

# Value-based marketing and its impact on patient experience and satisfaction: A field study in private hospitals in Baghdad

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doi: 10.17977/um063.v6.i1.2026.3

## Keywords

Value-based marketing  
Patient experience  
Patient satisfaction  
Healthcare services  
Private hospitals in Baghdad

## Abstract

This study seeks to find the relationship between value-based marketing, patient experience and patient satisfaction in private hospitals in Baghdad. The study has a significance due to the growing interest of health organizations in marketing strategies that are centred on value-based marketing and patient experience to provide quality health care. A descriptive analytical approach was adopted in this study to test the relationships between the study variables; value-based marketing, patient experience and patient satisfaction. A sample of 280 questionnaires was analysed. Various statistical techniques were used to test the study hypotheses including descriptive statistics, Pearson correlation and linear regression. The results showed that patients' perceptions of value-based marketing practices are good, and the patient experience and patient satisfaction with the health care services are also good. The study also confirmed significant positive associations between value-based marketing, patient experience and patient satisfaction. The results also confirmed that value-based marketing plays a significant role in patient experience and patient satisfaction, and patient experience significantly affects patient satisfaction.

## 1. Introduction

In the recent years, the intensifying competition between the hospitals and also the shift in the expectations of patients for quality services have been some of the significant shifts in the healthcare services. Evaluation of health services is no longer based only on the effectiveness of the medical services but also on the value perceived by the customers (patients) during the interaction with the health services institutions. Hence, many of the healthcare organisations have adopted contemporary marketing approaches that focus on value creation and improvement of patient experience, among which value marketing is one of the highlights. Value marketing revolves around patient needs and the creation of value using quality services, effective patient communication and humanistic care. This strategy helps to establish trust between the patients and health care institutions and plays a vital role in developing relationships. This makes the patient experience a measure of health care quality. It illustrates the overall patient perceptions of patients' experience of the health care process, access to health care, relationship with health care professionals, responsiveness and quality of care. Patient experience is very important to improve patient satisfaction that in turn leads to the reputation and trust of the health care provider. Competition has also been increasing in Baghdad due to the rapid increase in the number of privates who are running hospitals and it is essential that any health care institution adopts value-based marketing strategies that will lead to patient satisfaction and improved patient experience. In this respect, the present paper will discuss the case of value-based marketing and its impact on patient experience and patient satisfaction in private hospitals in Baghdad. Chapter One: Research Methodology

The private hospital industry has seen increasing competition with the growing demand from patients for a higher quality of care and experience while undergoing medical treatment. Healthcare organisations are no longer only concerned about the provision of medical services. It now also involves enhancing the patient experience and satisfaction with the healthcare service process.

In this regard, value-based marketing is a recent trend that aims to provide value to the beneficiaries of the service by identifying their needs and expectations and then fulfilling them in a way that benefits both the healthcare service provider and the patient. While there is increasing emphasis on modern marketing approaches in healthcare services, many private hospitals continue to focus more on the "clinical" side of service delivery than on managing patient experience and the creation of value for patients. This can in turn result in lower patient satisfaction and diminish the potential for long term patient relationships. Hence, it's important to investigate the impact of value based marketing on patient experience and patient satisfaction with health services. From this point of view, the problem of research can be formulated as a primary question: What is the effect of value based marketing on patient experience and patient satisfaction in private hospitals of Baghdad?

This main research question is followed by several sub-questions, namely: what is the level of value-based marketing in private hospitals in Baghdad, what is the degree of patient experience in these hospitals, how satisfied patients are with the healthcare services provided, whether patient experience depends on value-based marketing, whether patient satisfaction is influenced by value-based marketing, and whether patient experience affects patient satisfaction with healthcare services.

The study is important because of the growing trend in the application of modern marketing theories in health care services, such as value-based marketing, which focuses on creating value for the health care service for the customer, in the form of a better patient experience. It is also important because it facilitates the understanding of the relationship between value based marketing, patient experience and patient satisfaction; and this can help health care organisations to achieve their marketing objectives.

The significance of this study lies in several important aspects, including providing a conceptual model of value-based marketing and its application in healthcare, highlighting the importance of patient experience as an indicator of healthcare service quality, describing the relationship between patient experience and patient satisfaction, and offering empirical evidence that can assist private hospitals in improving their marketing strategies.

