



ANALYSIS OF THE INFLUENCE OF DIGITAL MARKETING ON THE USE OF ONLINE SOCIAL MEDIA AS A STRATEGY TO IMPROVE SERVICE QUALITY

Paramita Kurnia Wiguna*, Sylvianovelista R Losoiyo

Hospital Administration Bachelor's Degree Program, Sekolah Tinggi Ilmu Kesehatan RS. Prof. Dr. J. A. Latumeten, Jl. Dr. Apituley, Silale Nusaniwe Ambon, Maluku 97112, Indonesia

*Paramithamitha8@gmail.com

ABSTRACT

Digital marketing simplifies the marketing process for hospital businesses. Digital marketing provides opportunities as well as challenges for marketing management in increasing public interest in hospital products and in improving the quality of services in hospitals. With the development of the digital world, it is hoped that it can be used by hospital management as a form of marketing strategy and also to improve the quality of service. Currently, many hospitals use mobile applications to help patients find out doctor's service schedules, schedule visits, and view data on their treatment history. Objectives : The aim of this research is to analyze the influence of digital marketing as a strategy to improve service quality at referral hospitals in Maluku province. Method : The method in this research uses quantitative research using analytical observational studies with a cross sectional study design. Based on the data obtained, the data was tabulated and analyzed based on the research objectives using SPSS to describe the frequency distribution of each respondent's characteristics, variables and research dimensions, using univariate tests and bivariate tests (chi square).Results : The results of the analysis of the significant relationship regarding digital marketing with the use of online social media, obtained a significance value of 0.000 so that in this case the research hypothesis is accepted. Conclusion : So it can be concluded that there is an influence of digital marketing on the strategy to improve service quality at the Maluku Province Referral Hospital. Digital Marketing is the use of digital technology to strengthen the brand image of health facilities while making it easier for customers to find hospital locations and determine the choice or type of hospital service they want.

Keywords: digital marketing; hospital; online social media; strategy to improve service quality

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INTRODUCTION

Hospitals are health service providers that have a social mission and are business entities that are supported by a marketing process. The marketing process is one of the most challenging aspects of hospital management activities (Kurniawan et al., 2019). Promotional activities support business processes carried out by hospitals and are strictly regulated through various government regulations, including those contained in PERMENKES No. 1787 of 2010 concerning advertising and publication of Health services, the Indonesian Hospital Code of Ethics, and Hospital Promotion Ethics Regulations (Ismainar et al., 2022). In the modern era, there is a concept known as digital marketing. The development of digital marketing from the 1990s to the 2000s has changed the way technology is used for marketing strategies, as digital platforms have been integrated into marketing program planning (Erlinda, 2022). Digital marketing promotes products or services using digital technology, especially via the internet, including marketing efforts using electronic devices (Erlinda, 2022)(Annisa Tuljannah, 2023). Thus, hospitals can market their superior brands and services in a much more convenient way to reach consumers and gain more profits in an online context (Pratiwi et al., 2023)(Nazeli et al., 2023).

Through digital marketing with the presence of the internet, email, social media, mobile marketing, websites can become a very strong, affordable and effective marketing media center. The application of digital marketing also allows the hospital business to see how it is marketed and the level of consumer response to the products/services offered by the hospital (Paramita Kurnia Wiguna et al., n.d.) (Salim et al., 2022) (Maciej Serda et al., 2013). Apart from that, in the business world, we are witnessing the significant impact of this online situation, many companies have made digital marketing the main choice in their efforts to reach a wider audience and produce quality services (Jasin, 2022)(Yusri, 2020). The power of social media has become one of the most powerful tools in marketing. According to the Pew Research Center, approximately 69% of adults in the United States use social media. Therefore, communicating via social media platforms is a very effective strategy (Fahmi et al., 2022) (Rahmah et al., 2024). Marketing experts such as Gary Vaynerchuk also highlight the importance of social media as a tool for interacting with consumers and building brands (Abuhmeidan, 2023).

Based on the background above, this research aims to determine the influence of digital marketing on the use of online social media as a strategy to improve service quality. This research is important to carry out because the use of digital marketing can strengthen the brand image of health facilities while making it easier for the public to obtain information and promotions related to the services provided to patients and can increase the number of patient visits.

METHOD

The method used in this research is a quantitative method. The sampling technique used purposive sampling involving all outpatient installation patients and hospital employees with a sample size of 243. Based on the data obtained, the data was tabulated and analyzed based on the research objectives using SPSS to describe the frequency distribution of each respondent's characteristics, variables and research dimensions, using univariate tests and bivariate tests (chi square).

RESULT

Table 1.

karakteristik responden berdasarkan umur, jenis kelamin, kelas rawat, sumber biaya, (n=243)

Characteristic	Category	f	%
Age	17-25 years old	17	7,0
	26-35 years old	77	31,7
	36-45 years old	70	28,8
	46-55 years old	63	25,9
	> 55 years old	16	6,6
Gender	Male	108	44,4
	Female	135	55,6
Nursing Class	VIP	0	0,0
	Class I	90	37,7
	Class II	56	23,3
	Class III	97	39,9
Cost Source	General	4	1,6
	BPJS Contribution	87	35,8
	BPJS Mandiri	152	62,6
	Insurance Guarantee	0	0

The majority of respondents were aged between 26-35 years (31.7%) and gender was female (55.6%). The majority of respondents took class III treatment classes (39.9%) by financing treatment using BPJS Mandiri.

