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SCHOOL OF COMMERCE

THE EFFECT OF MARKETING MIX ELEMENTS ON CUSTOMER SATISFACTION IN PRIVATE HOSPITALS: THE CASE OF KOREA GENERAL HOSPITAL (MCM)

By:

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A Thesis to be submitted to Addis Ababa university school of commerce in partial fulfillment of Master of Art Degree in Marketing Management

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June, 2020

Addis Ababa, Ethiopia

DECLARATION

I, the undersigned, declare that, this research paper is my original work, has never been presented in this or any other university, and that all resources and materials used herein have been duly acknowledged.

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June, 2020

Statement of certification Addis Ababa university school of graduate studies

This is to certify that the thesis prepared by Mr. Berhanu Habte, entitled **the effect of marketing mix elements on customer statifaction in private hospitals:the case of Korea General Hospital(MCM)** has been summited in partial fulfilment of requirments for the award of masters degree in marketing management complies with the regulations of the university and meets the accepted standards with respects to originality and quality approved by the board of examiners.

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ABSTRACT

Customer satisfaction is “an individual’s feeling of pleasure (or disappointment) resulting from comparing the perceived performance or outcome in relation to the expectation”. Through satisfying customers, organizations could improve profitability by expanding their business and gaining a higher market share as well as repeat and referral business. Marketing Mix is a marketing tool used by the company to reach marketing objectives in fulfilling the target market. On the other hand customers described 4P’s as the marketing tools used by companies to create profit. The general objective of the study was to examine the effect of marketing mix on customer satisfaction in private hospitals: a case study of MCM general hospital. In order to get a comprehensive data 341 customers are included in the study. The study used both primary and secondary data that were collected through a semi-structured questionnaire. Out of the 384 questionnaires that were distributed 341 questionnaires were filled and returned successfully. This represents a response rate of 88.8 percent. Data was analyzed using descriptive and

inferential statistics. The study found that there is consistence and compatibility in the quality of the product, the price charged for the product is expensive, the company does not have good promotion activity, and the company remain using most of promotion tools like advertising using radio and television programs and other events. Based on these findings, the study recommends that company needs to know the sensitivity of price and due consideration need to be given in times of price setting; company is recommended to work more on promotions and expand their branch.

Key words: Customer satisfaction, Marketing Mix, 4P's

CHAPTER ONE

INTRODUCTION

Background of the Study

Customer satisfaction is a person feeling of pleasure or disappointment resulting from comparing a product's perceived performance (outcome) in relation to his/her expectation (Kotler and Armstrong G, 2010). Customers' satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied, and if the performance exceeds expectations, the customer is highly satisfied or delighted with the serviced offered.

Customer satisfaction is increasingly becoming the major concern of most organizations today. In this era, globalization has enhanced the modern business environment and customer satisfaction, and provided a fair play for marketing and business practice. Businesses are becoming more customer-oriented owing to the realization that customer retention and loyalty are fundamental aspects of business survival. Marketing concepts have placed an emphasis on the delivering of satisfaction to customers and the realization of profits through enhanced customer acquisition and retention (McCullough, Berry & Yadav, 2000).

The recent past has witnessed a paradigm shift with regard to valuation of customers by business organizations. Anderson and Mittal (2000) contend that there has been a shift from transaction marketing to relationship marketing the latter being more customer-oriented while the former was more profit oriented. As a result, establishment, retention as well as the enhancement of long-term customer relationships has become a challenge. However, Anderson and Mary (2008) argues that there exists empirical evidence associating customer retention with customer satisfaction.

Customers' satisfaction generates positive and productive impact on business growth. Having significant number of customers means that the organization has strong competitive position over other businesses rivals. Satisfaction is a major cause behind revenue growth as satisfied customers return for another purchase (Sasser, 1990). For this reason, understanding the outcome

of the marketing mix strategies for MCM general hospital is important to have a differential advantage in satisfying customer. Therefore, this study attempts to investigate the marketing mix strategy and its effects on customer satisfaction in MCM general hospital.

1.2 Background of the Organization

MCM general hospital is located in the southeastern part of Addis Ababa, the capital city of Ethiopia. The MCM compound consists of two wings; Shalom Wing with the capacity of 161-bed facility; (40) surgical, (25) medical, (20) pediatrics, (7) OBGs, (10) ER and (11) intensive care, and Grace Wing with the capacity of 67 beds, as well as a separate Medical College with a six-year curriculum including internship. MCM offers ophthalmologic, dental, plastic surgery, ENT, psychiatry, and hemodialysis services as part of community health programs, in addition to general medicine, pediatrics, and obstetrics & gynecology. Long-term expatriate staff includes one American Family Medicine Doctor, four Korean-American physicians (general surgeon, anesthesiology, radiology, and pathology), one Norwegian plastic surgeon, and one Korean dentist. There are approximately 45 Ethiopian GPs and specialists on staff.

1.3 Problem Statement

The transformations in Ethiopia health sector industry has created a situation in which the survival and profitability of private hospitals is dependent largely on their capacity to provide customer satisfaction. This is true for the MCM general hospital extent to which the company has appreciated the issue of customer satisfaction is uncertain.

Current competition within private hospitals, especially among the various players including the government hospitals and non-government hospitals like MCM general hospital necessitates the need to examine the issue of customer satisfaction. Furthermore, as Kotler, *et al.*, (2009) contend, volatility in the business sector has made it difficult to ascertain individual, internal and competitive factors that influence customer satisfaction.

A company that wishes to satisfy and retain its customers should try to understand customers' needs and expectations Buttle (2009). A dissatisfied customer is bad publicity to the company Charles (1980). So, in today's competitive business world it become as an essential factor for the success or failure of business objectives. For this reason companies meeting their customers' needs and wants are enjoying the customer reliability and getting positive response for their service.

With the ever growing competition in the private hospitals, the delivery of high level of service quality by hospital companies became a marketing requisite in recent decades in particular (Miller, 1993). In the contrary MCM general hospital is accused for poor customer service. Even customers mostly complain in different mass Medias for sub-standardized service of the hospitals.

Several researchers conduct a study on the relationship between and the effect on service marketing mix and customer satisfaction, retention and loyalty in different parts of the service sectors such as Jamal and Naseer (2002), Awan, Bukhari & Iqbal, (2011) used SERVQUAL, and Mamoun (2012) & Ateba et al. (2015) used 4Ps marketing mix in understanding drivers of customer satisfaction. Whereas, Isa (2015) used the 7Ps marketing mix to the effect on and relationship with customer satisfaction in banking industry.

However, little studies have been conducted using the 4Ps marketing mix elements in understanding customer satisfaction in health sector, which has a similar situation in Ethiopian health sector. With the increased competition and awareness about the health sector, customers are now becoming over demanding about the services offered. Moreover, hospitals are faced with considerable marketing challenges such as problems of weak services, long queues, use of old technology, and unable to promote their service products on media.

It is necessary to assess whether the health industry in Ethiopia has achieved this aspects of customer satisfaction and if this is not the case to establish some of the strategies the MCM general hospital can implement in addressing customer's expectations and satisfactions. Furthermore, it is crucial to examine the company-specific factors or internal factors as well as the competitive factors that influence customer satisfaction.

In view of the above, what are the marketing mix dimensions and its relationship with the customer satisfaction in the context of the MCM general hospital is the central problem statement for this study.

1.4 Research questions

The research questions point out those important questions that the research wants to answer deeply. All questions are developed to support the research objectives and to give more clarification on the subject.

- How does Product influence customer satisfaction?

- Does customers satisfied with the price aspect of the marketing mix?
- What is the perception of customers towards location of MCM general hospital?
- To what extent customers are satisfied with the promotional aspect of the marketing mix?
- What types of relationship exist between marketing mix element and customer satisfaction?

1.5 General objectives

1.5.1 General objectives

The general objective of this research is to examine the effect of marketing mix on customer satisfaction in private hospitals: a case study of MCM general hospital.

1.5.2 Specific Objectives

- To evaluate the effect of product on customer satisfaction
- To examine the influence of price on customer satisfaction
- To investigate the effect of placement on customer satisfaction
- To assess the significance of promotion on customer satisfaction
- To describe the relationship between marketing mix and customer satisfaction

1.6 Significance of the study

The study will be crucial importance to various stakeholders in private hospital. Theoretically, the study fills an important gap in the literature that is, exploring private hospital selection criteria for customers in Addis Ababa. Therefore, the findings of the study can add to the existing body of the literature and can serve as a starting point on which future studies can be built. This study also produces an assist to the policy makers, researchers and those who have concern for developing the varied aspects of health sector.

1.7 Scope of the Study

The study is geographically limited to Korean General Hospital in Addis Ababa, Ethiopia, due to the cost and difficulty to study all private Hospital Customers in Ethiopia. The study also conceptually limited to examining the effects of product, price, promotion and place on customer satisfaction of Korea General Hospital (MCM) in Addis Ababa

1.8 Limitation of the Study

The primary limitation of this study is lack of sufficient related studies that are conducted on the effect of marketing mix elements on customer satisfaction of private hospitals in Addis Ababa Ethiopia. In addition to that since the study focuses on marketing mix elements other factors beyond marketing mix elements that affect choice of customers cannot be addressed by this study.

1.9. Definition of Terms

Marketing: - is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value to each other's.

Marketing mix: - is a tool that can be used by firms to set appropriate strategies so as to get the desired responses from their target markets. It is a framework business use to pursue their marketing goals in the target markets.

4Ps of marketing: - is a marketing mix comprising of product, price, promotion, and place.

Product: - is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.

Price: - is the amount of money charged for a product or service or the total values that consumers exchange for the benefits of having or using the product or service.

Promotion: - is an institution ability to communicate its customers. It includes sales promotion, advertising, personal selling, public relations and direct marketing.

Distribution: - is an activity of a business that involves decisions concerning the distribution channels to be used and their management, the locations of outlets, methods of transportation and inventory levels to be held.

Customer satisfaction: is a person's feeling of pleasure or disappointment resulting from comparing a product's performance (outcome) in relation to his or her expectation (Kotler& Keller, 2006).

1.10 Organization of the Study

This study is organized under five chapters. Chapter one contains introduction and background of the study in addition to the statement of the problem, objectives of the study, significance, and scope of the study. Chapter two contains literature review. The methodology encompassing; study design, sampling and method of analysis is discussed in the third chapter. Chapter four contains result analysis and discussion. At last, chapter five presents conclusion and recommendation.