This research aims to achieve several objectives, including understanding the extent of value-based marketing in private hospitals in Baghdad, assessing the level of patient experience in these hospitals, measuring the level of patient satisfaction with healthcare services, examining the effect of value-based marketing on patient experience, analyzing the influence of value-based marketing on patient satisfaction, and investigating the effect of patient experience on patient satisfaction with healthcare services.

Social marketing is viewed as an ideology, where the organisation is able to influence people to adopt the right social behaviours and values, for the good of society, to boost social and community awareness (Zulf & Al-Rubaie, 2021). Value here can be defined as a set of habitual and intellectual principles that people possess and that affect their patterns of behaviour. These values could be classified into motivational, social and cultural values (Zulf & Al-Rubaie, 2021). The marketing of these values in the new digital media is linked to the active development of information and ideas, and they will be accessible to a broader audience. The consequence of this is the blurring of the boundaries between the organizations and geographical regions in the exchange of knowledge and values (Al-Hammoud, 2023). Value based marketing in the healthcare sector incorporates all these principles by emphasizing on the provision of healthcare services that bring meaningful value to the patients as well as social responsibility and ethical practices in healthcare.

The integrated healthcare marketing mix is used by the private hospitals to generate value to the patients and enhance the quality of healthcare services. The healthcare marketing mix is made up of seven elements that work together in providing efficient and patient centered healthcare services (Al-Qurashi & Jumaa, 2021). The elements of the Healthcare Marketing Mix (7Ps) are presented in Table 1.

**Table 1. Elements of the Healthcare Marketing Mix (7Ps)**

Marketing Mix Element (7Ps)	Relationship to Value and Patient Satisfaction
Product	Quality of healthcare services and medical benefits that exceed patient expectations
Price	The monetary value paid in exchange for the quality and outcomes of healthcare services
Promotion	Building trust through transparent communication and health education
Place	Ease of physical and digital access to healthcare services
People	Human competencies as a strategic asset and a key driver of patient satisfaction
Process	The procedures and mechanisms that ensure a smooth healthcare journey
Physical Evidence	The physical environment and medical facilities as indicators of service quality

First, the clinical dimension. This dimension relates to factors in the clinical care process, including medical staff competence, treatment effectiveness, and accessibility of health facilities. Medical staff competence refers to the skills and competencies of doctors and nurses in diagnosing and treating medical conditions. Treatment effectiveness measures how successful medical treatment is in improving the patient's health condition. Meanwhile, accessibility of health facilities involves ensuring that medicines, equipment, and high-technology medical facilities needed for treatment are provided in a timely manner.

Second, the emotional dimension. This dimension is related to the feelings of patients and their overall emotional experience during medical care. It includes comfort and empathy as psychological phenomena, as well as safety and trust. Comfort and empathy refer to the patient's feeling that the medical team genuinely cares about them, understands their pain, and is concerned about their suffering. Safety and trust reflect the patient's sense of security against medical errors and the level of trust they have in the professionalism and reliability of the healthcare institution.

Third, the procedural dimension. This dimension is based on the organizational and operational aspects that ensure the smooth flow of the healthcare journey. It includes flexibility and usability, as well as clarity of procedures. Flexibility and usability refer to the efficiency of patient registration processes and the responsiveness to patients' inquiries. Clarity of procedures relates to patients' understanding of examination procedures, treatment costs, and discharge processes, ensuring that they are well informed throughout their healthcare experience.

Fourth, the physical dimension. This dimension is related to the physical environment in which patients receive healthcare services. It includes environmental health and safety, as well as hospital design. Environmental health and safety refer to maintaining a clean, safe, and comfortable environment for patients and their relatives or friends. Hospital design includes the comfort of hospital rooms, the availability of supporting amenities such as air conditioning and seating, and the overall accessibility of the hospital to ensure convenience and comfort for patients and visitors.

Patient satisfaction is a key outcome to measure the success of health care organisations in meeting customer expectations. It also helps to improve the treatment and maintain a good relationship with health care organisations (Ashouri, 2025).

