

## The Influence of Influencer Marketing and Electronic Word of Mouth on Patient Decisions in Choosing Health Service at Indriati Hospital Solo Baru

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### ABSTRACT

**Introduction:** The rapid growth of digital technology has driven hospitals to adopt digital marketing, including influencer marketing and electronic word of mouth, to promote services, attract more patients, and expand their market. This study aims to examine the impact of these strategies on patient decisions when selecting health services at Indriati Solo Baru Hospital. **Method:** This study uses quantitative research with a cross-sectional research design and a population of surgical polyclinic patients at Indriati Solo Baru Hospital. The sample of this study was 100 respondents with a sampling technique using purposive sampling. The data analysis method used is the multiple linear regression analysis model. **Results:** the results of the study showed that the variables influencer marketing and electronic word of mouth influenced patient decisions in choosing health services by 54.3% (R-Square value 54.3%). In partial and simultaneous hypothesis testing, the influence of influencer marketing and electronic word of mouth had a significant positive relationship with patient decisions in choosing health services at Indriati Solo Baru Hospital. **Conclusion:** With these results, the researcher suggests that Indriati Solo Baru Hospital should continue to develop digital marketing strategies to reach a wider market and improve the quality of services in surgical polyclinic services in order to increase awareness so that the marketing efforts made provide optimal benefits.

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## INTRODUCTION

Currently, technological development has entered the era of digitalization which is increasingly advanced and developing, especially in Indonesia which has developed rapidly. Based on data from 2023, it is known that in January 2023 there were 212.9 million internet users in Indonesia and had an internet penetration of 77.0%. In more detail, if based on the number of social media users, it has now reached 167.0 million social media users where this figure is equivalent to 64.0% of the total population of Indonesia and there are also 353.8 million active cellular connections or 128% of the total population (We Are Social., 2023). From this data, it can be seen that as technology develops, various businesses utilize this technology as an opportunity to reach a wide range of consumers, one of which is in the health service sector, namely hospitals. Hospitals are organizations that provide health services in the public sector. As a health service provider, hospitals must be able to analyze the problem of consumer needs and desires. The development of more and more advanced hospitals has made consumers more critical in considering choosing the health services they want. The patient's decision-making process in choosing services is based on the information received and perceptions of service quality and the marketing strategies used by the hospital in influencing patient interest in using the health services provided (Zeydra Thohari et al., 2023).

Facing competition among health facilities that are increasingly numerous and developing, hospitals which are health service providers in the community must be able to face challenges by utilizing advances in digital technology, one of which is developing digital marketing strategies through social media. One of the marketing strategies developed in this modern era is the use of influencer marketing supported by optimizing marketing communications in the form of electronic word of mouth. Influencer marketing and e-WOM are two important concepts in directing consumers to choose products or services, including in the health industry (Saputra et al., 2023).

The concept of influencer marketing involves using the services of individuals or celebrities on social media who have many followers, with the aim of influencing and convincing consumers to buy certain products or services with the aim that influencers are able to provide reliable information and are able to have a positive influence on product or service purchasing decisions, especially through aspects of trust, attractiveness, and consumer satisfaction with brands (Darmawan and Setiawan, 2024). Customers will find it easier to remember the advertisements promoted by influencers because of a sense of attraction, familiarity, and trust that increase purchasing decisions through purchase intentions (Osei-Frimpong et al., 2019). Meanwhile, E-WOM is a set of attitudes, behaviors, and communications related to products or services provided by consumers to other consumers through electronic media (Yulindasari and Fikriyah, 2022).

Research conducted (Isa, et al., 2019) studied the behavioral component (electronic word of mouth) which was assessed in conjunction with the cognitive component in the form of hospital image and perceived quality with the results having no significant effect on patient intention to make a return visit, while the affective component in the form of marketing and the behavioral component (electronic word of mouth) was considered very necessary to provide an increase in patients to revisit private hospitals in Penang Malaysia. Relevant research has been conducted previously by (Putri and Sijabat, 2021) that celebrity endorsement and electronic word of mouth have a positive effect on purchasing decisions at dental clinics, as well as research conducted by (Fatkhurrohman et al., 2023) which

shows that electronic word of mouth affects patient decisions in choosing health services at the hospital. However, this research is not in line with research conducted by (Thania and Anggarini, 2022) which shows that beauty influencers have no effect on purchasing decisions for beauty products, as well as research conducted by (Kasakeyan et al., 2023) and shows that electronic word of mouth has no effect on purchasing decisions for street boba drinks. From the results of the above research, it can be seen that there are inconsistencies in the results of research conducted by previous researchers using Influencer Marketing and Electronic Word Of Mouth variables in both the health and non-health sectors.

