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Market segmentation analysis in hospitals: A literature review

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Abstract

Background: Healthcare is undergoing a transformation in several key business units that require proper management. The growth of hospitals is accompanied by very high public demand for services, making hospitals compete in finding new opportunities and strategies to meet the needs of patients. To meet consumer expectations and desires, hospitals must design marketing combinations that provide value to the target consumer. Management planning serves the target market based on hospital market segmentation.

Purpose: To find out the analysis of the health service market segment so that it is expected to help the marketing process in hospitals.

Method: A literature review obtained through the internet, in the form of scientific research results from several sources. The population in this study is research with a focus on assessing hospital market segmentation in 2015-2023, obtained as many as 15 research articles sourced from scientific publications Science Direct, Scopus, ProQuest, Springer Link, Google Scholar, PubMed, JSTOR and Emerald Insight. The data obtained were then analyzed systematically.

Results: Based on the results of the article analysis, eight articles were found in the form of quantitative research, seven articles in the form of qualitative research, and one research in the form of mixed method research.

Conclusion: This study concludes that market segmentation analysis in hospitals divided by geography, demographic, psychographic, and behavioral and supported by the right marketing mix is an effective means to improve health services according to customer needs.

Keywords: Behavioral; Demographic; Geography; Hospitals; Market Segmentation; Psychographic.

INTRODUCTION

The World Health Organization (WHO) says that the hospital is an integral part of a social and medical organization that has the function of providing (comprehensive) health services to the community, both curative and preventive (Ayuba, Mohamad, & Lolo, 2021). According to Law Number 44 of 2009, it is stated that a hospital is a health service institution that provides comprehensive individual health services (including promotive, preventive, curative and rehabilitative) by providing inpatient, outpatient and emergency services (Ministry of Health of the Republic of Indonesia, 2020).

The hospital has now undergone a significant transformation and functions as a company that has several strategic business units that must be managed with appropriate management methods. Hospitals are starting to pay more attention to the market and are aware of changes in the external healthcare environment when formulating strategies. For hospitals, market research is used to find out what patients really want when receiving hospital services, and what constitutes patient satisfaction and dissatisfaction with the hospital services they receive (Nursa, Hardisman, & Semiarty, 2019).

The hospital's advancement is accompanied by a huge public demand for services, encouraging hospitals to compete in finding new opportunities and approaches to meet community expectations and become the first choice among certain communities (Marno & Sulistiadi, 2022). The lack of human resources, budgets, facilities and infrastructure forces hospitals to target key products and services to specific populations. The hospital's marketing plan makes the activities carried out more general or focused, and the efforts made are clearer and more on target (Napitupulu, Carolina, & Rahmawati, 2018).

In an effort to meet the expectations and desires of consumers, hospitals need to design a marketing mix that provides the desired value to target consumers. Marketing is all about creating customer value and profitable customer relationships. According to Kotler and Armstrong, the company's marketing strategy aims to create value for customers so that a profitable relationship with customers is achieved, all of which are based on marketing logic (Tjiptono, 2019).

Marketing strategy involves two main issues: which customers to serve (segmentation and targeting) and how to provide value to customers (differentiation and positioning). Decisions about how to serve your target market are based on segmentation, targeting, and positioning (Kotler & Keller, 2012). To ensure that the product remains in an optimal position in meeting the maximum customer segment of the intended market, the company needs to define market segmentation. Market segmentation divides the market into several groups that have certain uniqueness. The market segment consists of a group of consumers who have similar needs and desires (Munandar, 2017; Tae, Hariyanti, & Rasyid, 2017).

Market segmentation is carried out by analyzing market characteristics that can affect consumer behavior in utilizing hospital services. The most important factors that influence consumer purchase decisions include psychological factors such as perception, motivation, learning, personal attitudes and personalities, situational factors such as spatial conditions, time, product use and purchase situations, and social factors that influence purchase decisions (Rochmiati, Suryawati, & Shaluhiah, 2021). The determination of market segments is carried out by considering the characteristics of

respondents from the point of view of demographic, geography, psychographic, and behavioral (Ahmadi & Herlina, 2017).