CHAPTER TWO

REVIEW OF RELATED LITERATURES

2. Introduction

This chapter reviews the literatures that are related to the subject of this study in order to gain an understanding of factors affecting customer satisfaction in MCM hospital. Literature was reviewed in line with the stated study objectives. The review was relay greatly on data obtained from published reference materials such as books and journals.

2.1 Theoretical review

2.1.1 Concept of Marketing

Marketing is the process by which companies create value for customers and build strong customer relationship in order to capture value from customers in return (Kotler and Armstrong, 2005).

According to Chartered Institute of Marketing, Marketing is the management process for identifying, anticipating and satisfying customer requirements profitably. A slightly longer but conceptually similar definition of marketing was proposed by the American Marketing Association (AMA), marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.

Marketing is a management process whereby the resources of the whole organization are utilized to satisfy the needs of selected customer groups in order to achieve the objectives of both parties. According to Drucker (1973), who put forward a definition of marketing orientation, marketing is so basic that it cannot be considered a separate function on a part with others such as manufacturing or personnel. It is first a central dimension of the entire business. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view.

A significant shift in emphasis since Drucker wrote this is to be found in the importance that is now attached to competitive position in a changing world. Thus, the marketing concept is that managerial orientation which recognizes that success primarily depends upon identifying changing customer wants and developing products and services which match these better than those of competitors. It is concerned with the idea of satisfying a consumer's requirements by means of the product as well as by providing the customer with value satisfaction. A marketing oriented firm tries to create value-satisfying products and services, which the consumer will desire to purchase. By which the profitability of the organization's activities is insured. Marketing is thus a view of the entire business, with profitability and consumer satisfaction (Davar, 1996).

Marketing is a process of planning and executing the conception, pricing, promotion and place/distribution of ideas, goods and services to create exchange that satisfy individual and organizational objectives (Anderson and Vincze, 2000). The primary objective of a business is to create customer satisfaction with profit as a reward rather than an objective. In other words, when the customer is satisfied, every stakeholders of the company will benefit, based on the above explanation, we can understand that the goal of marketing is to attract new customers by promising superior value and keep the existing customers by delivering satisfaction which ultimately will bring profit for the company.

2.1.2 Marketing Mix

In 1948 Marketing Mix was first developed by James Culliton (The Marketing Mix ,2012) , using the concept from James Culliton , Jerome McCarthy developed the concept of 4P's in 1964, Jerome McCarthy divided the marketing mix into four factors, which are product, price, place, and promotion. While according Kotler and Keller (2015), Marketing Mix is a marketing tool used by the company to reach marketing objectives in fulfilling the target market. On the other hand customers described 4P's as the marketing tools used by companies to create profit.

Marketers have four tools to use to develop an offering to meet the needs of their targeted customers. Collectively they are called as the marketing mix (product, price, placement and promotion). The basic idea is first the product of the factory produced, then setting the affordable price, and then promoting that product on the basis of customer's media habit and finally distributes the product on the targeted customers.

According to McGraw, (2004) states that the marketing mix is the tools organizations use to develop offerings to satisfy their target market(s). If your marketing mix doesn't meet their needs, they won't be satisfied-and if they aren't satisfied, you are unlikely to meet your objectives .Thus, the more the marketer is effective in combining the four elements of the marketing mix, the more the customers are satisfied and stay loyal, and as a result, the more the profitable sales of the product should result. The four elements of the marketing mix are discussed as follows:

2.1.2.1. Product

The first element in the marketing mix is the product of the company. A product is defined as: “a set of tangible and intangible attributes, including packaging, colour, price, quality and brand plus the reputation of the seller”. Since one of the basic function of marketing is that developing products and services that will meet legitimate customer (consumer) needs. Then, consumers are buying more than a set of tangible attributes. A product is anything that can be offered to market for attention, acquisition, use or consumption and that might satisfy a want or need (Kotler and Armstrong, 1996).

A product is more than a simple set of tangible features. Consumers tend to see products as complex bundles of benefits that satisfy their needs. Marilyn, A. & John D. (2007) the basic anatomy of a product may be represented as a series of four bands representing the core product, the tangible product, the augmented product and the potential product.

- The core product: represents the central meaning of the product and conveys its essence. This is centrally related to the key benefits expected by customers.
- The tangible product: is related to the core product to the extent that it places flesh on the bones of the former.
- The augmented product: includes those add-on extras which are not an intrinsic part of the product but which may be used to enhance the product benefits.
- The potential product: constitutes a vision of what it could be in the future, while the first three layers describe how the product is now.

Product Mix

Kotler and Armstrong stated that, product mix is the set of all product lines and items that a particular seller offers for sale (Kotler and Armstrong, 2005).

Determining product mix is top management's decision because the more varied product lines are the greater the need to coordinate. Instead of launching single product, preparing different product lines for market are essential to reduce risk to satisfy and broaden the buying habit of customers. Product mix is the assortment of products and product lines available from a manufacture (Keegan, et al, 1992). It is also necessary to determine about the branding, packaging and labelling of a product parallel with product mix decisions when companies offer their products to market.

In the development and marketing of individual products or service the consumers consider product decision elements. Accordingly, Product purchase decision focusing on the major elements (Kotler, P. etal. 1999)

Product attributes Decisions about attributes are particularly important as they greatly affect consumer reactions to a product. Tangible product attributes, such as quality, features and design.

Product quality; stands for the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes. From a marketing point of view, quality should be measured in terms of buyers' perceptions.

Product feature: Features are a competitive tool for differentiating the company's product from competitors' products by adding higher-level models or features which add value for customer.

Product design and style contributes to a product's usefulness as well as to its looks. And also creates products that are easy, safe, inexpensive to use and service, and simple and economical to produce and distribute.

Branding: a brand is a name, term, sign, symbol, design or a combination of these elements that identifies the product or services of one seller and differentiates them from those of competitors. Now a day, people do not buy a product- they buy a brand.

Packaging: Packaging includes the activities of designing and producing the container or wrapper for a product. Packaging performs a vital function for most products. In recent times, many factors have made packaging an important marketing tool. An increase in self-service means that packages must now perform many sales tasks - from attracting attention, to describing the product, to making the sale.

Labelling the label describe who made it, where and when was it made, the contents, how it is to be used etc. and its most straight- forward function is to identify the product or the brand

2.1.2.2. Price

Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefit of having or using the product or service (Kotler and Armstrong, 2005).

Price is the only element in the marketing mix that produces revenue; all other elements represent costs; price is also one of the most flexible elements of marketing mix. Unlike product feature and channel commitments, price can be changed quickly and it has to be taking in to account customers value and the rest of marketing mix activities (kotler and Armstrong, 2005).

Pricing products or services is one of the most important and complex decision a firm has to make. If buyers perceive a price to be too high, they may purchase competitive brands or substitute products, leading to a loss of sales and profits for the firm. If the price is too low, sales might increase, but profitability may suffer. Thus pricing decision must be given careful consideration (Peter Donnelly, 1997).

Price Setting

Even though there are different price setting methods but most of scholars are agreed on three common pricing approaches that are available to the marketer include: cost-based pricing; demand-based pricing; competition oriented pricing;

Cost – Based Pricing

In setting a price normally it is advisable to cover all relevant costs. Costs for this purpose may be divided into two categories, fixed and variable costs. Taken together with price, these may be used to calculate the break-even quantity (fixed costs divided by price less variable cost per unit).

Demand –Based pricing

Demand-based pricing looks outwards from the production line and focuses on customers and their responsiveness to different price levels. Demand-based pricing allows the price to go up when demand is strong and, vice versa, for the price to go down when demand is weak

Competition – Based pricing

This method involves setting prices on the basis of what competitors are charging. Once the firm identifies its competitors, it conducts a competitive evaluation of its product. Competitive factors that must be considered include

- The ‘market price’ charged by the market leader.
- Price sensitivity.
- Market position.
- Product differentiation.

- The type of competition, i.e. whether this is monopoly or oligopoly. Trade becomes more sophisticated, the services of various intermediaries along the supply chain may need to be used to ensure that the goods or services reach the consumer in the right manner at the right place, time and price. It is the process of moving goods and services through these intermediaries to reach the end user

2.1.2.3. Place

It can be described as a set of interdependent organizations involved in the process of making a product or service available for consumption (Anderson and Vince, 2004:7). As Engle, (2009, pp.: 189) states that the marketer must choose distributors that reach its customers most effectively and other intermediaries that add value to the distributive process. To support the above-concepts, it is the fact that the objectives of distribution channel is to make the products effectively available to the greatest possible number of users at the lowest possible distribution and selling cost. The field of distribution is made up of two distinct branches: channel of distribution and physical distribution that are discussed as follows.

Channel Distribution

A channel distribution means a coordinated group of individuals or firms that direct the flow of products to customers (Keegan, et al, 1992). It is a set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user (Kotler and Armstrong, 2005). Channel members buy large quantities from many producers and break them down in to the smaller quantities wanted by consumers. Marketing channel limits the number of contacts producers have to make, in order to move products from their plant in to the market place to satisfy customer need, and it enables customers to limit the number of contacts necessary to obtain the goods and services they need. But, channels must be evaluated and carefully considered (Keegan, et al, 1992).

Anderson and Vincze, states that the distribution decision must interact with product, promotion, and pricing decision in order to achieve organization objectives (Anderson/Vincze, 2000, 283).

No matter how good the product, how effective the promotion, and how appropriate the price; a firm cannot succeed unless it can get its product in to the hands of its target market. Channel

managers must understand the functions performed within the channel in order to design the correct channel and coordinate channel operations.

Physical Distribution

Physical distribution is the storage, handling and movement of goods to make them available when and where customers want them (Keegan, Moriarty and Duncan, 1992).

Keegan, Moriarty, and Duncan, classified the physical distribution activities as follows:

Order Processing: is the receipt and transmission of sales order information. The more efficiently orders are processed; the less time is required for delivery and the greater the satisfaction for customers.

