

## Determining factors affecting services marketing in a military hospital in Iran

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**Introduction:** community healthcare authorities should use available resources in the most efficient and effective way. This is of utmost importance in hospitals. The aim of this study is to determine the factors affecting marketing and the patient's preferences in selecting a hospital. In this way, the hospital problems can be eliminated to some extent and the clients' preferences and desires can be identified and satisfied.

**Method:** It is a descriptive-correlational study. The population includes the patients referring to a military hospital in Tehran who were selected based on random stratified sampling. Data were collected by a researcher-made questionnaire dealing with services marketing in hospitals. The validity and reliability of the questionnaire were verified. To determine the effect of each of the factors involved Confirmatory factor analysis (CFA) was used. To do the statistical analysis, SPSS and Amos were used.

**Findings:** Among the factors affecting patients' references to the hospital, expenses have the lowest impact factor(0.32) and dissemination in hospitals has the highest impact factor (0.90).

**Conclusion:** focusing on marketing in hospitals results in effective use of healthcare services. Thus, directing hospitals management towards client-orientation and the necessity of becoming aware of the client's viewpoints, desires and preferences are of vital importance.

**Key words:** clients' preferences, marketing, hospital

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