Table 2.
Test Results Analysis of the Relationship Between Perceptions about Digital Marketing and the Use of Social Media

Analysis	r	R2	P. Value
Perceptions About Digital Marketing And The Use Of Social Media	0,592	0,351	0,000

Based on this table, it can be seen that the coefficient value with determination is 0.351, meaning that perceptions about digital marketing influence the use of social media by 35%, and the rest is influenced by other variables (65%). Furthermore, the relationship between perceptions regarding digital marketing and the use of social media shows a strong relationship ($r=0.592$) and has a positive pattern, namely the greater the perception of digital marketing, the greater the use of social media. The statistical test results showed that there was a significant relationship between perceptions regarding digital marketing and the use of social media ($p=0.000$). Continue to the path value: $e1 = \sqrt{1-0.351}=0.8056$. The value of the influence path between perceptions regarding digital marketing and the use of social media is 0.592

DISCUSSION

From the results of the analysis it is concluded that there is a significant relationship between digital marketing and the use of online social media. A significant influence is also shown by a significance value of 0.000 so that in this case the research hypothesis is accepted. So it can be concluded that there is an influence of digital marketing on the strategy to improve service quality at the Maluku Province Referral Hospital. Digital Marketing is the use of digital technology to strengthen the brand image of health facilities while making it easier for customers to find hospital locations and determine the choice or type of hospital service they want (Burhan & Sulistiadi, 2022). The same research was also conducted in Bucharest, showing the need for digital marketing to promote medical care services in expanding business. Digital marketing methods have shown to be able to attract new patients while still providing quality health care services and guaranteeing patient satisfaction so that every patient who comes will recommend the health facility they visited. This research shows the important role of social media in promoting health facilities (Radu et al., 2017).

Digital marketing services have functions that can improve hospital quality, through the digital marketing platform, patients can see anywhere via their personal cellphone, apart from that, patients can register online, make appointments with doctors or other health workers, and contact customer service without having to come to health services. The development of digital marketing in the next few years will be very interesting to explore, where websites, social media and mobile applications still occupy the top positions and will continue to develop. Currently, many health services such as hospitals use mobile applications to help their patients make schedules and view their treatment history. With the development of the digital world, it is hoped that it will have an influence on hospitals in terms of marketing (Sahara & Prayoga, 2024). In Indonesia, digital marketing at a hospital in Surabaya was carried out through the creation of a special application by the hospital which contained information and promotions related to the services provided to patients and the community. Digital marketing has become more diverse over time, several types of digital marketing are used by most people in everyday life, including: Search Engine Marketing (SEM), Email

Marketing, Search Engine Optimization (SEO), social media, display advertising, referral marketing, affiliate marketing, content marketing, online advertising, and viral marketing.

This is in accordance with data from Mishra that digital marketing increases patient satisfaction, loyalty and engagement with hospital services. Patients need digital services in a simple form that is easy to understand and apply. There are several obstacles to digital marketing in health services, including security issues, patient privacy, regulatory issues, lack of guidance on how to use digital platforms well, lack of staff interest in using appropriate social media to respond to complaints, and unclear responsibilities towards various internet marketing activities. Therefore, management commitment and consistency is needed because the use of digital technology requires adequate resources in terms of finance, infrastructure and workforce to be more effective. The choice of digital marketing methods or channels depends on the goals or targets to be achieved by health services.

From the results of research conducted by researchers at the Maluku Province Referral Hospital, it is a hospital that has a strategic location, namely in the heart of the city or in the middle of Ambon city. The access is easy to find. Apart from being in the heart of Ambon, the Maluku Provincial Referral Hospital still has a very simple building appearance, therefore the Maluku Provincial Referral Hospital will carry out planned building improvements. This simple-looking building is likely to affect patient visits, but patients who frequently visit this hospital will not see it from the building, but from the hospital's harmonious service when receiving patients. In promoting the Maluku Province Referral Hospital, they collaborate and also promote through social media, namely Website, Facebook, Instagram and Whatsup. Apart from that, the Maluku Province Referral Hospital also has a service for online registration but it has not been implemented optimally, hampered by inadequate human resources and also promotions carried out on social media are not optimal because the hospital only has 1 to 2 marketing staff so it is difficult to carry out promotion via social media. To carry out promotions on social media, the promotion must be carried out by someone who is a marketing officer so that it can be carried out optimally. Maluku Province Referral Hospital wants to take advantage of opportunities by using digital marketing.

The Maluku Province Referral Hospital is currently a type B hospital. The hope is that by maximally utilizing promotions using digital marketing, it can increase visitor interest and improve the quality of hospital services so that they can be upgraded to Plenary or international standards. With the development of the digital world, it is hoped that it will have an influence on hospitals in terms of marketing. With social media, there are various ways to create value-added content for customers and can become a stronger connection. The advantages of digital marketing are increasing sales, saving costs, wide reach on a global scale, accurate and targeted, increasing engagement with consumers.

CONCLUSION

Digital Marketing is the use of digital technology to strengthen the brand image of health facilities while making it easier for customers to find hospital locations and determine the choice or type of hospital service they want. The development of digital marketing in the next few years will be very interesting to explore, where websites, social media and mobile applications still occupy the top positions and will continue to develop. Currently, many health services such as hospitals use mobile applications to help their patients make schedules and view their treatment history. With the development of the digital world, it is hoped that it will have an influence on hospitals in terms of marketing. With the development of the digital world, it is hoped that it will have an influence on hospitals in terms of marketing. With social

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