- Warehousing: is the storage of goods while they are waiting to be sold or shipped.
- A customer must decide on how many and what type of warehouses it needs and where they will be located.
- Markets must balance the faster-service advantage of numerous warehouse locations with the increased warehousing costs of multiple locations.
- Inventory management: is the control of inventory levels, managers must maintain the delicate balance between carrying too little inventory and carrying too much. With too little stock the firm risks not having products when customers want to buy. This leads the firm to costly emergency shipment or production. Carrying as too much inventory results in higher than necessary inventory carrying costs and stock obsolescence. Thus in managing inventory firms must balance the costs of carrying larger inventories against resulting sales and profit (Kotler, Armstrong, 2005).
- Transportation: The physical means by which goods are transferred from manufacturer to wholesaler and from wholesaler to retailer and from retailer to customers; it also incorporates shipping goods to warehouse.

Truck, rail, water, pipeline and air are five main transportation modes. No physical distribution system can both maximize customer service and minimize distribution costs. Instead, the goal of physical distribution system is to provide a targeted level of service at the cost. (Kotler and Armstrong, 2009). Managers have to choose cost effective and fastest mode of transportation and also calculate the shortest distance to reduce costs of transportation. Managers have to decide up

on the promotional elements to reach target consumers after they develop products, determine its prices and distribution channel.

2.1.2.4. Promotion

Promotion is any form of communication used to inform, persuade, and/or remind people about an organization's or individual goods, services, image, ideas, community involvement or impact on society (R.Evans and Berman, 1997). It is mainly all embracing term to describe an important part of the marketing mix. (Wilmshurst, 1995)

It refers to all activities and programs that add value to the brand-an incentive to buy beyond the products inherent benefits (Keegan, et al, 1992). Sales promotion should help to reinforce the product's position and to build long-term customer relationships.

Although the definitions vary, the four components that make up marketing communication are as follows (John, B.,2008).

Advertising: Any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor. Although some advertising is directed to specific individuals (as, for example, in the use of direct mail), most advertising messages are tailored to a group, and employ mass media such as radio, television, newspaper, and magazines.

Personal selling: An oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales. It includes several different forms, such as sales calls by a field representative (field selling), assistance by a sales clerk (retail selling), having an Avon representative call at your home (door-to door selling), and so forth.

Public relations: A non-personal stimulation of demand for a product, service, or business unit by planting commercially significant news about it in a published medium (i.e., publicity) or obtaining favourable presentation of it through vehicles not paid for by the sponsor. Although commissions are not paid to the various media, there are salaries and other expenses that mean public relations are not a costless form of promotion.

Sales promotion: Those marketing activities that add to the basic value of the product for a limited time period and thus directly stimulate consumer purchasing and dealer effectiveness.

These activities include displays, shows and exhibitions, demonstrations, and various nonrecurring selling efforts not in the ordinary routine.

2.1.3 Customer Satisfaction

As indicated by Lovelock (2004) many researchers conceptualize customer satisfaction as “an individual’s feeling of pleasure (or disappointment) resulting from comparing the perceived performance or outcome in relation to the expectation.”

The concept of customer satisfaction has drawn the attention of practitioners and academics from last several years based on the fact that customers are the primary source of Profit for most of the firms operating in the market (Tam, 2004). Customer satisfaction facilitates the measure of how service and products provided by company meet customer expectation. It is a key performance indicator in business terms. Typically, service firms monitor and examine the satisfaction level of customers on an on-going base by using different scales like Likert, to measure the level of customer satisfaction which is mainly based on service encounter experienced on their last visit (Peterson and Wilson, 1992). Quality and customer satisfaction both have long been recognized as crucial role for success and survival in today’s competitive market.

Customer satisfaction with a purchase depends upon the product's performance relative to a buyer's expectations a customer might experience various degrees of satisfaction. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted (Kotler, P. et.al 1999).

In addition to this, they elaborated that expectations are based on the customer's past buying experiences, the opinions of friends and associates, and marketer and competitor information and promises. Regarding to consumer satisfaction three general components can be identified: Consumer satisfaction is a response (emotional or cognitive) 2. The response pertains to a particular focus (expectations, product, consumption experience, etc.) and 3. The response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc.) (Joan L. & Joseph A. 2002)

Leon, G. & Lesile, L. (2007) Customer Satisfaction measurement includes qualitative and quantitative measures, as well as a variety of contacts methods with the customers. Customer satisfaction surveys measure how satisfied the customers are with relevant attributes of the product or service, and relative importance of these attributes (using attribute scale) .Generally, these survey use 5–point semantic differential scales ranging from “very dissatisfied” to “very satisfied”. Research shows that customers who indicate they are very satisfied (typically a score of 5 on the satisfaction scale) are much more profitable and loyal than customers who indicate that they are satisfied (a score of 4).

Consecutively, through satisfying customers, organizations could improve profitability by expanding their business and gaining a higher market share as well as repeat and referral business (Elliott, K & Shin, D. 2001).

Good customer satisfaction has an effect on the profitability of nearly every business. For example, when customers receive good service, each will typically tell nine to ten people. However, customers who receive poor service will typically relate their dissatisfaction to between fifteen and twenty others (Naik:2010). Anderson and Zemke; 1998) stated that “Satisfied customers improve business and dissatisfied customers impair business”. Therefore, customer satisfaction is an asset that should be monitored and managed just like any physical asset.

2.1.3.1. Factors that Affect Customer Satisfaction

Matzler et al., (2002) classify factors that affect customer satisfaction in to three factor structures:-

1. **Basic factors:** - these are the minimum requirements that are required in a product to prevent the customer from being dissatisfied. They do not necessarily cause satisfaction but lead to dissatisfaction if absent. These are those factors that lead to the fulfillment of the basic requirement for which the product is produced. These constitute the basic attributes of the product or service. They thus have a low impact on satisfaction even though they are a prerequisite for satisfaction. In a nutshell competence and accessibility
2. **Performance factors:** - these are the factors that lead to satisfaction if fulfilled and can lead to dissatisfaction if not fulfilled. These include reliability and friendliness.

3. **Excitement factors:** - these are factors that increase customers' satisfaction if fulfilled but does not cause dissatisfaction if not fulfilled which include project management.

2.1.3.2 Reasons of Customer Dissatisfaction

Sometimes customers become dissatisfied, as indicated on www.qualitygurus.com some of the reasons for this dissatisfaction are:-

- **Not knowing the Expectations** Customer remains dissatisfied unless the company knows what the customer actually expects out of their product.
- **Not Meeting the Expectations** a customer may become dissatisfied because the service does not live up to expectations. In addition to that as a result of the rapid improvement in the technology, customer may compare the services provided by a company with those of the competitors, which may lead to dissatisfaction and customers over expectations and their changing needs may lead them for dissatisfaction.

2.1.3.3 The Relationship between Service Quality and Customer Satisfaction

The relationship between customer satisfaction and service quality has received a good deal of attention in the literature (Bolton and Drew; 1994). Parasuraman et al (1988) defined service quality and customer satisfaction as “service quality is a global judgment, or attitude, relating to the superiority of the service, whereas satisfaction is related to a specific transaction”. Satisfaction is a “post consumption experience which compares perceived quality with expected quality, whereas service quality refers to a global evaluation of a firm's service delivery system” (Parasuraman et al., 1985). Iacobucci et al. (1995) conclude that the key difference between service quality and customer satisfaction is that quality relates to managerial delivery of the service while satisfaction reflects customers' experiences with that service. They argue that quality improvements that are not based on customer needs will not lead to improved customer satisfaction. Bolton and Drew (1994:176) pointed out “customer satisfaction depends on pre-existing or contemporaneous attitudes about service quality”. Anderson et al. (1994) also point out that improved service quality will result in a satisfied customer.

Service quality has found as one of the significant factors in distinguishing services and products. Service quality is an important tool to measure customer satisfaction (Pitt et. al, 1995). There is a close relationship between service quality and customer satisfaction. Customer satisfaction can be protected by providing products or services with high quality. In addition, as

service quality increases, satisfaction with the service and intentions to reuse the service increase. Based on the survey result Siddiqi (2011) described that all the service quality attributes are positively related to customer satisfaction and customer satisfaction is positively related to customer loyalty in the retail banking settings. Kumar et al (2009) also stated that high quality of service will result in high customer satisfaction and increase loyalty. Furthermore Parasuraman et al (1988) found that customer satisfaction is the outcome of service quality.

2.2 Empirical Review of Literature

Empirically many research papers are computed and different outcomes are demonstrated by different researchers. The following are some of illustrations which support such a statement.

Mohamed, I. & Ahmed, R. (2016) impact of marketing mix on customer satisfaction towards laptop industry. In the research 100 undergraduates from South Eastern University of Sri Lanka was taken as sample for the study. And the research conclude that, the correlation result shows product, price, place, and promotion have relationship with satisfaction with values are 0.490, 0.466, 0.643 and 0.588 respectively. Results of the regression exposed that values of R square and adjusted R square are 0.539 and 0.520 respectively. This proves that marketing mix such as product; price, place and promotion explain 50% of the variation on customer satisfaction.

Siti Rapidal et.al (2017) conducted a research study on Customer Satisfaction in the Retail Industry and the finding reveals that there is a positive relationship between all four marketing mix elements (price, product, place and promotion) and customer satisfaction at a Hypermarket in Kuala Terengganu.

Zelalem, A. (2011) studied Assessment of Marketing Mix in Prompting Customer Satisfaction (A case study on the National Alcohol and Liquors Factory). In the research the total sample of 80 whole sellers and retailers selected using purposive sampling and out of the total sample 76 customers returned a completely filled questionnaires' therefore the analysis and conclusion was done using 76 customers. The study concludes that, customers are satisfied with the quality of the products and the distribution (place) systems of the factory yet they are not satisfied with the price and that of the promotional practices of the factory. The researcher recommended that, the National Alcohol and Liquors Factory should effectively manipulate these marketing mix elements for they strongly determine the long run survival of the factories.

Haruna Isa Mohammad (2015) of Nigeria studied on 7ps marketing mix and retail bank customer satisfaction in north east Nigeria His study analysed customer satisfaction using 7Ps marketing mix elements to retail bank customers in North east Nigeria. The results found that product, process and physical evidence were significantly related to customer satisfaction while price, promotion, place and people are not significantly related. It was also found that process is the most influential driver while price is the least influential. Finally, the study recommends that management should improve the marketing mix elements by applying the right mix to attract and retain customers.

Ahmad, Ala'eddin Mohamad Khalaf (2007). The impact of competitive environment on the service marketing mix strategy of health organizations in developing countries: Jordanian private sector hospital senior managers perspective.

This research investigates the influence competitive environment factors have on the service marketing mix strategy components made by Jordanian private hospital managers, and on the reality of the Jordanian private hospital marketing.