Market segmentation is basically a method to identify differences in the market based on several customer characteristics, which are generally divided into four categories, namely: Geographic, Demographic, Psychographic, and Behavioral. Based on the philosophy of marketing management that focuses on consumers, this segmentation strategy can be developed. This market segmentation is grouped according to geographical, demographic, psychographic, and behavioral categories (Lova & Achadi, 2022). The process of market segmentation will group customers into categories that have similarities in behavior or needs. Each group will be the target market that will be reached with various marketing strategies. This step was taken by the hospital with the main goal of providing the best service to customers, so that their view of the hospital is more positive and to achieve a good position in the memory of customers. Therefore, a detailed and well-documented segmentation analysis is essential for hospitals.

The analysis of the segment division that has been carried out previously based on the characteristics of the market segment at Faisal Islamic Hospital Makassar is classified into three parts, namely Hospital Aversion (34.3%), Hospital Care Minimizer (2.0%), and Hospital Care Maximizer (64.6%). Each segment has ten different characteristics, which include age, education level, type of work, family size, location of residence, residence status, motivation, patterns of use of health services for mild and moderate conditions, and frequency of hospital use (Saru, Arifin, & Marzuki, 2020).

RESEARCH METHOD

This research is a literature review, a research method on a specific topic that focuses on a single question that is identified, evaluated, selected, and solved systematically using predetermined criteria based on high quality. The source of information for this research was obtained from various sources of literature available on the internet in the form of scientific research results from several references. The data collection process is carried out by searching the internet using keywords such as

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hospital market segmentation which includes segmentation based on location, demographics, psychology, and behavior.

The population in this study is a study that focuses on evaluating the hospital market segmentation from 2015 to 2023. There are 15 studies that have been successfully identified from scientific publications such as Science Direct, Scopus, ProQuest, Springer Link, Google Scholar, PubMed, JSTOR, and Emerald Insight. The collected

quantitative data is then systematically analyzed to produce discussions and conclusions that represent the content of the literature review. After selecting and extracting each relevant article, the author describes the paper by grouping it into categories: author name, year, paper title, research objectives, research design, and research results. The 11 selected articles have titles related to hospital market segmentation.

RESEARCH RESULTS

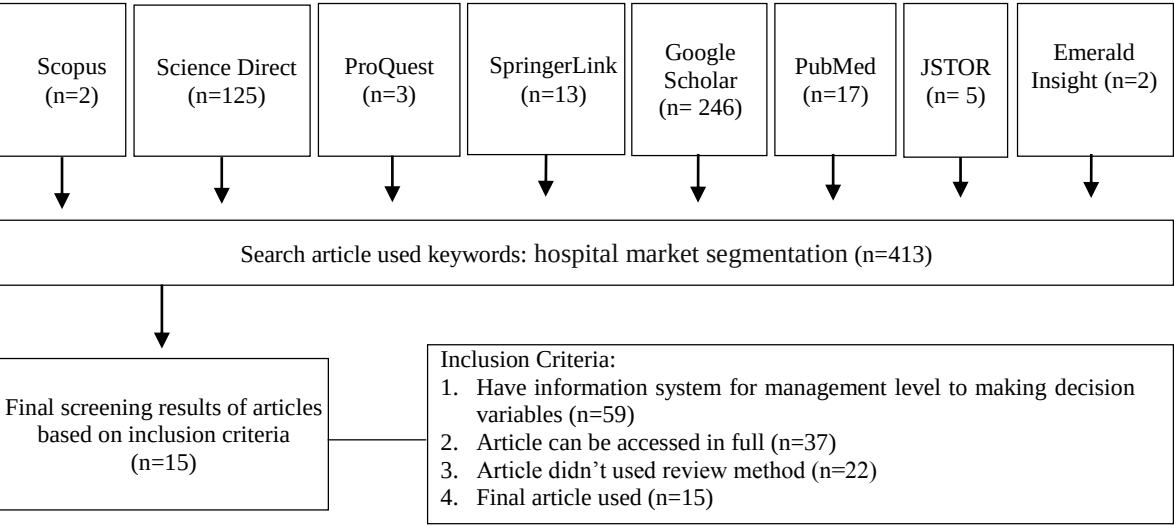


Table 1. Flow Chart Screening Article

Based on the synthesized article. There are 4 main ideas related to *literature review*. The main idea is the quality of services in the dimensions of Geographic Segmentation, Demographic Segmentation, Psychographic Segmentation, and Behavioral Segmentation. Each of these variables is related to each other to find out about the segmentation and target market in hospitals.

