



# *The Interaction of Health Marketing and Service Quality: A Strategy for Excellence in Health Care.*

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## **Abstract:**

This study addressed the role of health marketing as a strategy to achieve excellence in the quality of health services. An applied study was conducted in the public hospital institution "Dr. Benzerdjeb" in the state of Ain Temouchent, Algeria, with the aim of evaluating the reality of health marketing within public hospital institutions. The study derives its importance from its quest to determine the relationship between health marketing and the quality of services provided. 100 questionnaires were distributed to workers in the hospital institution, and 89 questionnaires were retrieved for analysis. The results showed the absence of effective health marketing practices in the institution, and the level of quality of health services is considered low, which highlights the urgent need to improve the quality of care provided. The study recommended the necessity of adopting innovative marketing strategies to enhance the efficiency of therapeutic performance and improve the quality of services in public hospital institutions in line with the standards of excellence in health care.

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Health services are among the most in-demand services in society, due to the increasing health problems associated with rapid demographic growth and changing lifestyles and the environment. The increasing demand for health services has imposed on health organizations the need to improve the quality of these services, which has led to the emergence of the concept of health marketing as a vital function aimed at raising the level of performance in the field of health care, as health care is one of the most important sectors that require health marketing and improving the quality of service, as it directly affects the health and safety of individuals and

## **Introduction:**

The topic of marketing is considered one of the basic topics that interest many researchers and specialists, as its importance is evident in studying the continuity and sustainability of institutions in various specializations and fields. The importance of marketing has increased in light of the increasing competition in modern markets, which has been enhanced by technological developments and means of communication. Marketing aims to achieve customer satisfaction and satisfy the needs of community members, which places the marketing function at the heart of institutional strategies.



### **1. Yusuf Arifin and all's study entitled "Design Of Marketing Plan For Dental Hospitals in the Digital Era" (2022)**

This research aims to design a digital marketing plan for a dental hospital, based on a strong theoretical base and ongoing practical research conducted in dental hospitals. This plan comes to meet the needs of digital marketing in this vital sector. The study relied on a qualitative approach and a descriptive method to shed light on the current status related to the challenges facing digital marketing and its use in dental hospitals. The focal point of this study was to develop a digital marketing plan appropriate for a dental hospital.

The study resulted in the collection of multiple data related to the digital marketing activities that were implemented, in addition to the challenges facing these activities, and the preparation of plans to develop digital marketing in dental hospitals. The proposed model includes analyzing the current situation, analyzing goals, and planning strategies, in addition to implementing and monitoring activities based on the applicable marketing plan. This model is characterized by highlighting the elements of innovation by emphasizing the components of technology, which include technology, hardware, software, data information, human resources, and organization.

### **2. Nora Bairagdar's study titled "Impact of marketing to improve patient access to care and clinic utilization for clinical pharmacy specialists" (2021)**

This quality improvement initiative aimed to implement a strategy to increase access to care with clinical pharmacy specialists (CPSs) and enhance their services. The impact of targeted marketing to patients on expanding access to care and increasing clinic utilization in a clinical pharmacy specialists' clinic was evaluated through the application of a marketing technique. Brochures were distributed directly to patients in a mental health clinic, outlining the comprehensive medication management services provided by the pharmacist, with information about their role and the benefits of the care provided. Patients were also given the opportunity to contact the pharmacist or

communities in general. This study aims to understand the interaction between health marketing and service quality in health care, and how to achieve excellence in this field to improve the health services provided.

Based on the above, the study problem addresses a fundamental question:

- To what extent can health marketing contribute to improving the quality of health services? What is the reality of health marketing at Dr. Ben Zerjeb Hospital?

This problem will direct the research path towards discovering the relationship between health marketing and the quality of health services, which reflects the importance of marketing strategies in enhancing the effectiveness of health care. Based on the previous problem, we will include the following sub-problems:

- What is meant by the quality of health services?

- How is the quality of health services related to health marketing?

- What is the current status of health marketing in health institutions?

**Study hypotheses:** In an effort to answer these questions, the following hypotheses were developed:

- There is a presence of health marketing in the hospital institution under study.