The results confirm significant differences in the influence of competitive environment factors on service marketing mix strategy components. They also reveal that the components of the marketing mix strategy have varied significant and insignificant influence on the hospital performance, which demonstrates that the hospital performance phenomenon is complicated and multi-dimensional in nature. Furthermore, the results exhibit those hospital managers might benefit more by placing more emphasis on an integrated service marketing mix strategy and recognizing the competitive environment influences on their hospitals.

Jain, A. and Choudhary, V. (2019), The Impact of Marketing Mix Strategy on Hospital's Performance Measured by Patient's Satisfaction (An Empirical Study on Santokba Durlabhji Memorial Hospital, Jaipur) studied on 7ps marketing. It is found that the hospitals provides a comprehensive range of health and medical service classes to facilitate the diverse needs and wants their target market but there are disparate pricing strategies are frequently adopted within the hospitals. They also reveal that the components of the marketing mix strategy have significant influence on the hospital performance.

matino, M. & tegegn, T. (2016). This research inspects marketing mix strategies on patient satisfaction at Wolaita Sodo University teaching and referral hospital. The research used quantitative data to explore its relationship by having primary data through a questionnaire, which was administered in the Otona teaching and referral hospital. The research data indicates that patient services, process, physical evidence, price, promotion, place and people are evident by the value of positive Pearson correlation and significant at one tailed test with p-value of 0.000.

2.3. Hypotheses

Independent Variables: the four marketing mixes; Price, product, promotion and place.

Dependent variable: Satisfaction level with MCM hospital customers. It is taken as a proxy to represent customer's choice of private hospital as a dependent variable.

The following hypotheses will be tested:

1, Null hypothesis; There is no significant relationship between products and Satisfaction level with MCM hospital customers.

Alternative hypothesis: There is a significant relationship between the product and Satisfaction level with MCM hospital customers.

2, Null hypothesis: There is no significant relationship between price and Satisfaction level with MCM hospital customers.

Alternative hypothesis: There is a significant relationship between price and Satisfaction level with MCM hospital customers.

3, Null hypothesis: There is no significant relationship between promotional activities and satisfaction level with MCM hospital customers.

Alternative hypothesis: There is a significant relationship between promotion and Satisfaction level with MCM hospital customers.

4, Null hypothesis: There is no significant relationship between place of the hospital and Satisfaction level with MCM hospital customers.

Alternative hypothesis: There is a significant relationship between place of the hospital and satisfaction level with MCM hospital customers.

2.4 Conceptual Framework

Jabareen (2009) explain Conceptual framework as a network or a plane of interlinked concepts that together provide a comprehensive understanding of a phenomenon or phenomena. Conceptual framework provides the link between the research title, the objectives, the study methodology and the literature review. The major variables of this study were market mix elements (independent variable) and customer satisfaction (dependent variable). Thus, the research includes all major marketing mix elements in terms of product, price, place and promotion. As a result, a conceptual framework was developed to illustrate the key variables and their relationship with customer satisfaction.

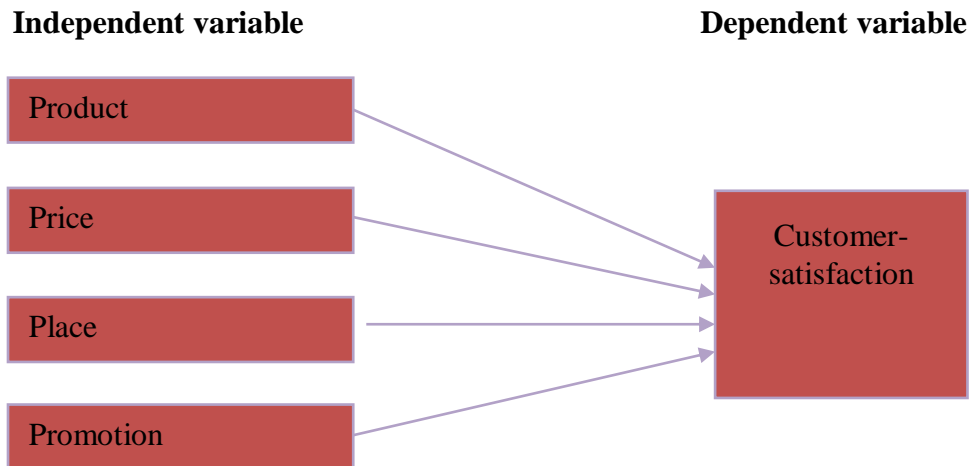


Fig 1: Conceptual framework Source: Researcher own construct based on the literature review (2019)

CHAPTER THREE

RESEARCH METHODOLOGY

3. Introduction

Research methodology defines the systematic and scientific procedures used to arrive at the results and findings for a study against which claims for knowledge are evaluated (Nachamias et al., 1996). A methodology is therefore shaped by the perspective the researcher chooses to approach the study. This section of the research assesses the procedures used in conducting the research under study. It discusses the research design, population, sample and sampling technique, data collection tools, and data analysis procedure.

3.1 Research approach

When conducting a research, there are different ways of approaching the problem. According to Creswell (2009), there are three approaches of research; quantitative, qualitative and mixed. The following discussions briefly presents the basic features of these research approaches. Quantitative research is a means for testing objective theories by examining the relationship among variables. On the other hand, qualitative research approach is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem with intent of developing a theory or pattern inductively. Finally, Quantitative research is an approach in which the researchers emphasize the research problem and use all approaches available to understand the problem (Creswell, 2009).

Hence, based on the above discussions of the three research approaches and by considering the research problem and objective, this study used Quantitative research approach.

3.2 Research Design

A research design provides a framework for the collection and analysis of data. A choice of research design reflects decisions about the priority being given to a range of dimensions of the research process (Bryman and Bell, 2007).

In this study the researcher used descriptive and explanatory research design to enable the researcher accomplish the objectives of the study. According to Mugenda and Mugenda (2003), descriptive research is used to obtain information concerning the current status of the phenomena to describe what exists, with respect to variables or conditions in a situation. Descriptive study design enables the researcher to collect data easily and timely by way of interviews, and administering of questionnaires to the selected sample. Explanatory studies are studies with the emphasis to study a situation or problem in order to explain the cause and effect relationship between given variables. Explanatory research is mostly used within areas where extensive research has already been done (Saunders et al., 2003).

Hence to address the five research questions or to identify and measure the effect of marketing mix on customer satisfaction, the study applied both descriptive and explanatory research approach.

3.3 Target population

A population is defined as the set of individuals, objects, or data from where a statistical sample can be drawn (Saunders et al., 2014). Population is the entire group of individuals, events or objects having a common observable characteristic (Copper & Schindler, 2014). Cooper and Schindler further add that a population is the total sum of collected units from which the researcher draws conclusions of the study.

The target populations for this study are inpatient and outpatient customers of MCM Hospital. The sample frame is a set of items from which the sample is drawn.

3.4 Sampling methods and sample size

3.4.1 Sampling methods

Sampling is the systematic selection of research participants or individuals that the research wants to take part in the study. Sampling technique is the methods used in drawing samples from a population was driven by the objectives of a given research activity (Creswell, 2004).

The current study depend on non-probability sampling; namely, convenience sampling. Non probability sampling is a sampling technique in which some parts of the population have zero chance of selection or where the probability of selection cannot be accurately determined

(Bhattacharjee, 2012). According to Kothari (2004) when the population element were selected for inclusion in the sample based on the easiest of access, it can be called convenience sampling .This is a technique in which a sample is drawn from that part of the population that is close to hand, readily available ,or convenient (Bhattacharjee, 2012).

3.4.2 Sample Size

The research population was inpatient and outpatient customers of MCM Hospital. As per data obtained from the ticket offices, there is no clear figure that shows the total number of customers, because once the customers are used the service they may not come again.

Determining a sample size for this study is very crucial, because the researcher cannot cover the entire population. Although using large sample size is better, if the researcher uses very large as large as the entire population, it could led him to wastage of time, resources and money. Therefore, the researcher decided to use the Cochran (1963, 1975) sample size determination formula to determine the sample size of the target population.

The population was sampled in to a sample size of 384 respondents using the equation developed by Cochran (1963, 1975) to yield a representative sample for population of large sample size.

$$N = z^2 t^* (1-t) / e^2$$

Z-standardization value indicating a confidence level

E-acceptable magnitude of error

T-sample standard deviation or an estimate of the population

N-sample size

$$N = 1.96^2 \times 0.5 \times 0.5 / 0.05^2$$

$$N = 384$$

3.5 Data Source and Types

Data was collected from both primary and secondary sources. Primary data is a type of data, which is collected and accumulated specifically for the research project at hand. It was collected from sources such as questionnaire. Secondary data involves the collection of information from studies that other researchers have conducted on a given issues or phenomenon (Creswell, 2009).

Therefore, to achieve the objectives of this study, primary sources of data will be gathered from inpatient and outpatient customers of MCM Hospital.

3.6 Data collection procedure

The procedure for the data collection was as follows. First the respondents communicated to get their consent. Once their consent was known, the questionnaire was distributed by the researcher to each participant by appreciating their participation and devoting their precious time for the research. The researcher gave the respondents the option of filling the questionnaires at their convenient time and collected after two days for analysis. The questionnaire was collected by checking the completeness of the data.

3.7 Validity & Reliability

3.7.1 Reliability analysis

Reliability tells about stability of the results that is how accurately the study or measuring has been carried out. It refers to whether a measurement instrument is able to yield consistent results each time it was applied. It is also the property of measurement device that causes it yield similar outcomes for similar inputs. In this study, Chronbach's alpha value used to measure internal consistency of the mean of the items at the time of administration of the questionnaire. Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively related to one another (Shuttleworth, 2015). To test the internal reliability, most researchers use Cronbach's alpha, which calculates the average of all split-half reliability coefficients. This proposal used the Cronbach's alpha for calculating whether or not the hypotheses will be accepted or rejected, and, by using this data analysis method, it will try to strengthen the internal reliability of the findings in this thesis. According to the standard set by George and Mallery (2003) the reliability test will be acceptable if it is greater than the cut-off limit of 0.70. In this study, the value of Cronbach's alpha is above the base line, which is greater than the standard value, 0.7. Thus it can be concluded that the measures used in this study are valuable and highly reliable.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.861	5

3.7.2 Validity analysis

Validity means the validity of the results that is how well the questions measure the matters chosen to be studied. Pilot test will be conducted with a small group in which the feedback to check validity will be used to redefine it (Korb, 2012). Its primary purpose is to increase the accuracy and usefulness of findings by eliminating or controlling as many confounding variables as possible, which allows for greater confidence in the findings of a given study. There are four distinct types of validity: internal validity, external validity, construct validity, and statistical conclusion validity, that interact to control for and minimize the impact of a wide variety of extraneous factors that can confound a study and reduce the accuracy of its conclusions (Marczyk et.al., 2005).