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Table Main Characteristics of Included Studies

(Author, Year) (Country)	Method	Results
(Dada & Ajayi, 2019) (Southwest Nigeria)	Quantitative Research	The results of the study show that the Psychographic Segmentation Strategy has the greatest influence on health services. This study recommends that more attention be paid to Psychographic Segmentation due to its significant positive impact on healthcare services for the purpose of meeting the specific needs of patients in a better way than competitors
(Tae et al., 2017) (Indonesia)	Quantitative Research	Demographic segmentation shows that most of the population has a place to live (20%), work (25%) in Batu District, the majority are female (75%), are in the age range of 26-35 years (31%), have marital status (77%), are Islamic (69%), work as a housewife (38%), and have an income ranging from Rp.1,000,000 to Rp.2,000,000 (39%). Behavioral segmentation revealed that 62.7% of respondents chose a hospital as their first choice if inpatient care was needed. All independent variables collectively had a significant relationship ($\hat{I}^2=10.960$ and $p=0.000$) with the selection of care services in hospitals. The results of the individual analysis showed that only geographic segmentation ($\hat{I}^2=-0.131$ and $p=0.016$) and behavior ($\hat{I}^2=0.385$ and $p=0.000$) were related to the decision to choose inpatient services in hospitals.
(Kusumastiti et al., 2017) (Indonesia)	Descriptive research	Demographic segmentation: the majority consists of women who reach 84%, most of them are housewives reaching 61%, the last common education is elementary school with a percentage of 37%, the general marital status is married by 82%, the age group of 18 - 35 years accounts for 45%, and the monthly income ranges from 300,000 to 1,000,000 which reaches 48%, while the most ethnic group is Javanese ethnicity by 97% and in terms of religion, 100% are Muslims. Geographical segmentation: consumers come from Bululawang District with a percentage of 25%, followed by Gondanglegi District at 22% and Bantur District at 10%. Psychographic segmentation: patients using personal (public) funds occurs at 61%. Behavioral segmentation: the selection of class 3 care classes reached 65.67%.

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(Author, Year) (Country)	Method	Results
(Ningsih & Marwati, 2023) (Indonesia)	Qualitative descriptive research	Demographic segmentation: women of productive age and lower secondary education. Geographic segmentation is divided into four areas, namely Segment 1 with a radius of 0-10 km, Segment 2 with a radius of 11-20 km, Segment 3 with a radius of 21-30 km, and Segment 4 with a radius of more than 30 km. Psychographic segmentation: private employees who use personal payments
(Lestari & Suhenda, 2022) (Indonesia)	Quantitative research with descriptive design	The findings from the study show that the highest geographical segmentation comes from Tasikmalaya Regency with a percentage of 85.4%. The highest demographic segmentation is in the age group of 18-35 years reaching 31.6% and female gender which includes 56.6%. For psychographic segmentation, visits to emergency room polyclinics have the highest percentage of 31.6%, while the payment method with insurance reaches 82.7%. In behavioral segmentation, patients who return to visit have the highest percentage of 66%.
(Warda et al., 2022) (Indonesia)	Quantitative research with a descriptive approach	From this analysis, information was obtained that in segmentation by location, most of the patients came from cities with short travel times, which was 57.7% of the total patients. In demographic segmentation, it was known that 35.6% of patients had jobs, while 65.0% came from families with income according to the UMR. In addition, 74.3% of patients completed their education at a higher level, and 89.4% of them incurred relatively low monthly health expenses. With regard to behavioral segmentation, it was revealed that 50.6% of patients had a first visit and 51.2% had visited more than three times. All patients, i.e. 100%, felt that the service provided was quite easy, and an average of 70% gave a very good rating.
(Saru et al., 2020) (Indonesia)	Quantitative research with a descriptive survey approach	Demographic segmentation includes the adult age range (26-45 years), women, with a moderate number of family members, a high level of education, not working or being a housewife, and having a low family income. Geographic segmentation involves the location of residences within the city of Makassar as well as the status of residences that are privately owned houses. Psychographic segmentation shows the presence of high motivation and perception. Segmentation of behavior related to how to seek treatment when