- The level of quality of health services provided in the hospital institution under study is good.

- There is a statistically significant relationship between health marketing and the quality of health services.

**Study objectives:** Addressing this topic was in order to

- Analyze the health marketing mechanisms followed in the hospital institution.

- Measuring the level of patient satisfaction with the health services provided.

- Analyzing the factors affecting the quality of health services provided

- Studying the impact of health marketing strategies on improving the quality of health services

### **First: Previous studies**

strong correlation between health marketing policies and the quality of health services. Thus, there is a significant impact of marketing policies.

### **5. Bouznad Dalila's study entitled "The necessity of activating the marketing orientation to achieve quality of service in public health institutions" (2012)**

The study aimed to determine the importance of public health institutions applying the concept of modern marketing orientation and its various components and to know the extent of the impact of the concept of marketing orientation on the quality of service provided by institutions. Also, to identify the most prominent obstacles to the effective marketing orientation of Algerian public health institutions. The study concluded that there are fundamental obstacles in the application of public health institutions in Algeria of the various components of the marketing orientation. The study also showed that public health institutions still rely on the production orientation in providing their services, in addition to the difficulty of moving from the production orientation in managing these institutions to the effective marketing orientation due to the characteristics of providing public health services.

## **Second: Theoretical foundations of health marketing and the quality of health services**

### **1. Health marketing:**

#### **1.1 The concept of health marketing:**

The concept of health marketing is considered a broad and complex concept, as it overlaps with other fields such as social marketing and commercial marketing. Despite the many definitions related to health marketing, the most common definition is Kotler's definition, which defines it as "the analysis, planning, implementation, and monitoring of carefully prepared programs aimed at achieving optional exchange value from target markets, in line with the goals of health organizations by meeting the needs and desires of those markets, through the effective use of pricing, communications, and distribution to inform the market and motivate individuals".

speak to their primary care provider to obtain a referral. Evaluation periods lasted for four months before and after the intervention, where clinic utilization was compared to measure the impact of marketing. Results showed a significant increase in the number of encounters, patients, and clinical interventions after the intervention, reflecting the benefit of marketing in improving access to care and justifying clinical pharmacy services.

### **3. A study by Taher Bakhta entitled "The role of health marketing in improving the quality of health services in hospital institutions, Mohamed Boudiaf Hospital in Glizan as a model" (2019)**

The study aimed to try to show the role played by health marketing in improving the quality of health services in hospital institutions, where she conducted a field study in Mohamed Boudiaf Hospital in Glizan, the researcher distributed 80 questionnaires to their workers and we retrieved 63 questionnaires valid for analysis, which were processed using the SPSS program. She reached several results, the most important of which is that health marketing has an effective role in improving the quality of health services in hospital institutions. While bureaucracy is widespread in Algerian government hospitals due to the lack of strict control, in addition to the lack of sufficient cleanliness in some departments, which is inconsistent with work ethics.

### **4.A study by Balaraj Afef entitled "The Role of Health Marketing Policies in Improving the Quality of Health Services", (2018)**

The study aimed to determine the role of health marketing mix policies, together and individually, in improving the quality of health services in a number of private clinics in Annaba Governorate and to know the trends of the respondents regarding the level of importance of health marketing policies and their availability, as well as to know the dimensions of the quality of health services in private clinics. Among the most important results reached is that the majority of the sample items confirm that there are high levels of availability of health marketing mix elements with the exception of pricing and promotion, and the existence of a positive and

Some hospitals focus on the continuity of the production process, which must be carried out smoothly and continuously even if the customer's needs are ignored in order to meet the requirements of the production process. The opinion associated with this orientation states as follows: The only way to improve the hospital's profitability is by reducing the cost of production and marketing.

### **1.2.2 Orientation towards the product: Product Orientation**

Levitt pointed out that many health organizations do not serve their markets accurately because their management is oriented towards the product. Many organizations have a strong commitment to their products and their value even if customers come in second place in the philosophy and ideas of those organizations. And the orientation towards the product says: We are the suppliers and we know what is best for you. The result of such is shrinkage instead of growth.