3.8 Methods of Data Analysis

The data was analyzed with the combination of both descriptive statistics like mean, frequency, cross tabulation and standard deviation of the variables and inferential statistics like correlation analysis to examine direction and significance of the correlation of the variables considered under this study. Regression analysis used to examine the relationship between the dependent variable (i.e. brand equity) and the four independent variables (i.e. brand loyalty, brand awareness, brand associations, and perceived quality) with multiple regression techniques. All the above was performed with SPSS version 20 software.

3.9 Ethical Consideration

A letter written from the university taken to the respective bodies to undertake a pre survey and to assure that the study is meant to be used for academic purpose. Confidentiality and anonymity

of the respondents will be ensured throughout the execution of the study for participants were not expected to disclose their personal information. The purpose and the benefit of the study and the voluntary nature of participation were discussed with each study participants, and informed verbal consent obtained. The right of the respondents to refuse to answer for few or all questions was respected.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4. Introduction

As explained in the earlier chapters, this study aimed at investigating the effect of marketing mix on customer satisfaction in private hospitals. analysis of data and research findings have been interpreted in relation to the objectives of the study and with respect to the research questions developed to guide the study. The data collected through questionnaire, were analysed and interpreted by using the SPSS software. This section also discusses the demographic characteristics of respondents, descriptive analysis of marketing mix using mean and standard deviation of the items within these marketing mix tools. Moreover, it shows the Multicollinearity and hypothesis testing. Finally, it presents the correlation and regression analysis to know the level of association and the explanatory power of the marketing mix tools on the customers satisfaction.

4.1 Rates of Response

Respondents response rate refers to the proportion of questionnaires that were returned and filled during the study in relation to total number of questionnaires expected to be filled. In this study, the research required administration of questionnaires to 384 respondents who were MCM general hospital customers. Out of 384 distributed questionnaires, 341 questionnaires were administered and filled. Hence, the return rate was calculated as 88.8 % which are enough for further analysis of the data.

Sample Size	384
Completed and Returned Questionnaires	341
Response Rate	88.8%

4.2. General Information about the Respondents

The study participants on survey questionnaire have different personal information; besides these differences they introduce different responses towards company's product, and its effect on customer's satisfaction. This part of the questionnaire requested a limited amount of information related to personal characteristics of respondents. Accordingly, the following variables about the respondents were summarized and described in the subsequent tables. These variables includes: gender, age, educational level, and occupation.

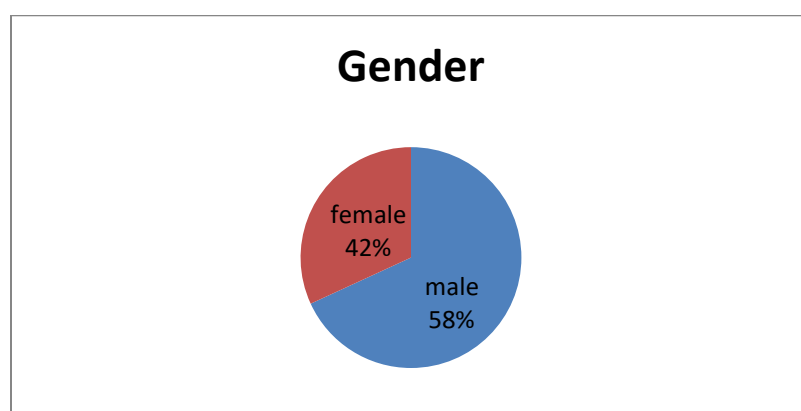


Figure 4.2.1, Classification of Gender

From the data presented in Figure 4.2.1, the majorities (58%) of the respondents were male and the remaining (42%) of the respondents were female. This specified that out of 341 respondents around 197 were male and the remaining 144 were female. Therefore, the study comprises both male and female customers of MCM general hospital.

Demography	Measurement scale	N=341	100 %
Age	18 - 35 years	86	25
	36 – 45 years	153	45
	46 – 60 years	59	17
	Over 60 years	43	13

Educational Level	Below high school	56	16
	Diploma	134	39
	BA/BSC	80	23
	MA/MSC	71	22
Occupation	Student	29	8
	Unemployed	69	20
	employed	131	38
	Business man/woman	112	32

Table 4.2.1, Background of the respondent

The age distribution of the participants shows, 25% of respondents were 18 to 35 age category , 45% of respondents were between 36 and 45, 17% of respondents were between 46 and 60, and 13% of respondents were 60 and above. The figure shows that many numbers of customers are under the age of 36 and 45. The result indicated that most of the customers matured and from the age level of 36-45.

According to the above table, 16% of the respondents were below high school, 39% of the respondents were Diploma holders, 23% of the respondents were BA/BSC holders while the rest 22% of the respondents were graduate of Masters. The result indicated that most of the respondents are academically qualified.

On the other hand, related to the occupation of the customers 8% of respondents were student, 20% of respondent customers were unemployed, 38% of the respondents were salaried and the remaining 32% of the respondents were business man/woman. The research include from all group of respondents.

4.3 Descriptive Statistics

Marketing mix is one of the major concepts in modern marketing, it is defined as the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. It consist everything the firm can do to influence the demand for its product. The main possibilities can be grouped into four variables known as the "four Ps": Product, price, place, and promotion.

The data collected are tabulated in which it shows the frequency/percentage of respondents and the mean and standard deviation from the total 214 respondent. The measurement instrument used to calculate product, price, promotion, place and customer satisfaction are scaled from 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4=Agree and 5= strongly Agree. To make easy interpretation, the following ranges of values were reassigned to each scale: Less than 2.8 = Disagree, 2.9-3.2 = Neutral, Above 3.2 = Agree

4.3.1 Product dimension

A product is anything that can be offered to market for attention, acquisition, use or consumption and that might satisfy a want or need (Kotler and Armstrong, 1996). The respondents were asked six questions to measure the level of the hospital product dimension. The questionnaires were designed to collect the respondents' attitude towards how the hospital products fulfilled their demand & preference.

S.	Product dimension		SD	D	N	A	SA	MS	SDV
1	Quality of MCM general hospital keeps always its own standards.	N=341	-	-	144	163	34	3.6	0.6
		100	-	-	42	48	10		
2	As Compared to others general hospital, MCM is more favorable products than the others.	N=341	-	-	80	174	87	4.0	0.7
		100	-	-	23	51	25.5		
3	There is consistence in the quality of MCM general	N=341	-	-	71	170	100	4.0	0.7

	hospital.								
			100	-	-	21	50	29.3	
4	MCM general hospital is spacious and comfortable.	N=341	-	-	37	166	138	4.3	0.6
			100	-	-	11	48.7	40.5	
5	MCM general hospital offers a variety of services that meet the wishes of the customers.	N=341	-	-	-	111	230	4.6	0.4
			100	-	-	-	32.6	67.4	
6	The overall quality of the MCM general hospital is good.	N=341	-	-	10	97	234	4.6	0.5
			100	-	-	3	28.4	68.6	
	Valid N							4.18	0.58

Table 4.3.1 Customer Perception related to product dimension

As one of the marketing strategy, respondents were asked questions in relation with product strategy dimension issues. Regarding the first question which was: Quality of MCM general hospital keeps always their own standards, about 10% and 48% of the respondent strongly agree and agree respectively and the remaining 42% customers are stay neutral about the product. Overall the respondent customers had a good intension regarding to the standards of the product. As can be inferred from the table 4.3.1 there is a fairly high agreement for items in the consistence in the quality of MCM general hospital which is the major factors which affect the satisfaction of its customer.

Respondents perceived that the hospital have more space and comfortable; the service quality is high; there is more safety for customers and the hospital offer different services. This all indicates good signs and shows that the hospital management is exerting more effort to provide better products to their customers.

Based on the survey of regarding the overall quality of the product the respondent customer answered that: 28% and 68% of the respondent customers agree and strongly agree about the overall quality of the product. Therefore, the survey showed that majority of the customers admits the goodness overall quality of MCM general hospital.

Product dimension in this study comprises six items that intended to measure the degree of product dimension to understand the customer satisfaction. Of those items, satisfied with the overall quality of the MCM general hospital is good, hospital offers a variety of services that meet the demand of the customers and MCM general hospital is spacious and comfortable are scored the high mean value of 4.6, 4.6 and 4.3 respectively. Thus, the product dimension including all the six items has scored grand mean of 4.18 which fall in the range of Above 3.2, it is considered as agreed. Therefore, it is possible to conclude that, customers of MCM general hospital are satisfied with the line of services that the hospital is providing.

4.3.2 Price dimension

The basic principle in pricing is that the relationship between the price of a product and the value it gives to customers has to be fair and proper. Also, the pricing decision of a hospital must be coordinated with product design, place and promotion decisions to form a consistent and effective marketing program.

S.	Price dimension		SD	D	N	A	SA	MS	SDV
1	The current prices of MCM general hospital are fair and reasonable.	N=341	-	202	100	39	-	2.5	0.6
		100	-	59.2	29.3	11	-		
2	The MCM general hospital has	N=341	-	213	119	9	-	2.4	0.5

	convenient and well suited payments Method.		100	-	62.5	35	2.6	-		
3	The MCM general hospital provides different discount method to attract new customers and to retain the existing one.	N=341	3	217	114	7	-	2.3	0.5	
			100	1	63.6	33.4	2.1	-		
4	In your perception about the value of MCM general hospital products as compared to its price are equivalent	N=341	-	159	155	27	-	2.6	0.6	
			100	-	46.6	45.5	8	-		
5	The hospital offers competitive prices in comparison with other competitor.	N=341	-	159	160	22	-	2.6	0.6	
			100	-	46.6	47	6.5	-		
	Valid N							2.48	0.56	

Table 4.3.2 Customer Perception related to price dimension

According to item number 1, customers were inquired to suggest if the price charged for the hospital service is reasonable. As can be seen from the above table, about 59% of the respondents said the charge is unreasonable (expensive). From the response given above, we can infer that many customers are unsatisfied with regard to the price charged for the products.