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		experiencing moderate to severe illness is to use health services, while when experiencing mild illness, they are more likely to buy medicine from stalls or pharmacies, with a high frequency of hospital use.
(Munandar, 2017) (Indonesia)	Descriptive analytical research by using a qualitative approach	The majority demographic segmentation for the age of HC RSAI customers is over 60 years old (70.7%). In terms of gender, the number of HC RSAI customers tends to be more male (56%) compared to female (44%). Most of HC's customers' jobs consist of housewives (36.6%) and retirees (26.8%). Geographical segmentation shows that Margacinta District is in first place (36.6%), while other areas are locations close to RSAI. As for psychographic segmentation, this includes social classes and lifestyles that are reflected in their views and preferences.
(Nursa et al., 2019) (Indonesia)	Mixmethod research with quantitative and qualitative approaches	Demographic segmentation shows that the average age is 38 years with a variation of 15.53 years. Most of the patients are women (63.1%), have a high school level education (49.5%), have the status of students or students (27.2%), receive an income of less than two million every month (60.2%) and the majority are married (59.2%). In terms of psychographics, customers get a lot of information from friends or family (58.3%). In terms of behavior, the majority of patients visited the hospital in the last 3-6 months (41.7%) with a frequency of >4 times (40.8%) and as many as 87.4% of them used insurance.
(Elrod & Fortenberry, 2018) (Louisiana)	Qualitative case studies	Willis-Knighton Health System identified in its efforts to seize market share in children's health services. The Institution's efforts develop great potential in influencing parental decisions, by targeting to find a unique approach to persuade children to receive direct health care. An evaluation of the child's health protection process also occurs. As evidenced by the competitors' pursuit of target marketing, parents represent a clear target for medical services as they occupy a decisive role in the utilization of healthcare services.

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(Author, Year) (Country)	Method	Results
(Ni'matunnisa, 2020) (Indonesia)	Research Descriptive	The most prominent result of market analysis is the service aspect. It was revealed that many customers moved to other treatment facilities due to problems in the service. Sometimes, price and quality are considered less important compared to service. Realizing this reality, market segmentation is carried out to provide services that are in accordance with market needs. The form of service provided by the company, in this case the hospital, is by providing a comfortable waiting room. The purpose of this service is also to attract consumer interest.
(Lisdiyanti et al., 2019) (Indonesia)	Quantitative, analytical survey methods	Demographic segmentation, results were obtained in the form of details of customer income characteristics in the range of Rp. 3,800,000 to Rp. 10,000,000. as well as patient type groups (insurance/non-insurance). Psychographic segmentation, Different social classes, lifestyles show different psychographic characteristics.
(Purnomo & Mustika, 2022) (Indonesia)	Qualitative research Descriptive	The findings from the study show that the segment division is determined by demographic factors, where women or housewives with secondary education or below become the largest group of service users. In terms of geographical characteristics, most of the service users come from Ring 1, which is an area within a range of 0-10 km from the hospital.
(Ariani & Ilyas, 2021) (Indonesia)	Quantitative research with a descriptive survey approach	Segmentation analysis is divided into geographic segmentation (urban areas), demographics (productive age, male, highly educated and working) and behavior (making payments with personal money). The target based on segmentation is patients aged 18-40 years, because the productive age has the most visits to dental and oral hospitals.
(Putu & Wahyuni, 2019) (Indonesia)	Quantitative research with a descriptive survey approach	Segmentation analysis is divided into geographic segmentation (rural areas), demographics (productive age, women, low education and working) and psychography (choosing 3rd class services and because they are close to home). <i>Targeting</i> , this hospital does not set a specific target, because it has prepared class III-VIP services.

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DISCUSSION

Geographic Segmentation

The most common and easiest market segmentation is geographic segmentation. Geographic segmentation can provide information about the respondent's location. This segmentation divides several geographic units based on the location of the respondent (Klag & Ouellette-Kuntz, 2018). Geographical location is a very important factor for hospitals. Strategically placing your hospital can improve patient satisfaction. By recognizing the characteristics of the area around the hospital, managers can carry out promotional and marketing activities that are tailored to the characteristics of the target area (Ozdenerol & Seboly, 2022). Geographic segmentation is based on five main criteria for health services, including ease of public access, specifically Location (Kusumastiti, Harjayanti, & Hariyanti, 2017).

