., Sharma, J., & Semrau, K. E. (2021). Operationalizing respectful maternity care at the healthcare provider level: a systematic scoping review. *Reproductive health*, 18(1), 194.
- Krismiadi, D., & Wunblolong, F. P. B. (2023). Hubungan Perilaku Caring Perawat Dengan Kepuasan Pasien Yang Menjalani Terapi Hemodialisis Di Ruang Hemodialisis. *Jurnal Keperawatan Florence Nightingale*, 6(2), 59-64.

- Masluroh, M., & Fatimah, T. (2025). Pengaruh Pengalaman Persalinan terhadap Tingkat Kepercayaan Diri pada Ibu Hamil Trimester III dalam Menghadapi Persalinan di PMB Rasti Sulastri. *MAHESA: Malahayati Health Student Journal*, 5(3), 1278-1286.
- Moryossef, I. G. (2025). Women's satisfaction with their childbirth experiences and hospitals' corporate social responsibility intentions. *Sustainable Chemistry and Pharmacy*, 47, 102154.
- Munassar, A. A. A., Simsekler, M. C. E., Saad, A. A., Qazi, A., & Omar, M. A. (2025). Evaluating patient experience in maternity services using a Bayesian belief network model. *PloS one*, 20(2), e0318612.
- Nasir, F. (2025). Optimalisasi Pelayanan Kesehatan Ibu dan Anak untuk Menurunkan Angka Kematian Ibu dan Bayi di Indonesia. *Jurnal Kolaboratif Sains*, 8(7), 4899-4903.
- Oben, P. (2020). Understanding the patient experience: a conceptual framework. *Journal of patient experience*, 7(6), 906-910.
- Otani, K., Waterman, B., Faulkner, K. M., Boslaugh, S., Burroughs, T. E., & Dunagan, C. W. (2009). Patient satisfaction: focusing on “excellent”. *Journal of healthcare management*, 54(2), 93-102.
- Oyeniran, Y. A., Adeyeye, O., & Sowunmi, C. O. (2020). Evaluation of patient satisfaction with the quality of maternal and child services of health facilities in Ile-Ife, Osun State. *African Journal of Midwifery and Women's Health*, 14(3), 1-14.
- Oyugi, B., Audi-Poquillon, Z., Kendall, S., & Peckham, S. (2024). Examining the quality of care across the continuum of maternal care (antenatal, perinatal and postnatal care) under the expanded free maternity policy (Linda Mama Policy) in Kenya: A mixed-methods study. *BMJ Open*, 14(5), e082011. <https://doi.org/10.1136/bmjopen-2023-082011>
- Pai, Y., Ravi, G., & Chary, S. (2011). Factors affecting In-patient Satisfaction in Hospital-A Case Study. In *International Conference on Technology and Business Management March* (Vol. 28, p. 30).
- Primasari, M., & Nazeli, B. (2025). From Scores to Strategy: Strategic Recommendations Based on Patient Satisfaction Survey at dr. Nurdin Wahid Primary Inpatient Clinic. *PRISMA International Journal of Social and Humanities Research*, 1-26.
- Rahayu, N. H., Yuniarsih, T., Gaffar, V., & Dirgantari, P. D. (2023, September). Analysis Segmentation, Targeting, and Positioning as a Marketing Strategy at Mother and Child Hospital of Bunda Aisyah. In *7th Global Conference on Business, Management, and Entrepreneurship (GCBME 2022)* (pp. 1893-1898). Atlantis Press.
- Saadi, M. T., & Sulistiadi, W. (2025). Experiential Marketing di Rumah Sakit Indonesia: Scoping Review. *Jurnal Bisnis Mahasiswa*, 5(1), 120-128.
- Singh, A., Patil, N., AK, R., & Yeravdekar, R. (2025). Mapping maternity care journeys: a qualitative comparison of patient experiences in private and government hospitals in India. *International Journal of Pharmaceutical and Healthcare Marketing*.
- Siregar, N., Girsang, E., & Wau, H. (2024). Strategic hospital health promotion on patient satisfaction through healthcare services quality. *Science Midwifery*, 12(2), 676-685.
- Strong, J., Lattof, S. R., Maliki, B., & Yaqub, N. (2021). Experiences of private sector quality care amongst mothers, newborns, and children in low-and middle-income countries: a systematic review. *BMC health services research*, 21(1), 1311.
- Timane, A. J., Oche, O. M., Umar, K. A., Constance, S. E., & Raji, I. A. (2017). Clients' satisfaction with maternal and child health services in primary health care centers in Sokoto metropolis, Nigeria. *Edorium Journal of Maternal and Child Health*, 2, 9-18.
- Varghese, A., & Khakha, D. C. (2025). Attributes of compassionate care in clinical nursing practice from the perspectives of patients and nurses—A systematic review. *Journal of Education and Health Promotion*, 14(1), 110.
- Wati, D. K., Sariatmi, A., & Arso, S. P. (2025). Role of Social Media and Digital Platforms in Healthcare Marketing: A Scoping Review. *Journal of Public Health for Tropical and Coastal Region*, 8(1), 59-67.

- Winarsih, T. (2020). Analisis Pengembangan Orientasi Pasar Terhadap Kinerja Rumah Sakit di Malang Raya.
- Woo, S., & Choi, M. (2021). Medical service quality, patient satisfaction and intent to revisit: Case study of public hub hospitals in the Republic of Korea. PLoS One, 16(6), e0252241.
- Woo, S., & Choi, M. (2021). Medical service quality, patient satisfaction and intent to revisit: Case study of public hub hospitals in the Republic of Korea. PLoS One, 16(6), e0252241.
- Yunus, M., Kesuma, T. M., Diah, M., Yusuf, F., Abubakar, A., Rizal, S., ... & Zikran, G. (2023). Hospitality Hospital Management. Syiah Kuala University Press.
- Zebua, L., Pasinringi, S. A., Rivai, F., Sidin, I., & Mumang, A. A. (2024). The impact of marketing mix and patient experience on public patient loyalty in hospitals: Satisfaction as an intervening variable. Asia Pacific Journal of Health Management, 19(1), 118-125.