The second question stated that: The hospital has convenient and well suited payments method and the customers respond that, 62% disagree on the idea the hospital has convenient and well suited payments method, in the contrary 35% and 2% of the respondent's customers were neutral and agree respectively about the convenient and well suited payments method. Generally, most of the customers decide that MCM general hospital had incompatible payment method for the customers.

Based on the survey, providing different discount method to attract new customers and to retain the existing one the customer answered that: 63% of the respondent customers disagree about the discount method to attract new customers and to retain the existing one.

The respondents were asked “The hospital offers competitive prices in comparison with other competitors” about 46% and 47% of the respondents selected disagree and neutral respectively. They responded having a scored mean value of 2.5 this shows that the respondents were “disagreed”. It is found that MCM general hospital offer expensive price when compared with other competitor, and doesn’t have incompatible payment method.

4.3.3 Place dimension

A suitable location/ point for the establishment of hospitals are very important. It should give conveniences and comfort to the customers. In assessing customer perception related to place dimension, various related issues were presented for the reflection of the respondents. Table 4.3.3 below illustrates the reflection of the respondents regarding place dimension.

Table 4.3.3 Customer Perception related to place dimension

S.	Place dimension		SD	D	N	A	SA	MS	SDV
1	The hospital is located at a convenient place.	N=341	-	-	31	155	155	4.3	0.6
		100	-	-	9.1	45.5	45.5		
2	Transportation to the hospital is easily available.	N=341	-	-	109	144	88	3.9	0.7
		100	-	-	32	42	25.8		
3	MCM general hospital has a comfortable hospital layout.	N=341	-	-	86	159	96	4.0	0.7
		100	-	-	25	47	28		

4	MCM general hospital has good physical facilities.	N=341	-	10	94	139	98	3.9	0.8
		100	-	2.9	27.6	41	28.7		
5	The hospital has security and safety requirements.	N=341	-	-	15	176	150	4.4	0.5
		100	-	-	4	52	44		
	Valid N							4.1	0.66

Table 4.4.3 in the above presents the results of customer's opinion about customer perception related to place dimension. About 90% of the respondents agree that the hospital is located at a convenient place. This indicates that the hospital location is convenient to customers. As shown in item 2, the majority (68%) of the respondent agree that transportation to the hospital is easily available. Regarding to the hospital layout respondents replied that MCM general hospital has a comfortable hospital layout.

About the hospital safety and security requirements, 52% and 44% of the respondent's customers agree and strongly agree respectively. Generally, most of the customers decide that the hospital has security and safety requirements.

As it can be observed from the above table, respondents have generally developed positive perception regarding the place dimension of the marketing mix elements in MCM general hospital. It indicating that grand mean value is 4.1 which is above the cut-off point 3.2.

4.3.4 Promotion Dimension

Promotion is one of the backbones of any business because it generates the required awareness about the products or services among customers. A good promotional strategy should correlate well with the long-term marketing plans and goals of the business. Kotler, (2003) confirmed that promotions have become a critical factor in the marketing campaign and best tool to attract potential customers and in general to pursue the marketing objectives of the companies. The

respondents were asked to indicate their levels of agreement. The findings are presented below in the table 4.3.4.

S.	Promotion dimension		SD	D	N	A	SA	MS	SD
									V
1	The MCM general hospital advertisement s is attractive.	N=341	-	216	125	-	-	2.3	0.4
		100	-	63.3	36.7	-	-		
2	Repetitiveness of MCM general hospital advertisements are builds your confidence.	N=341	-	176	149	16	-	2.5	0.5
		100	-	51.6	43.7	4.7	-		
3	The promotion of MCM general hospital gives me good awareness to the service.	N=341	-	117	163	61	-	2.8	0.7
		100	-	34.3	47.8	17.9	-		
4	MCM general hospital follows periodical advertisement.	N=341	-	171	160	10	-	2.5	0.5
		100	-	50.1	46.9	2.9	-		
5	I can get rich information and data about the hospital from the Internet.	N=341	10	178	57	2	-	1.8	0.6
			4						
		100	31	52	16	1	-		

Valid N	2.38	0.54
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Table 4.3.4 Customer Perception related to promotion dimension

Regarding the first question which was: MCM general hospital advertisement is attractive depicted that, 63% and 36% of the respondent customers disagree and neutral on the promotional activity respectively. Overall the survey result showed that company advertisement is not attractive.

The above table shows the promotion of MCM general hospital makes me convinced and gets good awareness to come to the hospital. About 34% disagree on the idea that MCM general hospital promotion does not convinced and gets good awareness about the hospital service. On the other hand, close to 47% and 17% neutral and agree to the above idea.

The above table shows MCM general hospital follow periodical advertisement. About 50% of the respondents selected disagree. About 46% and 3% of the respondents selected neutral and agree respectively. This shows that company does not follow periodical advertisement.

As it can be observed from the above table, respondents have generally developed negative perception regarding promotion dimension of the marketing mix elements in MCM general hospital. It indicating that grand mean value is 2.38 this shows that the respondents were “disagreed”. Therefore, it is possible to conclude that, customers of MCM general hospital are unsatisfied with the promotional strategy that the hospital is using.

4.3.5 Customer Satisfaction

As indicated by Lovelock (2004) customer satisfaction as “an individual’s feeling of pleasure (or disappointment) resulting from comparing the perceived performance or outcome in relation to the expectation.” Table 4.3.5 below illustrates the reflection of the respondents regarding the customer satisfaction.

S.	Customer Satisfaction		SD	D	N	A	SA	MS	SDV
1	I’m satisfied by the customer handling service of the	N=341	-	16	68	16	94	4.0	0.8
						3			

	company.	100	-	4.7	19.9	47	27.6		
2	If I have any defect on the service the MCM general hospital response is instant.	N=341	-	6	45	17	114	4.0	0.7
		100	-	1.8	13.2	51	33.4		
3	The MCM general hospital always meets my expectations.	N=341	-	18	66	14	108	4.0	0.8
		100	-	5.3	19.4	43	31.7		
4	I will continue using MCM general hospital in the future.	N=341	-	18	45	16	110	3.9	0.8
		100	-	5	13	49	32		
5	Ways of objection or complain handling by the MCM general hospital is satisfactory.	N=341	-	16	41	16	118	4.1	0.7
		100	-	4	12	48	34		
	Valid N							4.0	0.76

Table 4.3.5 Customer satisfaction

Table 4.3.5 in the above presents the results of customer's opinion about customer handling service of the company. About 27% and 47% of the respondent strongly agree and agree

respectively. This indicates that customers are satisfied by the customer handling service of the company.

“If I have any defect on the service the MCM general hospital response is instant”. The mean value is 4.0 being explained high. This indicates that the result of instant response to complain may create good and long lasting relationship with the customers. Because satisfied customers inform more to the others. Regarding MCM general hospital meets the customer expectations; the majority of respondents (74%) replied that hospital always meets customer expectations.

Based on the survey of the fifth question stated that: ways of objection or complain handling the respondent customer answered that: 34% and 48% of the respondent strongly agree and agree respectively.

From this result the study conclude that, majority of the respondents were satisfied from the result of customer satisfaction parameter. And accordingly the mean scores of between 3.9 and 4.1 imply that MCM general hospital had, at the good extent to satisfy the customers.

4.4 Inferential Analysis

The inferential analysis section includes correlation and regression analysis to examine the relationship between the marketing mix dimensions and customer satisfaction.

4.4.1 Correlation Analysis

To figure out the relationship between customer satisfaction, product, price, promotion and place, a Pearson (Karl Pearson, 1980) correlation analysis is conducted. Correlation is a number between -1 and +1 that measures the degree of association between two variables. Here if the correlation coefficient is greater than 0.5 then the association between these variables could be considered as strong. The correlation between dependent and independent variables along with the causal effect was analysed using Statistical Package for Social Science (SPSS). The below correlation matrix shows correlation between variables in the questionnaire with a Pearson Correlation coefficient to show the strength of relationship among the variables considered in the questionnaire.

Table 4.4.1: Relationship between marketing mix Dimensions and customer satisfaction

Correlations						
		product	price	Promo.	place	Customer sat.
product	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	341				
price	Pearson Correlation	.452**	1			
	Sig. (2-tailed)	.000				
	N	341	341			
promotio n	Pearson Correlation	1.000**	.452**	1		
	Sig. (2-tailed)	.000	.000			
	N	341	341	341		
place	Pearson Correlation	.733**	.358**	.733**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	341	341	341	341	
Customer sat.	Pearson Correlation	.330**	.767**	.330**	.382**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	341	341	341	341	341

Correlation is significant at the 0.01 level (1-tailed).

Source: SPSS Correlation output

The result shows in the Table 4.4.1 indicating that independent variables are statically significant with the p-value of 0.000 at 0.01 significant levels. As can be seen from the above table, relationship formed the highest Pearson correlation analysis with $r = 0.767$ indicating that price has positive and high correlation with marked relationship toward customer satisfaction. Besides, product ($r = 0.330$) also interpreted to have positive and medium correlation with marked relationship toward customer satisfaction. The result also indicated that place and promotion have positive and medium correlation with marked relationship with customer satisfaction with the value of $r = 0.382$ and 0.330 . Based on the finding, the result indicates that all the variables (price, product, place and promotion) have positive correlation with customer satisfaction respectively when referred to the strength of association. Thus, the findings confirm the four hypotheses formulated for this study show that there is a significant relationship between price, product, place, and promotion with customer satisfaction at MCM general hospital and as a result we reject the null hypothesis for four of them.

4.4.2 Hypothesis testing

Hypotheses # 1

H10: There is no significant relationship between products and customer satisfaction level with MCM hospital customers.

H1A: There is a significant relationship between the product and customer satisfaction level with MCM hospital customers.

As indicated on table 4.4.1, the correlation (r) of products is 0.330^{**} and the p-value is $.000$ which is less than $.01$. From this one can understand that there is medium positive relationship between product and customer satisfaction. Therefore, the null hypostasis is rejected.

Hypotheses # 2

H20: There is no significant relationship between price and customer satisfaction level with MCM hospital customers.

H2A: There is a significant relationship between price and customer satisfaction level with MCM general hospital customers.