First, the concept of satisfaction and satisfaction levels. Satisfaction is a psychological feeling that arises after evaluating performance in comparison with expectations. When performance exceeds expectations, a high level of satisfaction is achieved. Conversely, when performance falls below expectations, dissatisfaction occurs (Aisha, 2011). Patient satisfaction is also influenced by cultural, social, and psychological factors because these aspects shape an individual's values and beliefs, which in turn affect their expectations toward healthcare services (Al-Hadi, 2018).

Second, patient satisfaction measurement models. Scientific models are commonly used in field studies to identify the gap between patient expectations and actual service performance. Two of the most widely used models are the SERVQUAL Model and the Kano Model.

The SERVQUAL Model measures the gap between expected performance and perceived performance of services. This model evaluates service quality through five dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Laila, 2016).

Meanwhile, the Kano Model classifies consumer needs into three categories. The first is must-be quality, where the absence of certain service attributes leads to dissatisfaction. The second is one-dimensional needs, in which better service delivery results in higher satisfaction. The third is desirable needs, which are unexpected features that can stimulate and delight customers (Ashouri, 2025).

Human resources are considered the backbone of organizational operations and the main source of competitive advantage in private hospitals (Al-Qurashi & Jumaa, 2021). Human competencies play a significant role in creating value and improving healthcare service quality. These competencies can be classified into three levels: individual competencies, collective competencies, and strategic competencies. Individual competencies refer to the skills, experience, and professional reputation of individual medical workers. Collective competencies represent the reputation of the hospital as an institution, which is formed through the integration and coordination of the competencies of its healthcare professionals. Meanwhile, strategic competencies refer to a combination of skills that interact with advanced technologies to achieve the hospital's objectives and improve organizational performance.

Human competencies also have a strong influence on patient experience. Studies show that effective communication and understanding among medical team members increase the likelihood of achieving organizational goals while also improving patient accessibility and satisfaction (Al-Qurashi & Jumaa, 2021). In addition, healthcare service marketing can be strengthened by recruiting highly reputable medical professionals, as patients tend to place greater trust in well-known and respected healthcare providers.

Service quality is one of the most important factors influencing patient satisfaction. Measuring service quality can be conceptualized as the gap between patients' expectations and the actual performance of healthcare services they receive (Aisha, 2011). In healthcare services, there is a range between the desired level of service and the adequate level of service known as the tolerance zone. The desired level of service refers to the level of service patients expect and hope to receive, while the adequate level of service represents the minimum acceptable standard of service. Patients are generally satisfied when the services provided fall within this tolerance zone. However, when service performance falls below the adequate level, patient dissatisfaction occurs (Aisha, 2011).

Perceived value also plays a significant role in achieving patient satisfaction. Perceived value refers to the patient's evaluation of the benefits obtained from healthcare services in relation to the cost incurred. This value can be monetary, such as the price paid for treatment, or non-monetary, such as the time and effort spent in obtaining healthcare services (Ashouri, 2025). To enhance perceived value, healthcare institutions need to align their marketing mix with patients' needs and expectations. This alignment can encourage positive responses toward treatment packages, strengthen patient trust, and ultimately establish patient loyalty to the hospital (Ashouri, 2025).

Value based marketing in private hospitals is essentially based on the use of human skills in health care marketing mix (7Ps) to create a distinct patient experience in clinical, emotional, procedural and physical aspects of the services. Customers' satisfaction is the outcome of marketing but also the benchmark to demonstrate the ability of health care organisations to deliver the value in various levels of health care system.

While there has been a surge in research on healthcare service quality and patient satisfaction, most of the existing research has been concerned with the links between service quality and patient satisfaction or examined general marketing strategies in healthcare services. While some studies have explored patient experience as a key measure of performance in the healthcare sector, very little research has focused on value-based marketing as a separate approach to marketing healthcare services. Moreover, a range of research on patient experience and value has been carried out in the general service industry or in non-Arab health systems. Thus, their findings may not be applicable to the settings of private hospitals in Iraq where the competitive and institutional environment for

healthcare organisations differs. Hence, there is a gap in empirical research that considers the effects of value-based marketing on patient experience and patient satisfaction in the healthcare sector, specifically in Iraq. Additionally, there is a lack of studies that combine value-based marketing, patient experience and patient satisfaction in a conceptual framework to explain the links between these factors.