### **1.2.3 Sales Orientation**

Some health organizations believe that they can increase their market share by increasing sales efforts rather than by changing these products to make them more attractive. Such organizations increase the budget for advertising, personal selling and other forms of promotion. This orientation may provide more patients in the short term, but it does not guarantee providing such a number in the future.

### **1.2.4 Marketing Orientation**

Marketing orientation is defined as the orientation in which the main task of the health organization is to identify the needs and desires of the target markets, and to satisfy those needs and desires through product design, communications, pricing and delivery of appropriate competitive products and services.

The marketing orientation in the hospital is represented by the appropriate response to the information employee starting, and helping the various workers in solving the patient's problem until the end, as the workers in this orientation are used as one work team.

### **1.2.5 Societal Marketing Orientation**

From this definition, several main points can be drawn: Health marketing is an administrative function that includes analysis, planning, implementation, and monitoring. Health marketing also focuses on creating precise programs to achieve desired responses in markets, and is not limited to traditional activities. It is concerned with targeting specific markets rather than working in a comprehensive market, which enables it to provide better service to those markets.

The goal of marketing is to help health organizations achieve the goals of continuity and survival, while providing them with the flexibility to operate in a changing environment, by providing more effective services. In business organizations, the primary goal is profit, while in health organizations other non-profit goals appear, such as improving the quality of health services and their distribution. Although profit is part of the goals of health organizations, it is not the main goal. Marketing in designing health services depends on understanding the needs and desires of target markets more than relying on traditional sales methods, which makes effective marketing directed towards the consumer (patients) and not towards the seller (hospital). (Al-Sayrafi, p. 15)

The nature of marketing in health organizations does not differ in essence from that in other organizations, except that there are differences related to the specificity of marketing activities in these organizations. Marketing activities in health organizations are characterized by several characteristics:

- Health organizations provide public services aimed at achieving benefit for the public, which is in line with the goal of achieving patient satisfaction and meeting their needs.
- The source of funding for public health organizations is often from a third party, such as the state, insurance companies, or donors.
- Government laws and regulations greatly affect the marketing strategies that health organizations can adopt. (Al-Amri, 2009, p. 37)

**1.2 The intellectual development of health marketing:** Health marketing as a human and social function has gone through different stages:

### **1.2.1 Orientation towards production:**

influence on their acceptance of that service, and they are (doctors, nursing staff, administration.....), as these individuals seek to make the relationship that links the patient to the health organization a relationship of belonging and loyalty.

#### **Physical evidence:**

Tools used.

Clinical equipment.

Furniture and buildings, air conditioning, heating...etc.

Hospital location.

Operations and procedures:

Accuracy of appointments provided at reception.

Speed in responding to the request submitted.

How to address and formulas of conversation with patients. (Al-Bakri Th., 2005, p. 168)

#### **1. Quality of health services:**

##### **1.2 The concept of quality of health care services:**

The World Health Organization defined the quality of health services as: "Conformity to standards and correct performance in a safe and acceptable manner by the community and at an acceptable cost, so that it leads to an impact on the percentage of disease cases and the percentage of deaths, disability and malnutrition." -According to Lee Et Jones: "It is the application and provision of all necessary health services in accordance with modern medical sciences and technologies to meet all the needs of the population".

The health service is defined as: "All services provided by the health sector at the state level, whether they are therapeutic services directed at the individual, or preventive services directed at the community and the environment, or productive such as the production of medicines, medical preparations, prosthetic devices and others, with the aim of raising the health level of citizens and treating them".

Dr. Tamer Al-Bakri also defined health services as: "All activities and operations that achieve satisfaction and acceptance by the consumer for a price and without any error in their provision." The distinctive thing about this definition is the reference to the fact that in order for the service to gain the satisfaction of the buyer, it must be provided without

Health organizations have main objectives represented by the human, philosophical and organizational aspects and depend mainly on human needs. It is natural that marketing activity, through providing goods and services, provides positive returns to the consumer, such as satisfying his needs and achieving his satisfaction and happiness. The social marketing orientation is defined as: the ideas that marketers believe in and the effects of which are reflected in the activities they carry out and directed towards achieving the public good of society, without being restricted to a specific category of individuals. (Al-Ajjal, page 04)

##### **1.3 Marketing mix strategies in health organizations:**

**Health product:** It is nothing but an integrated combination of tangible and intangible material elements that achieve a certain satisfaction and contentment for the beneficiary. Examples of products include (examination and diagnostic services, surgical services, treatment services, dressing services Preventive services)

**Pricing:** The price in health marketing reflects the value of the thing in a specific period of time. The cost of providing health services and the profit margin are often taken into account when determining it, in addition to sometimes the prices of real competitors.

