

## **Abstract**

Hospital is where health services implement health services as well as health workers and educational institutions, research hospitals also have a positive impact and negative towards the surrounding environment. Hospitals in healthcare efforts consist of outpatient, inpatient, emergency service, service, service and other non medic medic uses a technology that could affect the surrounding environment. The hospital is a place for community-wide health services, hospitals are expected to realize the people's health. The role of hospitals to speed healing and recovery of sufferers as expected. The main purpose of the hospitals provide high-quality service for compliance with the required and expected. This is a measure of success in the provision of health services. In an attempt to enforce a particular therapy or diagnosis, installation of Radiology is a form of medical service that is absolutely a must-have by a hospital in the modern era as it is today. Therefore some important thing that must also be met by the hospital concerning the installation of the system, namely its radiology, standard service, the human resources employed and facilities or infrastructure that is used is a Union to be met and cared for to give satisfaction to the patient in obtaining medical services from a Hospital anywhere. Research conducted is the analysis of the application of the standard service on Santosa Bandung International Hospital in an attempt to meet the patient's satisfaction in the performance of diagnostic or therapy.

Keyword: Marketing Management, Marketing Mix, Service Quality