As such, this study seeks to address this gap by exploring the effect of value-based marketing on patient satisfaction and patient experience in private hospitals in Baghdad. The research proposes a conceptual model and tests the relationships between these constructs from a sample of patients who receive health care in private hospitals. In doing so, it aims to offer insights into the role of value-based marketing in enhancing patient experience and patient satisfaction in the healthcare industry.

## 2. Method

### 2.1. Research Model

The hypothetical research model displays the conceptual framework that shows the relationships between the variables of this study. The model is developed from the theoretical framework and prior research in the areas of service marketing and patient experience. The model postulates that value based marketing is the independent variable that can drive the improvements in patient experience in private hospitals. It further assumes that value based marketing may directly affect patient satisfaction. Similarly, the model assumes that patient experience has a significant impact on patient satisfaction with services. Thus, the research model illustrates the proposed relationships between the variables of the study, which hypothesise that value based marketing has a direct impact on patient experience and patient satisfaction, and that patient experience has a direct impact on patient satisfaction. These hypotheses are evaluated through the empirical study in private hospitals in Baghdad. Figure 1 shows the proposed research model used in this study.

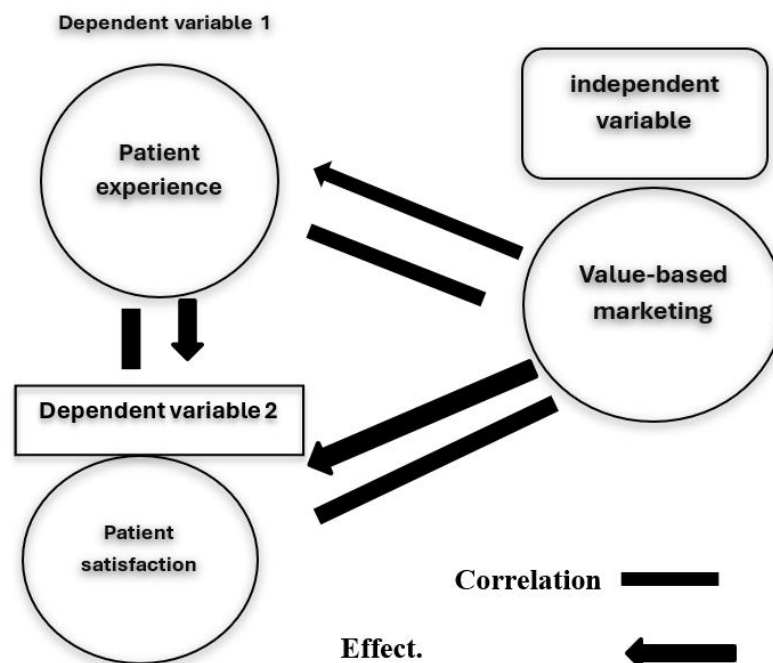


Figure 1. Proposed Research Model

The study assumes that value based marketing represents the independent variable that may contribute to improving patient experience in private hospitals. It is also assumed that value based marketing may have a direct impact on the level of patient satisfaction with healthcare services provided. In addition, the study assumes that patient experience plays an important role in shaping patients' satisfaction with healthcare services, The proposed model illustrates the relationships among the main research variables and the dimensions adopted for each variable. It also presents the proposed paths of influence that will be empirically tested through the field study conducted

## 2.2. Research Hypotheses

To test the model, the research hypotheses were formulated based on the theoretical framework and empirical studies in the field of healthcare service marketing, which suggest there exist links between value based marketing practices, patient experience and patient satisfaction. The study posits that the use of value oriented marketing practices by service providers in the healthcare industry leads to a better patient experience during the delivery of healthcare services and patient satisfaction with the service. It is also assumed that patient experience has an influence on patient satisfaction with healthcare services.

Based on this perspective, the following hypotheses were formulated. The first main hypothesis states that there is a statistically significant relationship among the variables in private hospitals in Baghdad. This main hypothesis is supported by three sub-hypotheses. First, there is a statistically significant relationship between value-based marketing and patient experience in private hospitals in Baghdad. Second, there is a statistically significant relationship between value-based marketing and patient satisfaction in private hospitals in Baghdad. Third, there is a statistically significant relationship between patient experience and patient satisfaction in private hospitals in Baghdad.