As indicated on table 4.4.1 the correlation (r) for price is $.767$ and the p-value is $.000$ which is less than the significant level $.01$. This positive correlation coefficient ($.767$) indicates that there

is a strong positive correlation between price and customer satisfaction. Thus the null hypothesis is rejected.

Hypotheses # 3

H3O: There is no significant relationship between promotional activities and customer satisfaction level with MCM hospital customers.

H3A: There is a significant relationship between promotion and customer satisfaction level with MCM hospital customers.

As stated on above table the correlation (r) of promotion is .330** and p-value is .000, which is less than .01. This implies that there is a medium positive relationship between promotion and customer satisfaction. This means if the MCM general hospital increase the promotion dimension of the marketing mix they can also increase their customer's satisfaction. Thus the null hypothesis is rejected.

Hypotheses # 4

H4O: There is no significant relationship between place of the hospital and customer satisfaction level with MCM hospital customers.

H4A: There is a significant relationship between place of the hospital and customer satisfaction level with MCM hospital customers.

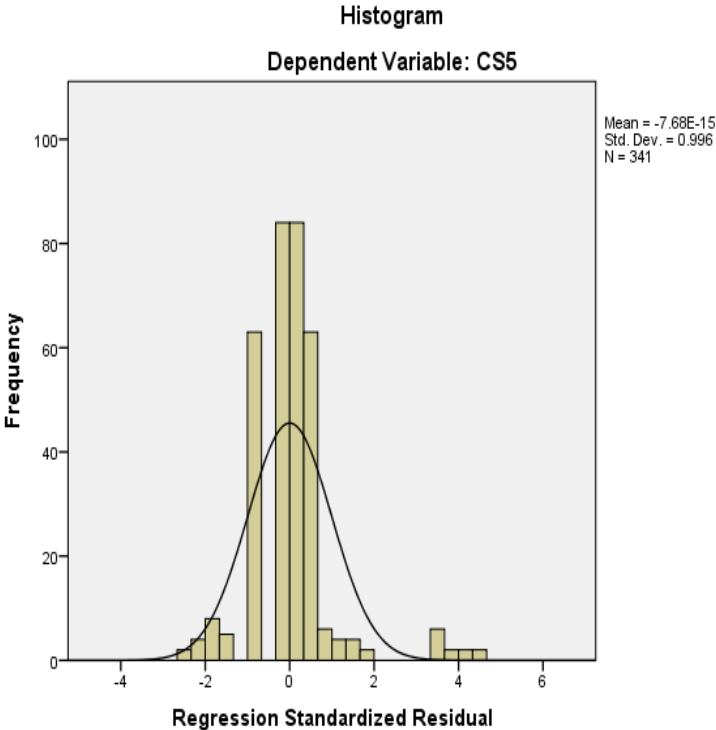
The above table shows that the correlation (r) of place is .382** at .01 significant level. The result indicated that the p-value is .000, which is less than the significant level. This indicated that there is medium positive relationship between place and customer's satisfaction. As a result we reject the null hypothesis.

4.4.3 Normality Test

Normality test is used to determine whether the error term is normally distributed. According to Brooks, (2014), if the residuals are normally distributed, the histogram should be bell-shaped and the Bera–Jarque statistic would not be significant. This means that the p-value given at the bottom of the normality test screen should be bigger than 0.05 to not reject the null of normality at the 5% level. Theoretically, if the test is not significant, then the data are normal, so any value above 0.05 indicates normality. On the other hand, if the test is less than 0.05 which proves significance, then the data are non-normal.

As shown in the histogram below in the figure 4.4.2 the distribution of the panel observation is symmetric about its mean.

Figure 4.4.2 Normality Test for Residuals

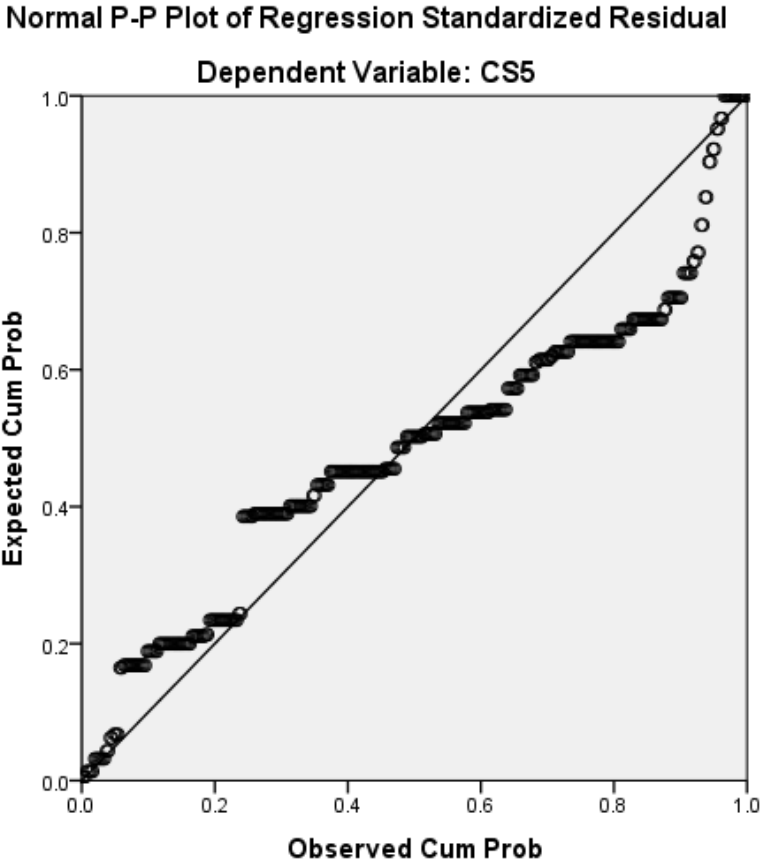


4.4.4 Linearity Test

Since general linear model assume linearity, it is necessary testing for non-linearity. In this regard as Garson (2012) pointed out, simple inspection of scatter plots is a common method for

determining if nonlinearity exists in a relationship. Consequently, the researcher run simple scatter plot to see if there is a linear relationship exists between the variables.

Figure 4.4.3: Normally distributed errors



Source: SPSS output (2020)

The normal probability plot also shows up deviations from normality. The straight line in this plot represents a normal distribution, and the points represent the observed residuals. Therefore, in a perfectly normally distributed data set, all points will lie on the line (Field, 2009).

Likewise, as we seen in the above figure (figure 4.4.3), the dots are closely plotted to the straight line, which indicate a small or no deviation from normality and there are no extreme cases observed. Therefore, the assumptions of simple linear regression have been met and we can possibly assume that the model is accurate and can probably generalize to the population.

4.4.5 Multicollinearity Test

This refers to the relationship among the independent variables. Multicollinearity exist when the independent variables are highly correlated (Pallant, 2007). We have perfect Multicollinearity if the correlation between two independent variables is equal to 1 or -1 . In practice, we rarely face perfect Multicollinearity in a data set. More commonly, the issue of Multicollinearity arises when there is an approximate linear relationship among two or more independent variables. Tolerance is the percentage of the variance in a given predictor that cannot be explained by the other predictors. When the tolerances are close to 0, there is high Multicollinearity and the standard error of the regression coefficients will be inflated. The Multicollinearity problem arises because there is insufficient information to get an accurate estimation of model parameters (Meyers, Gamst&Guarino, 2006). To avoid this, it is important that the results from collinearity diagnostics should have tolerance value above 0.10 and variance inflation factor (VIF) value less than 10, which indicates less correlation of the variables (Pallant, 2010).

Small degree of multicollinearity is Tolerance value and VIF value are above 0.10 and below 10 respectively. In our model the maximum VIF value was 2.370. So multicollinearity does not exist for the independent variables.

Table 4.4.4: Multicollinearity Test

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF

	product	.454	2.204
	price	.794	1.259
1	place	.320	2.163
	promotion	.250	2.370

Source: SPSS output (2020)

4.4.6 Regression Analysis

Multiple regression is a flexible method of data analysis that may be appropriate whenever a quantitative variable (the dependent or criterion variable) is to be examined in relationship to any other factors (expressed as independent or predictor variables). Regression analysis was conducted to know by how much the independent variable explains the dependent variable. It is also used to understand by how much each independent variable explains the dependent variable that is customer satisfaction.

Table 4.4.5.1: Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 ^a	.573	.564	.2051

R – Indicates the value of the multiple correlation coefficient between the predictors and the outcome, with a range from 0 to 1, a larger value indicating a larger correlation and representing an equation that perfectly predict the observed value (Pedhazur, 1982). From the model summary (R = 0.757) indicates that the linear combination of the four independent variables strongly predict the dependent variable (Customer satisfaction).

The model summary table 4.5.1 states that the four independent variables that constitute the customer satisfaction of coefficient of determination R square is 0.573, which implies that there

is quite significant explanatory power and also 57.3% variation on dependent variable is caused by independent variables and the remaining 42.7% is because of other unknown variables.

Table 4.4.5.2: Analysis of Variance

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.785	4	2.946	70.018	.000 ^b
	Residual	8.794	209	.042		
	Total	20.579	213			

The overall/ model test of goodness using F-test shows that the model is statically significant at .000 level of significance. This implies that the independent variables in fact have an impact on the dependent variable.

From the ANOVA table it has been determined that F = 70 and Sig. is .000 which confirms that marketing mix have significant impact on customer satisfaction. Hence the result depicted that the alternative hypothesis marketing mix has a significant impact on customer satisfaction is accepted.

Table 4.4.5.3: Regression Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.800	.176		4.552	.000
	PRO	.178	.044	.222	4.080	.000
	PRI	.714	.035	.768	20.363	.000
	PROMO	.250	.063	.206	3.988	.000

PLA	.320	.061	.258	5.227	.000
-----	------	------	------	-------	------

a. Dependent Variable: Customersat

Source: SPSS Version 20 output (2020)

In the multiple regression, this standardized regression coefficient Bate (β) is useful, because it allows you to compare the relative strength of each independent variable's relationship with the dependent variable (Pedhazur, 1982). The regression coefficient explains the average amount of change in the dependent variable that is caused by a unit change in the independent variable.

The coefficient table for marketing mix dimensions indicates the beta values of the independent variables. From this the regression equation is derived as:

$$Y = a + bX1 + bX2 + bX3 + bX4...$$

$$CS = 0.800 + 0.178PRO + 0.714PRI + 0.320PLA + 0.250PRO$$

Where, CS = Customer satisfaction

PRO = Product

PRI = Price

PLA = Place

PRO = Promotion

From this the regression equation is derived as:

The result of this study indicates that, four of the marketing mix dimension has a positive and significant effect on customer satisfaction. The findings of his study also indicated that price is the most important factor to have a positive and significant effect on customer satisfaction.