**Distribution of health services:** When talking about the distribution of services in general and health services in particular, we cannot employ all the elements and components of physical distribution, due to the inability to store and transport the service. Therefore, we generally rely on direct distribution of the health service.

**Promotion of health services:** Health promotion is known as the way in which the health organization informs members of society about the health services it provides through direct and indirect means such as: advertising, public relations, personal selling, sales promotion (such as a discount for those who offer treatment at certain times or payment in installments at certain times).

**Individuals and people:** They are the group of people participating in providing the health service to the beneficiary and have the



**Technical competence:** Technical Competence, which means the skills, abilities and actual performance level of the service provider.

**Accessibility of health services:**

That is, the medical service provided should not be limited by any obstacle, but rather be easily accessible, close, and have means of communication available.

**Effectiveness:**

As quality depends on the effectiveness and impact of the services provided on practical bases, and that they are provided in an appropriate technological manner that takes into account the circumstances and potential risks.

**Interpersonal Relations:**

It means the interaction between health service providers and beneficiaries, as well as between the health team and the community as a whole, so that the relationship is good, including responsiveness, sympathy, good listening, and mutual respect.

**Efficiency:**

Efficiency means providing the necessary and appropriate services and getting rid of activities that are provided incorrectly, or on unsound bases and standards.

**Continuity:**

That is, providing services on the basis of the principle of continuity without stopping or interruption.

**Safety:**

That is, reducing risks to the maximum extent, including the service provider and the beneficiary.

**Amenities:**

-This means the service specifications that help satisfy patients and fulfill their desires, such as the availability of comfortable waiting rooms, clean bathrooms, and the presence of curtains in medical examination rooms to preserve the patient's secrets and privacy. (Al-Amiri, 2009, page 12)

### **Third: Field study on the impact of health marketing on the quality of health services**

#### **1. The relationship between health marketing and health service quality**

Research shows the close relationship between health marketing and service quality, and this

error, and perhaps this matter is more evident in health services than in any other field in which services are provided.

This means emphasizing the issue of quality in providing the service, which in itself represents an advanced strategy in the administrative work of the health institution when providing health services to citizens. (Al-Bakri Th., 2005, p. 32)

Through the previous definitions, it can be concluded that the quality of health services is the expression of providing the health service in the best possible way by adhering to the required standards to satisfy its beneficiaries. (Bathaer, p. 23)

**1.2 Elements of the quality of health care services:** The elements of the quality of health services included the following:

**Inputs:** are the resources necessary to implement a process:

☐ Basic intention: buildings, equipment, and supplies to operate the institution and treatment units.

☐ Human resources: from the workforce with a highly trained education.

☐ Work organization: from reference guides for policies, procedures, job descriptions, performance steps and standards.

☐ Financial materials: from financial funding that ensures the continuous operation and maintenance of the facility.

**Operations and series of procedures:** It is a series of successive procedures to transform inputs into outputs and specific results. It is the guaranteed work we provide to patients and the unit must determine and manage an overlapping set of operations.

**Outputs:** They are the results of operations that reflect the efficiency and effectiveness of services and their returns and the extent of change in health status indicators.

☐ Patient satisfaction.

☐ Service provider satisfaction.

☐ The return on health care on reducing patient rates, disability and death. (Al-Bakri Th., 2005, p. 42)

**1.3 Dimensions of the quality of health care services:** The health service has 8 dimensions (dimension: is the extent to which the recommended health service is evaluated):

**2.1 Study community and sample:** The study community consists of workers at the public hospital institution "Dr. Ben Zerjeb" in the state of Ain Temouchent, Algeria. As for the study sample, it was randomly selected from the hospital workers in February 2019, where 100 forms were distributed and 89 valid forms were retrieved for analysis, equivalent to 89% of the total distributed forms.