The second main hypothesis states that there is a statistically significant effect among the variables in private hospitals in Baghdad. This hypothesis is also supported by three sub-hypotheses. First, value-based marketing has a statistically significant effect on patient experience in private hospitals in Baghdad. Second, value-based marketing has a statistically significant effect on patient satisfaction in private hospitals in Baghdad. Third, patient experience has a statistically significant effect on patient satisfaction in private hospitals in Baghdad.

## 2.3. Population and Sample

The research population will be all those who receive health care services in private hospitals in Baghdad. This population has been selected because, in the case of private hospitals, patient satisfaction and patient experience are key indicators to assess the quality of healthcare services offered. Also, in the private healthcare industry, there has been an increase in competition and hospitals are competing with each other, encouraging these hospitals to adopt modern approaches to marketing that aim to improve patient experience and to increase their satisfaction with the healthcare services. The sample of this study was drawn from patients who attended some private hospitals in Baghdad during the period of data collection. This research used simple random sampling to ensure all elements of the population have an equal chance of being selected for the sample.

A questionnaire was used to collect data from patients who received medical services in these hospitals, in order to get their views about the level of value based marketing, their experiences during the service delivery process and their satisfaction with the services provided. Following an analysis of the questionnaires and checking for their completeness, 15 questionnaires had to be eliminated because of incomplete information or invalid responses. Thus, the total number of questionnaires used for statistical analysis amounted to 280 questionnaires which were used to perform the statistical analysis and test the research hypotheses.

### 1.7. Dimensions of the Research Variables

The research used a series of dimensions to measure its key variables which were based on marketing literature and relevant research in health service marketing. The following table shows the dimensions of the research variables, the indicators used to measure these variables and their scientific sources.

## 2.4. Dimensions of the Research Variables

The research used a series of dimensions to measure its key variables based on marketing literature and previous studies related to health service marketing. The dimensions, indicators, and scientific sources used to measure the research variables are presented in Table 2, which is aligned with the questionnaire employed in this study.

**Table 2. Dimensions of Research Variables and Their Sources (Aligned with Questionnaire)**

Main Variable	Dimension	Indicators / Sub Variables	Source
Value-Based Marketing	Service Value	Providing high-quality healthcare services, clear information, building hospital reputation	Kotler, Philip & Keller, Kevin Lane (2016)
	Human Value	Humane treatment, empathy, understanding patient needs	Sheth, Jagdish N.; Newman, Bruce I.; Gross, Barbara L. (1991)
	Perceived Value	Trust in services, perceived value for money, fairness of cost	Zeithaml, Valarie A. (1988)
Patient Experience	Communication and Interaction	Clear explanation of medical condition, respect, listening to patient inquiries	Wolf, Jason A. et al. (2014)
	Service Process	Ease of procedures, speed of service delivery	AHRQ (2018)
	Physical Environment	Cleanliness, comfort, availability of medical equipment	AHRQ (2018)
	Care and Follow-up	Attention to patients, continuous care during treatment	AHRQ (2018)
Patient Satisfaction	Satisfaction with Healthcare Services	Satisfaction with service quality, meeting expectations	Zeithaml, Bitner & Gremler (2018)
	Trust and Preference	Trust in medical staff, preference for the hospital	Parasuraman, Zeithaml & Berry (1988)
	Loyalty Intentions	Recommendation to others, intention to revisit	Oliver, Richard L. (2010)

## 2.5. Reasons for Selecting the Research Population and Sample

The choice of the population for the current study, which is patients who attend private hospitals in Baghdad, is justified for various reasons. Private hospitals use patient satisfaction and patient experience as an important measure of the quality of patient care. Patients are the main source of information for determining the service quality of healthcare facilities. Thus, patients are believed to be the best group to provide more reliable assessments of the quality of healthcare services and of the marketing strategies employed by hospitals. Furthermore, the private hospital industry has witnessed rapid growth in Baghdad during the past few years. This has created competition among private hospitals for patients and the delivery of high quality services. In this context, patient experience and patient satisfaction have emerged as critical elements in determining the image of hospitals and the ongoing relationships with patients. This makes the private healthcare sector a suitable environment to study the effect of value based marketing on patient experience and satisfaction. The choice of the sample for the current research from patients of private hospitals is also justified by the fact that they are in direct contact with the health services and are therefore more likely to assess the different dimensions of the service experience they face while being treated. They are in a position to respond to the value they perceive from health care services and to their satisfaction with these services. As such, this sample is deemed appropriate to meet the research goals and to test the research hypotheses.