4.5. Discussion of Results

This section discusses the findings of the statistical analysis:-

Product

Product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. From the regression analysis we can see that here is a positive

statistical relationship between product (the independent variable) and customer satisfaction (the dependent variable). As the table above presents the coefficient of determination (R-squared) indicates the proportionate amount of variation in the response variable (customer satisfaction) explained by the independent variable (Product) in the linear regression model. Thus a unit increase in Products leads to .178 increases in customer satisfaction other things being constant. Therefore the more the MCM general hospital invests on its physical facilities equipment, technology and appearance of its personnel the more it satisfies its customers.

Price

Price is the amount of money charged for a product or service or the total values that consumers exchange for the benefits of having or using the product or service.

From the regression analysis we can see that there is a positive statistical relationship between price (the independent variable) and customer satisfaction (the dependent variable). Thus a unit increase price leads to .714 decrease in customer satisfaction other things being constant. MCM general hospital should invest to enhance its ability to perform the promised service dependably and accurately so that the satisfaction level of its customers increases.

Place

Place is an activity of a business that involves decisions concerning the distribution channels to be used and their management, the locations of outlets, methods of transportation and inventory levels to be held.

From the regression analysis we can see that there is a positive and statistically significant relationship between place (the independent variable) and customer satisfaction (the dependent variable). Thus a unit increase in place leads to .320 increases in customer satisfaction other things being constant.

Promotion

Promotion is an institution ability to communicate its customers. It includes sales promotion, advertising, personal selling, public relations and direct marketing.

From the regression analysis we can see that here is a positive statistical relationship between promotion (the independent variable) and customer satisfaction (the dependent variable). Thus a unit increase in promotion leads to .250 increases in customer satisfaction other things being constant. Therefore the more the MCM general hospital invests on promotional activities the more the customers are satisfied.

CHAPTER FIVE

5 SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMENADCTIONS

This chapter consists of three sections which include summary of the findings, conclusion and recommendations.

5.1. Summary of Findings

This study is focused on identifying the determining factors that influence customer's satisfaction and thereby allowing them to set as criterion for their preference of general hospital. The survey population comprises customers MCM general hospital. Since it is challenging to cover all population through survey, this study has used sampling techniques to arrive at representative sample. Thus, sample of 384 respondents were randomly sampled for the survey. From that 341 of the self-administered questionnaire were filled and returned to the researcher. Data for this study was gathered through self-administered questionnaires.

Of the 341 respondents involved in this study, the descriptive statistics analysis result revealed that majority of the respondents were male, employed, diploma holder, and with the age category of 36 to 45 years.

From data analysis the Cronbach's Alpha for this study is 0.851 which shows that there is internal consistency among the variables.

Quantitative methods of data analysis were used. Information collected from respondents through questionnaire was analysed quantitatively using percentage, weighted mean correlation and regression techniques using SPSS version 20. The finding of the current study established a positive perception with respect to product, and place, indicating that the perception level is above the cut-off point 3.2. Whereas there is negative perception with respect to price and promotion, indicating that perception level is below 2.5. About the standard deviation, the finding of the study as it is displayed in the above table revealed that there is some variation among respondents in perceiving the practices of the marketing mix elements in MCM general hospital.

The Pearson correlation coefficient was also revealed that each of the independent variables have a positive and significant association with the dependent variable, ranging from moderately to strongly association. It can be clearly seen as that the four dimensions namely product; price, promotion and place are positively related to customer's satisfaction.

The relationship looks like the following:-

- Product and customer's satisfaction have medium relationship ($r = .330^{**}$ $P \leq 0.01$)
- price and customer's satisfaction have high relationship ($r = .767^{**}$ $P \leq 0.01$)
- promotion and customer's satisfaction have medium relationship ($r = .330^{**}$ $P \leq 0.01$)
- place and customer's satisfaction have medium relationship ($r = .382^{**}$ $P \leq 0.01$)

The findings confirm the four hypotheses formulated for this study show that there is a significant relationship between price, product, place, and promotion with customer satisfaction at MCM general hospital and as a result we reject the null hypothesis for four of them.

According to the regression model, 57.3% of the variance explained on the dependent variable and influenced by the independent variables whereas the remaining percentage was affected and explained by other unknown factors.

5.2. Conclusions

The overall objective of the study was to examine the effect of marketing mix on customer satisfaction in private hospitals: a case study of MCM general hospital.

- The product dimension including all the six items has scored grand mean of 4.18 which fall in the range of Above 3.2, it is considered as agreed. Therefore, it is possible to conclude that, customers of MCM general hospital are satisfied with the line of services the hospital is providing.
- The result of the study showed (Table 4.3.2) that customer attitude about the price of MCM general hospital. They responded having a scored mean value of 2.5 this shows that the respondents were “disagreed”. It is found that MCM general hospital offer expensive price when compared with other competitor, and doesn’t have incompatible payment method.
- As it can be observed from the table 4.3.3, respondents have generally developed positive perception regarding the place dimension of the marketing mix elements in MCM general hospital. It indicating that grand mean value is 4.1 which is above the cut-off point 3.2.
- The result of the study showed (Table 4.3.4) that customer attitude about the promotion of MCM general hospital, respondents have generally developed negative perception regarding promotion dimension of the marketing mix elements. It indicating that grand mean value is 2.38 this shows that the respondents were “disagreed”. Therefore, it is possible to conclude that, customers of MCM general hospital are unsatisfied with the promotional strategy that the hospital is using.

5.3. Recommendations

From the above findings and conclusion we can understand that Marketing mix strategy have linear relationship with operational as well as customer satisfaction of the MCM general hospital. As many literature revealed today’s firm’s competitiveness depends on their marketing mix strategy. On the basis of the above the following recommendations are made: -

- To succeed in business the company has to focus on satisfying its customers and gradually increase the level of its customer’s satisfaction through having a clear cut marketing strategies and integrating its various marketing activities

- As the study shows the customer's attitude about the price is below the mean value of 2.5. Therefore the researcher recommended that, the company needs to know the sensitivity of price and due consideration need to be given in times of price setting.
- Since promotional activities have a great role in increasing the number of customers, the company should improve its promotion strategy to grow its customers using advertising products through radio and television programs and other events is significant in affecting the general hospital selection decision of the customers, MCM general hospital is recommended to expend more on promotions.
- Generally marketing mix elements affect customer's satisfactions in the cases of MCM general hospital. As shown and proved as the researcher, there is a strong relationship with the variables and jointly affect the marketing mix elements on customer satisfaction. So that, the companies strongly focus on those marketing mix elements to improve the customers satisfaction and build a long lasting relationship with the customers.

5.4. Suggestions for Further Research

This study had included only four factors and future researches, therefore, may consider more factors of marketing mix. Hence, other customer characteristic like customer loyalty, customer retention was not included. Therefore, further researchers recommended focusing on the effect of marketing mix on customer retention. Furthermore, the study was done only from customer perspective. The researcher strongly recommends future researchers to include from the organization and management perspective of the hospital.

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**APPENDIX A: QUESTIONNAIRE
ADDIS ABABA UNIVERSITY**

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

**Questionnaire for the effect of marketing mix on customer satisfaction in private hospitals:
a case study of MCM general hospital.**

Dear respondent,

Thank you for agreeing to take part in this important survey to investigate the effect of marketing mix on customer satisfaction in private hospitals: a case study of MCM general hospital. And the collected data will be applied for the study conducted as a partial fulfillment of MA degree in Marketing Management. This survey should only take 4-5 minutes to complete. The information you provide in this questionnaire will be kept confidential and will be utilized only for the purpose of this study. Your genuine response is highly valuable for the achievement of the objectives of this research. If you have any comment or suggestions do not hesitate to contact me via my email berechah@gmail.com.

Thank You

Berhanu habete

PART ONE: - GENERAL INFORMATION /DEMOGRAPHIC QUESTIONS

Choose the suitable answer and tick in the box given for each question

1. Gender

A. Male

B. Female

2. Age category

A. 18-35

C. 45-60

B. 36-45

D. Above 60

3. Educational level

A. Below high school

C. First degree

B. college diploma

D. Masters or PhD

4. Occupation

A. Unemployed

C. Employed

B. Student

D. Business man/woman

E. Other

PART TWO: - Instruments for the effect of marketing mix on customer satisfaction related question

Please, indicate your opinion by marking the appropriate box on the five point scale where:

1=Strongly Disagree 2= Disagree 3=neutral 4=Agree 5=Strongly Agree

NO	Dimensions	1	2	3	4	5
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product					
1	Quality of MCM general hospital always keeps their own standards.				
2	As Compared to others general hospital, MCM is more favorable products than the others.				
3	There is consistence in the quality of MCM general hospital.				
4	MCM general hospital is spacious and comfortable.				
5	MCM general hospital offers a variety of services that meet the wishes of the customers.				
6	The overall quality of the MCM general hospital is good.				
Price					
1	The current prices of MCM general hospital are fair and reasonable.				
2	The MCM general hospital has convenient and well suited payments Method.				
3	The MCM general hospital provides different discount method to attract new customers and to retain the existing one.				
4	In your perception about the value of MCM general hospital products as compared to its price are equivalent.				
5	The hospital offers competitive prices in comparison with other competitor.				
Promotion					
1	The MCM general hospital advertisement s is attractive.				
2	Repetitiveness of MCM general hospital advertisements are builds your confidence.				
3	The promotion of MCM general hospital gives me good awareness to the service.				
4	MCM general hospital follows periodical advertisement.				
5	I can get rich information and data about the hospital from the Internet.				
place					

1	The hospital is located at a convenient place.					
2	Transportation to the hospital is easily available.					
3	MCM general hospital has a comfortable hospital layout.					
4	MCM general hospital has good physical facilities.					
5	The hospital has security and safety requirements.					
Customers Satisfaction.						
1	I'm satisfied by the customer handling service of the company.					
2	If i have any defect on the service the MCM general hospital response is instant.					
3	The MCM general hospital always meets my expectations.					
4	I will continue using MCM general hospital in the future.					
5	Ways of objection or complain handling by the MCM general hospital is satisfactory.					

Thank you for scarifying your precious time in advance!