Based on the results of preliminary studies conducted by researchers, Indriati Solo Baru Hospital offers various types of health and beauty services. Indriati Solo Baru Hospital is one of the private hospitals in the Sukoharjo area that develops digital marketing in its marketing strategy. One of the strategy developments carried out is the use of influencer services and optimizing marketing communication in the form of electronic word of mouth on social media, compared to other hospitals in the Sukoharjo area with the same type, Indriati Solo Baru Hospital is the only hospital that uses influencer services in helping its marketing. One type of outpatient service promoted by influencers is surgical polyclinics. The use of influencer services began in 2023 and has the most viewers compared to promotions in other polyclinics. Based on secondary data obtained by researchers, namely data on the number of surgical poly patient visits in 2023, it shows that the number of surgical poly patients is 14,799 patients, with an average visit monthly of 1,233 patients. When viewed from the data above, the hospital needs to develop a marketing strategy to continue to increase patient interest in using surgical poly services through marketing efforts carried out using influencer services, electronic word of mouth, utilization of social media and other marketing strategies in order to achieve the target, which is to increase visits every year.

The development of increasingly advanced technology has made Indriati Solo Baru Hospital develop marketing strategies to reach a wider market in the hope of increasing the number of visits and being able to compete with other hospitals. One of the strategies developed is the use of influencer marketing services. The results of interviews conducted by researchers to the head of the marketing division and one of the marketing staff of Indriati Solo Baru Hospital, the reason for using influencer marketing in one of the marketing strategies carried out, the marketing team explained that influencers are able to influence people who become their followers, the use of influencers is one of them to expand target marketing and reach new people who may not have been or still have little exposure to information related to this hospital. Before using influencers, the hospital looks at the indicators of whether the influencer is suitable for promoting the type of service to be promoted in the hope that the use of influencers is able to provide information and reach a wide market to the audience so as to increase the number of patient visits from using the influencer's services. Then to determine the success of the use of influencer marketing is seen through an evaluation of the increase in the number of visits after using the services of the influencer in promoting health services. In addition, the increasing development of technology supported by the utilization of influencer marketing has an impact on public interest in seeking information and interacting through social media and the internet through electronic word of mouth. Both of these are expected to be able to influence patient decisions in choosing health services with marketing that has been carried out and able to provide information from the promoted health services. Thus, from the background

description described above, researchers are interested in analyzing the influence of influencer marketing and electronic word of mouth on patient decisions in choosing health services at Indriati Solo Baru Hospital.

## LITERATURE REVIEW

### Hospital

According to PMK Number 3 of 2020 stipulates that Hospitals are health service institutions that organize individual health services and complete nursing services that provide inpatient, outpatient and emergency care (Permenkes, 2020). Hospital is an individual health service institution that organizes inpatient and outpatient services, therefore quality service is something that must and must be achieved by the hospital. One of the efforts to improve the quality of community services is to improve the performance of professional and independent hospitals. To improve professional and independent performance, hospitals must have strategic tools that serve as guidelines for controlling and directing the organization in achieving the hospital's vision, mission and goals (Syahputra and Suminar, 2023).

### Decision to Choose Health Services

The decision to choose health services in this study is the same concept as a purchasing decision, but in this case it decides to use services, namely health services. Purchasing decisions are consumers understanding the wants and needs of a product by setting purchase goals and identifying alternatives to evaluate existing sources, thereby making purchasing decisions and accompanying post-purchase behavior (Sanjaya and Sukma, 2023). Purchasing decisions are a process that comes from all their experiences in studying, choosing, using, and even disposing of products (Widyaningrum, 2017). Another understanding of purchasing decisions is a choice between two or more, meaning that someone can make a decision, there must be several alternatives (Selvia, 2022)

### Influencer Marketing

Influencer marketing is a type of social media marketing that utilizes the support of influencers, which are individuals who have a loyal social following and are considered experts in their field (Ester and Agus, 2023). Influencer marketing is defined as the process of identifying and activating individuals who are influential to a specific target audience to be part of a product campaign with the aim of expanding reach, sales, and relationships with consumers (Darmawan and Setiawan, 2024).