The closer the house is to health facilities, the frequency of visits to the health facilities will also increase. Conversely, if the distance between the residence and the health facilities is further, the frequency of visits to the facilities will decrease (Anwar, 2016). If the location of the residence is close to a health service facility, access to the health service facility becomes easier, so the possibility of utilizing the health service facility will also be higher (Fatimah, 2019).

Demographic Segmentation

Segmentasi demografis merupakan salah satu segmentasi yang membagi pasar konsumen berdasarkan beberapa kelompok yang didasarkan atas variabel usia, jenis kelamin, pendapatan, pekerjaan, pendidikan, agama (Wijaya, & Chandra, 2006). Age affects the use of health services. As we age, the risk of disease increases, which indirectly increases the demand for medical services (Irawan & Ainy, 2018). Women have a higher incidence of disease than men, and women's participation in the workforce is also lower. Therefore, they spend much more time looking for health services than men. Most of the recipients of inpatient care services are women, because they not only take care of the household but also help their husbands in earning income, so the risk of exposure to diseases is very high (Nursa et al., 2019).

The state of education is closely related to a person's level of consciousness and knowledge. Education has an impact on individuals' understanding of the importance of health, both for themselves and for the surrounding environment. This can encourage the need for health services and the selection of the right type of health services. Generally, individuals with low levels of education tend to lack adequate understanding and awareness of the benefits of health services (Napitupulu et al., 2018). Meanwhile, higher levels of education are usually associated with reduced use of traditional health services (shamans) and increased access to modern health services (doctors and medical personnel) (Nampirah, Rahman, & Tony, 2016).

Work will also affect the use of health services. If the individual who uses health services at the hospital is a housewife or does not work, this may be because most of the respondents are women, namely mothers and wives who do not work and focus more on children and household affairs, so they have more time to think about their health problems (Kusumastiti et al., 2017).

Psychographic Segmentation

Psychographic segmentation will divide individuals into categories that vary based on social status, way of life, or personality traits. This patient care class can show his social class in the community (Kusumastiti et al., 2017). The study by Stalpers focused on identifying the most important psychological determinants of subjective health care utilization: (a) acceptance of disease and/or health level, and (b) perceived control over personal health status. This will certainly affect a person's decision to use health services (Bloem, Stalpers, Groenland, van Montfort, van Raaij, & de Rooij, 2022).

A person's enthusiasm is connected to how much they need to use health care (Andersen, Kravitz, & Anderson, 1975). This demand is influenced by the quality of available health services. If the quality of the services provided is high, then the demand for health services will also increase, which means that the public's motivation and views on this will be higher (Hidana, Shaputra, & Maryati, 2018). In psychographic analysis, personality factors also play an important role. Various studies show that an individual's personality is often influenced by the

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source of information obtained from friends or family. The most adequate sources of information usually come from private entities that function in providing legitimacy or judgment. The family is known as one of the most important types of organizations in consumer behavior in society and is the most influential reference group (Nursa et al., 2019).

Behavioral Segmentation

Behavioral segmentation is one of the market segments that is divided based on consumer knowledge, attitudes, use, or response to a product. The theory states that behavioral variables are the best variable or initial value to build the right market segmentation. For this reason, market segmentation can be carried out based on the following: 1) *Benefits*, 2) *User Status*, 3) *User Rate*, 4) *Buyer Readiness Stage*, 5) *Attitude*, 6) *Loyalty Status*. Many argue that behavioral variables are the best reference in order to get the right market segment (Hartono, 2016). When a person experiences an indication that interferes with their health, it is possible that some of the reactions or actions taken by the person are not taking any action, trying to heal themselves without the help of medications, self-medicating using medications, both modern and natural, and seeking healing by referring or consulting others (Pertiwi & Hamidah, 2018).

CONCLUSION

Although hospital customers include those who use hospital services, the market differs in one or more ways. These aspects vary, so pay attention to which one is best suited to capture the opportunities that exist. There are four segmentation variables that are commonly used in analyzing hospital segmentation, namely Geographic Segmentation, Demographic Segmentation, Psychographic Segmentation, and Behavioral Segmentation. If the segmentation can be analyzed properly, it will increase the opportunity to use hospital services.

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