**2.2 Study tool:** A questionnaire was built to address the study variables, where the first part was allocated to the personal information of the sample members, while the second part of the questionnaire was divided into two axes representing the study variables

☐ An axis on health marketing and the extent of its application in the hospital institution under study, and the axis consisted of 5 paragraphs. As an independent variable

☐ An axis on the quality of health services in the hospital institution under study, and the axis consisted of 3 paragraphs. As a dependent variable

**2.3 Statistical tools used:** The data were analyzed and processed using the SPSS statistical program, and the reliability was measured to verify the study tool through the Cronbach's alpha coefficient, where the paragraphs of the two axes were analyzed through the measures of central tendency (arithmetic mean, standard deviation).

**3. Data analysis and study results:**

**3.1 Stability of questionnaire items:** To test the stability of questionnaire items, the Cronbach's alpha coefficient was used to measure the level of stability, and its results were shown in the following table:

**Table No. 1: Cronbach's alpha coefficient to measure the stability of the questionnaire**

The axis	Axis Content	Number of phrases	Cronbach's alpha coefficient	Self-reliability coefficient
1	Health marketing and its application in the hospital institution	5	% 82,46	% 93,14
2	Quality of health service in the hospital institution	3	% 63,73	% 71,98
		8	% 93,50	%96,60

**Source: Questionnaire results based on SPSS**  
 percentage is considered statistically sufficient to continue the research. As for the validity coefficient, it showed a high value of 96.6%,

relationship can be summarized in several main points.

- Health marketing contributes to raising awareness of available health care services, enabling patients to make informed decisions about their health.

- By understanding patients' needs, health care institutions can design their services in a way that better meets these needs.

- Effective marketing enhances the patient experience by providing accurate and easily accessible information, which contributes to improving the quality of the service provided.

Service organizations have become increasingly aware of the importance of applying the concept of total quality in achieving competitive advantage, and customers have become more interested in quality. Thanks to this awareness, institutions specialized in monitoring the quality of services from all aspects have emerged. Marketing plays an important role in developing service quality, as customer needs and expectations are important factors in evaluating and judging the quality of services.

The main element that determines the quality of health services is the beneficiary's satisfaction, which expresses the difference between what the patient actually receives and what he expected to receive before benefiting from the service. Hence, the researcher wants to know the reality of health marketing in public hospital institutions in Algeria and the extent of application of the concept of quality of health services in these institutions.

**2. Sample and study tools:**



These characteristics contribute to determining the extent to which the sample represents the target population, and help in understanding the context in which the data is collected. By analyzing the demographic characteristics and other factors associated with the sample, researchers can provide more accurate and reliable results, which enhances the strength of the research and helps in making effective recommendations. Therefore, it is necessary to provide a comprehensive overview of the characteristics and features that distinguish the study sample to better understand the results.

indicating that the scale has self-validity and standard stability. Therefore, the validity of the questionnaire and its suitability for analyzing the results were confirmed.

**3.2 Characteristics and characteristics of the study sample:**

The characteristics and characteristics of the study sample are crucial factors that affect the research results and their interpretation. These characteristics include a variety of factors such as age, gender, educational level, and profession, in addition to any other characteristics related to the social and cultural context.

**Table No. (02): Distribution of study sample individuals according to personal data**

Arrangement	%	number	Statement	variable
2	31.46	28	From 20 to 30 years	the age
1	47.19	42	From 30 to 40 years	
3	12.35	11	From 40 to 50 years	
4	8.98	08	and above 50	
2	43.82	39	male	Sex
1	56.17	50	feminine	Academic level
2	24.71	22	secondary	
3	20.22	18	University	
4	2,24	02	Postgraduate studies	
1	52.80	47	Other	Professional experience
4	10.11	9	Less than 5 years	
1	40.44	36	From 5 to 10 years	
2	28.08	25	From 10 to 20 years	
3	21.34	19	More than 20 years	the total
-	100	<b>89</b>	-	

percentage was 8.98% for workers over the age of 50 years old.