## 3. Results and Discussion

### 3.1. Description of the Research Sample

This section presents the statistical description of the sample of patients who use private hospitals in Baghdad. The description contributes to providing a general overview of the study sample. Statistical analysis was conducted using 280 valid questionnaires collected from the respondents. Table 3 presents the distribution of the research sample according to gender.

**Table 3. Distribution of the Research Sample by Gender**

Gender	Frequency	Percentage
Male	160	57.1%
Female	120	42.9%
Total	280	100%

Table 3 shows that males constitute 57.1% of the total research sample, while females account for 42.9%. This indicates that both genders are adequately represented in the study sample. Table 4 presents the distribution of the research sample according to age group.

**Table 4. Distribution of the Research Sample by Age Group**

Age Group	Frequency	Percentage
Less than 30 years	70	25%
30 to less than 40 years	85	30.4%
40 to less than 50 years	75	26.8%
50 years and above	50	17.8%
Total	280	100%

Table 4 shows that the age group between 30 and less than 40 years represents the largest proportion of the sample at 30.4%, followed by respondents aged between 40 and less than 50 years at 26.8%. Respondents aged less than 30 years account for 25% of the sample, while the age group of 50 years and above represents 17.8% of the respondents. Table 5 presents the distribution of the research sample according to educational level.

**Table 5. Distribution of the Research Sample by Educational Level**

Educational Level	Frequency	Percentage
Secondary school or less	65	23.2%
Diploma	75	26.8%
Bachelor's degree	100	35.7%
Postgraduate studies	40	14.3%
Total	280	100%

The results show that the largest proportion of respondents hold a bachelor's degree, representing 35.7% of the total sample. This is followed by respondents with diploma qualifications at 26.8%, respondents with secondary school education or lower at 23.2%, and respondents with postgraduate qualifications at 14.3% of the total sample. Table 6 presents the distribution of the research sample according to the number of hospital visits.

**Table 6. Distribution of the Research Sample by Number of Hospital Visits**

Number of Visits	Frequency	Percentage
One visit	60	21.4%
Two visits	75	26.8%
Three visits	80	28.6%
More than three visits	65	23.2%
Total	280	100%

The results indicate that the highest participation of the respondents three times visited the hospital 28.6%. This is followed by those who are two times the visitor of the hospital 26.8, three or more times 23.2 and one time 21.4.

### 3.2. Analysis of Research Variable Items

The present section of this study is the comparison done between the respondents' responses to the questionnaire items relating to the research variables. Descriptive statistical analysis was used to calculate the mean and standard deviation to determine the level of agreement (or disagreement) between the respondents to the two statements. The measurement was based on five point Likert scale. Table 7 presents the analysis of the value-based marketing variable items.

**Table 7. Analysis of Value Based Marketing Variable Items**

No.	Statement	Mean	Std. Deviation	Rank
1	The hospital seeks to provide high quality healthcare services to patients	3.92	0.68	2
2	The hospital provides clear information about healthcare services to patients	3.75	0.71	4
3	Medical staff demonstrate humane and respectful treatment toward patients	4.01	0.63	1
4	The hospital enjoys a good reputation among patients	3.88	0.66	3
5	The cost of healthcare services corresponds to the level of service provided	3.60	0.74	5
Overall Mean		3.83	0.68	

As the results showed, the mean of the total variable of marketing (value based) was 3.83 and the standard deviation was 0.68. This is a somewhat acceptable level of awareness of value based marketing practices among patients of the private hospitals that constitute the sample. Table 8 presents the analysis of the patient experience variable items.

**Table 8. Analysis of Patient Experience Variable Items**

No.	Statement	Mean	Std. Deviation	Rank
1	Doctors clearly explain the patient's medical condition	3.94	0.65	2
2	Patients are treated with respect and appreciation	4.02	0.60	1
3	Procedures for obtaining healthcare services are clear and simple	3.70	0.72	4
4	Healthcare services are provided in a timely manner	3.78	0.69	3
5	The hospital provides a comfortable and clean environment for patients	3.65	0.73	5
Overall Mean		3.82	0.68	

The results show that the mean of the whole of the patient experience variable was 3.82 and the standard deviation was 0.68. This demonstrates that patients' perception of their experience in the privatized hospitals under study is positive. Table 9 presents the analysis of patient satisfaction variable items.

**Table 9. Analysis of Patient Satisfaction Variable Items**

No.	Statement	Mean	Std. Deviation	Rank
1	I am satisfied with the level of healthcare services provided in the hospital	3.95	0.64	2
2	I trust the competence of the medical staff in the hospital	4.05	0.59	1
3	The healthcare services provided meet my expectations	3.74	0.71	4
4	I prefer dealing with this hospital when I need healthcare services	3.80	0.67	3
5	I recommend this hospital to others	3.68	0.70	5
Overall Mean		3.84	0.66	

This shows that the mean of the total sample of patient satisfaction variable is 3.84 and standard deviation is 0.66. This shows an acceptable level of patient satisfaction of health services provided in the private hospitals which participated in this study.

### 3.3. Testing the Correlation Relationships Between Research Variables

The strength and direction of the relationships between the variables of the study were tested with Pearson correlation coefficient. The table below displays the results of correlation test between value based marketing, patient experience and patient satisfaction. Table 10 presents the correlation results between research variables.

**Table 10. Correlation Results between Research Variables**

Variables	Value Based Marketing	Patient Experience	Patient Satisfaction
Value Based Marketing	1	0.62**	0.58**
Patient Experience	0.62**	1	0.65**
Patient Satisfaction	0.58**	0.65**	1

\*\* Significant at 0.01 level

The results show that value based marketing has a positive significant correlation with patient experience with a coefficient of 0.62. This means that the more the adoption of value based marketing in the privately owned hospitals, the better the patient experience. The study also reveals that value based marketing has a positive correlation with patient satisfaction with a correlation coefficient of 0.58. Further the results show that patient experience and patient satisfaction are positively related with a coefficient of 0.65 implying the highest level of relationship between the variables of the study. This reveals that there are significant relationships among the variables which support the hypothesis of correlation between the variables proposed for the study as mentioned in the theoretical framework.

### 3.4. Testing the Effect Relationships Between Research Variables

A linear regression analysis was carried out to test the research variables against each other. Table 11 illustrates the results of the experiment on the effect of the value based marketing on patient experience.

**Table 11. Impact of Value Based Marketing on Patient Experience**

Independent Variable	Dependent Variable	Beta	T value	Significance
Value Based Marketing	Patient Experience	0.62	11.84	0.000

The results indicate that value based marketing has a significant impact on patient experience. A Beta value of 0.62 (a positive value) and a T value of 11.84 (p value less than 0.05) has been calculated. Thus, value based marketing contributes to improve the patient experience in private hospitals. Table 12 presents the impact of value-based marketing on patient satisfaction.

**Table 12. Impact of Value Based Marketing on Patient Satisfaction**

Independent Variable	Dependent Variable	Beta	T value	Significance
Value Based Marketing	Patient Satisfaction	0.55	10.26	0.000

The results indicate that the value based marketing is significant to patient satisfaction. The Beta value of was 0.55, the T value was 10.26 and the significant level was less than 0.05. This means that the more value based marketing is being practised in private hospitals, the more satisfied are the patients. Table 13 presents the impact of patient experience on patient satisfaction.

**Table 13. Impact of Patient Experience on Patient Satisfaction**

Independent Variable	Dependent Variable	Beta	T value	Significance
Patient Experience	Patient Satisfaction	0.65	12.40	0.000

The results suggest that the experience of the patient is significant in determining patient satisfaction. Beta was 0.65 which is positive in value but T value was 12.40, and the significance value was less than 0.05. So, the more the patient experiences the delivery of health services, the more satisfied he/she is. Overall, these results indicate the existence of the effects between the research variables and support the hypotheses of the effects of research.

### 3.5. Overall Analysis of Statistical Results

The statistical analysis results of the variables of the research show a good level of patients' evaluation of value based marketing in private hospitals in Baghdad. The average value for value based marketing variable was 3.83. This indicates that the private hospitals involved in the study are making a clear effort to provide added value to customers in the form of high quality patient services, by anthropomorphically treating patients in the hospital and by enhancing the organisation's reputation in the health care market. The findings also suggest that humane interaction by medical staff is one of the key factors that influence patients' perception of value offered by hospitals.