•As for the gender variable: The results showed that 43.82% of the respondents are males, while females constitute 56.17%, which reflects the clear female orientation in the sample in terms of participation and answers.

•Regarding the educational level variable: The data showed that 52.80% of the hospital staff belong to a category with an educational level not specified in the questionnaire, which was shown to include nurses, nursing assistants, and informants. While 20.22% of the staff have a university degree, indicating that a large portion of the staff are distributed between university education and specialized institute formations. The percentage of staff with a

Analysis of the characteristics of personal and functional data of the study sample consisting of 89 workers in the public hospital institution "Dr. Ben Zerjeb" in the state of Ain Temouchent, and the results showed the following:

•As for the age variable: The results indicate that most of the sample members belong to the youth category, as 47.19% of them are between 30 and 40 years old, a category characterized by the ability to give and innovate. Followed by 31.46% of workers between the ages of 20 and 30 years old, which highlights that the majority of workers in the hospital institution are young. As for the age group between 40 and 50 years old, their percentage reached 12.35%, while the





percentage was 10.11%, while 21.34% of the staff have experience exceeding 20 years.

### 3.3 Statistical analysis of the study items:

We will analyze the results of the answers to the paragraphs of each axis of the questionnaire:

#### 3.3.1 Analysis of the paragraphs of the first axis:

The first axis represents health marketing and the extent of its application in the hospital institution, and it includes 5 paragraphs as follows:

secondary education level was 24.71%, while 2.24% of them recorded a postgraduate level.

•Regarding the professional experience variable: The results showed that 40.44% of the participants have professional experience ranging between 5 and 10 years, while the percentage of those with experience ranging between 10 and 20 years was 28.08%. This indicates that most of the staff in the institution have sufficient professional experience in the health field. As for those with less than 5 years of experience, their

**Table No. (03): Health marketing and the extent of its application in the hospital institution**

Paragraph number	Paragraph phrases
1	Health marketing aims to communicate with the public to understand their needs and aspirations regarding the level of health services provided.
2	Health marketing aims to raise awareness among individuals about health issues and the importance of making sound health decisions.
3	Health marketing in the hospital institution contributes to improving the quality of health services by understanding patients' needs and enhancing effective communication between the institution and beneficiaries.
4	Health marketing relies on a set of activities that contribute to reaching the target audience and collecting the information necessary to understand their needs and expectations.

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**Source: The questionnaire prepared for the study**

Through Table No. (03) and using statistical tools, the following was reached:

**Table No. (04): Analysis of the paragraphs of the first axis (health marketing and the extent of its application in the hospital institution)**

decision	Degree of approval	Significance level	t-test	Standard regression	Arithmetic mean	Paragraph number
The phrase is true.	OK	0,053	2,95	2,06	4,25	01
The phrase is true.	neutral	0,043	1,02	1,12	3,35	02
The statement is not true.	Disagree	0,773	0,60	0,99	3,13	03
The statement is not true.	Disagree	0,981	0,14	1,03	3,03	04
The level of health marketing in the organization is weak or insufficient	neutral	0,04	1,82	1,93	3,19	The first axis



Source: SPSS program outputs

institution to meet the needs of patients, which directly affects the achievement of customer satisfaction and hinders the development of health care services in general.

**2.3.3 Analysis of the paragraphs of the second axis:**

The second axis represents the quality of health service in the hospital institution under study, and it includes 3 paragraphs

It appears from Table No. (04) that the level of health marketing in the hospital institution under study is weak and needs significant improvement. This is due to the failure to apply the basic foundations and practices of health marketing, such as developing effective strategies aimed at improving the quality of service within the hospital. The absence of these strategies leads to a weak ability of the

**Table No. (05): Paragraphs of the axis of health service quality in the hospital institution**

Paragraph number	Paragraph phrase
1	The hospital aims to provide distinguished health services with a high level of quality.
2	The hospital provides advanced health services that keep pace with the latest developments in the field of health care.
3	The hospital seeks to collect and develop a comprehensive database of its clients in order to better meet their needs and desires.