The findings also indicate that the patient experience in private hospitals is relatively high with an average of 3.82. This is an indication of a satisfactory level of interaction between patients and medical staff, a degree of clarity of medical information given to patients, and a reasonable level of ease in the process of receiving healthcare services. But some results also indicate the need to improve some of the hospital organisation, such as waiting times and administrative procedures in hospitals.

As for patient satisfaction, the findings demonstrate the overall mean obtained was 3.84, which reflects a good level of satisfaction with the health care services provided by the private hospitals studied. This shows patients' assessment of the professionalism of health care providers, the quality of health care services and the level of trust in these hospitals.

The results of the correlation analysis showed significant positive correlations between the three variables of the study. This was found to be significantly correlated to value based marketing and patient experience, suggesting that the use of marketing strategies centred on value creation has a positive effect on patient experience during the delivery of health services. There were also significant positive correlations between value based marketing and patient satisfaction, and between patient experience and patient satisfaction.

In addition, regression analysis supported a significant effect of value based marketing on patient experience. This suggests that enhancing value based marketing within the hospital leads to better interaction with patients and better patient experience. The findings also confirmed a significant effect of value based marketing on patient satisfaction, suggesting that driving value delivery to patients is important in improving patient satisfaction. Furthermore, the results also confirmed the effect of patient experience on patient satisfaction, suggesting that the interaction that patients experience during service delivery has a considerable impact on patient satisfaction.

Taken together, these results show that the effect of value based marketing is an important element in improving patient experience and increasing patient satisfaction in private hospitals. This supports the need to develop value-based marketing strategies in health care

#### **4. Conclusion**

The findings show that private hospitals in Baghdad adopt value-based marketing strategies fairly well, with an emphasis on the quality of healthcare services and humane interaction with patients during service delivery. The results indicate that patient experience in private hospitals is quite reasonable, reflecting adequate interaction between patients and doctors as well as a supportive healthcare service environment. Furthermore, patient satisfaction with healthcare services is relatively high, suggesting a strong level of trust in both healthcare services and medical staff. Correlation analysis reveals a strong positive association between value-based marketing and patient experience, highlighting that increased attention to value creation plays a crucial role in enhancing patient experience. In addition, value-based marketing is significantly related to patient satisfaction, indicating that value creation through marketing practices positively impacts satisfaction levels. The findings also demonstrate a significant positive relationship between patient experience and patient satisfaction, confirming that patient experience is a critical determinant of satisfaction. Regression analysis further supports these results by revealing that value-based marketing has a direct effect on both patient experience and patient satisfaction, emphasizing the importance of delivering added value to patients to improve relationships and satisfaction levels. Moreover, patient experience is shown to significantly influence patient satisfaction, indicating that enhancing patient experience is a key driver of satisfaction. Based on these findings, it is recommended that private hospitals in Baghdad adopt value-based marketing strategies focused on improving service quality and building patient trust, while emphasizing the human aspects of healthcare through staff training in communication and patient-centered care. Healthcare providers should also improve the physical environment to enhance patient comfort, safety, and relaxation during treatment. Additionally, hospital managers should regularly assess patient satisfaction through surveys to identify strengths and areas for improvement, and implement patient experience enhancement programs to strengthen hospital branding and increase patient confidence. Hospitals are also encouraged to pay closer attention to patient needs and expectations to further improve satisfaction and service effectiveness. Finally, future research should explore additional variables that may influence patient experience and satisfaction, such as service quality, trust in healthcare providers, and healthcare marketing strategies.

#### **Data Availability**

The datasets generated during and/or analysed during the current study are available from the corresponding author on reasonable request.

#### **Conflicts of Interest**

All authors in this publication declare no conflict of interest regarding the title, data, location, and results of the research.

#### **Funding Statement**

This research was conducted independently by the researcher without any financial support or funding from external institutions or organizations.

#### **Acknowledgments**

The author would like to thank all those who have helped in the preparation of this article.

## Supplementary Materials

This study does not include any supplementary materials.

## Declaration on AI Use

The authors declare that no artificial intelligence (AI) or AI-assisted tools were used in the preparation of this manuscript. AI were used only to improve readability and language under strict human oversight; no content, ideas, analyses, or conclusions were generated by AI.

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