1234

Source: Questionnaire prepared for the study.

Through Table No. (05) and using statistical tools, the following was reached:

**Table No. (06): Analysis of the paragraphs of the second axis (quality of health services in the hospital institution)**

decision	Degree of approval	Significance level	t-test	Standard regression	Arithmetic mean	Paragraph number
The phrase is true.	agree	0,052	2,16	1,95	3,78	01
The statement is not true.	Disagree	0,68	1,23	0,71	2,14	02
The statement is not true.	neutral	0,73	2,14	1,02	2,80	03
The quality of services provided by the institution is considered low and needs significant improvement.	neutral	0,81	0,73	0,70	3,14	The second axis

Source: SPSS program outputs

equipment that keeps pace with technological developments in the health field. In addition, it appears that there is a lack of interest by hospital officials in making the necessary efforts to improve the quality of health services

From the results of Table No. (06), it can be concluded that the level of quality of health services provided in the hospital under study is very weak. This is due to several factors, most notably the hospital's lack of modern medical



health care provided in hospital institutions. The field study was applied to the public hospital institution "Dr. Benzerdjeb" in the state of Ain Temouchent, Algeria. The results of the study showed the following:

- Health marketing in public hospital institutions: It was found that the concept of health marketing is completely far from the interest of those in charge of hospital management, as public hospitals do not apply the necessary basics of health marketing, which was confirmed by the field study.

- Lack of competition in the Algerian health market: The lack of competition in the Algerian health system is one of the factors that hinder the application of health marketing concepts in hospital institutions, which affects the development of health services.

- The level of health service in the institution under study: It appears that the quality of health service provided in the hospital institution "Dr. Benzerdjeb" is below the required level, due to several reasons, most notably:

- o Lack of awareness among patients about their rights and health needs.
- o The concept of free treatment, which may contribute to reducing the interest of those in charge of health service and its quality.

The recommendations proposed by the study are that Algerian hospital institutions should keep pace with health globalization and seriously apply the concept of health marketing. The study also recommends developing mechanisms for providing health services by establishing innovation and development laboratories within hospitals to enhance the quality of health care and achieve patient satisfaction. In conclusion, it can be said that the interaction between health marketing and service quality constitutes a crucial strategy for achieving excellence in health care. Through effective health marketing, the image of the health institution can be improved and awareness among patients about the health care services provided can be increased. Improving the quality of service also requires developing the internal performance of health institutions, starting from updating medical equipment and training medical and administrative staff, to improving the overall patient experience. The

provided, which negatively affects patient satisfaction. These conditions can be attributed to the fact that the hospital is a public institution, which may affect the level of investment in updating equipment and developing services, compared to private institutions that focus more on improving the quality of service to achieve customer satisfaction.

- There is a presence of health marketing in the hospital under study.

- The level of quality of health services provided in the hospital under study is good.

- There is a statistically significant relationship between health marketing and the quality of health services.

### 4.3 Hypothesis Testing

☐ The first hypothesis: By analyzing the paragraphs of the first axis, which was about health marketing and the extent of its application in the hospital institution under study, it became clear that the hypothesis is not achieved because the results of the questionnaire showed that the institution under study does not carry out health marketing.

☐ The second hypothesis: By analyzing the paragraphs of the second axis, which dealt with the quality of health services in the hospital institution under study, it became clear that the second hypothesis is achieved because the results of the questionnaire showed that the quality of health services provided is poor. Therefore, we reject the second hypothesis.

☐ The third hypothesis: By testing the correlation between the dependent variable (quality of health services) and the independent variable (health marketing), it became clear that the R coefficient reached 31.52% at the significance level of 0.05, which is a somewhat weak percentage, but indicates the existence of a positive relationship between the study variables, and this was in agreement with the theoretical study, and therefore the third hypothesis is accepted, which states that there is a significant statistical relationship between health marketing and the quality of health services.

### Conclusion:

The aim of this study was to discover the interaction between health marketing and service quality as a strategy for excellence in

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application of health marketing in public health institutions enhances competitiveness and contributes to providing high-quality health services that meet the needs of patients and contribute to improving the health of society in a sustainable manner.

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