There are three objectives of using influencer marketing, namely informing, concealing, and entertaining (Sugiharto et al., 2018): To Inform the first common goal of influencers is to inform by providing viewers with information they do not already have, To Persuade the second common goal of influencers is persuasion. When an influencer is persuasive, the speaker is trying to get the audience to accept his point of view or ask the audience to adopt his feelings and behavior, To Entertain the overall goal of the three influencers is to entertain. Informative and persuasive advertising content focuses on the end result of the advertising process, while entertainment focuses on the ability to use its appearance to attract audience attention and convey advertising messages (Sugiharto et al., 2018).

### Electronic Word Of Mouth

E-WOM is a communication message that contains information generated outside the control of the company and comes from outside the organization or company (Nasir et

al., 2023). (Nasution et al., 2024) defines e-WOM as a new phenomenon in the field of communication, especially marketing communication today, where everyone exchanges positive or negative information and experiences about what they or others have experienced before in online media. The definition of E-WOM is online content about the advantages and disadvantages of a product or brand created by customers and created for other customers using the internet (Meiliana Rahmah, 2022). Another understanding of electronic word of mouth can be expressed in positive and negative statements, where positive evaluations include pleasant, clear and good reviews of products or services, while negative electronic word of mouth communication often contains complaints and unpleasant descriptions (Riama, 2021). From the above understanding, it can be concluded that E-WOM is communication carried out online through positive or negative statements or reviews that cannot be controlled by a company or organization for a product or service based on personal experience when using a product or service.

## METHOD

The type of research used in this study is quantitative research with a research design using a cross-sectional approach. The research population used in this study were surgical poly patients at Indriati Solo Baru Hospital in the period 2023 amounting to 14,799 patients. The sample used in this study was 100 respondents who were calculated based on the calculation of the Slovin formula and the sampling technique used was purposive sampling with inclusion and exclusion criteria. The inclusion criteria used are surgical poly outpatients aged 17-50 years, patients who have visited or made a repeat visit to the surgical poly Indriati Solo Baru Hospital, respondents know or have seen influencers promoting surgical poly services and see information or electronic word of mouth about Indriati Solo Baru Hospital on social media or the internet. The exclusion criteria in this study were inpatients who received surgical services, patients of other polyclinic services, and respondents who did not know or had seen influencers promoting surgical poly services and had never seen information or electronic word of mouth about Indriati Solo Baru Hospital on social media or the internet.

The data collection techniques used are in the form of primary data and secondary data, primary data obtained through distributing questionnaires distributed by Indriati Solo Baru Hospital surgical poly patients then measuring respondents' perceptions using a Likert scale and the questionnaire used in this study has also passed validity and reliability tests, then secondary data obtained from surgical poly patient visit data in 2023. Furthermore, the data obtained will be analyzed using descriptive statistics in the form of univariate analysis, bivariate analysis and multivariate analysis with the help of the SPSS version 25 program. The data is presented in the form of tables that provide information about the characteristics of respondents and the results of statistical tests. A description of the characteristics of respondents was carried out with univariate analysis, bivariate analysis was used in determining the hypothesis tested through the T test and F test, and multivariate analysis with multiple linear regression tests and coefficient of determination.

## RESULT AND DISCUSSION

The results of distributing questionnaires within a period of two weeks conducted in May 2024, obtained the results of 100 respondents who passed the pre-screening or in

accordance with the predetermined criteria. The characteristics of respondents in this study are described in the following table:

Table 1 Frequency Distribution of Respondent Characteristics

Respondent Characteristics	Category	Frequency (people)	Percentage (%)
Gender	Male	20	20
	Female	80	80
Age	20-30 years	49	49
	31-40 years	27	27
	41-50 years	24	24
Domicile	Sukoharjo	73	73
	Surakarta	10	10
	Karanganyar	3	3
	Klaten	9	9
	Wonogiri	2	2
	Ngawi	1	1
	Sragen	1	1
	Bandung	1	1
Occupation	PNS	4	4
	Doctor/Other Health Worker	4	4
	Private Employee	33	33
	Self-employed	14	14
	Others	45	45
Type of Media to View Content	Tik-Tok	6	6
	Instagram	76	76
	Facebook	2	2
	Youtube	1	1
	Lainnya	15	15

It can be explained that respondents with female gender have the largest number in participating in filling out this research questionnaire, namely 80% and the highest age level is in the 20-30 year category with a percentage of 49%, then the respondents who fill out the most come from Sukoharjo with a percentage of 73%, the largest number of respondents' jobs are in other job categories or those not mentioned above with a percentage of 45%, and respondents who fill out questionnaires in this study often see health service content or look for health service information at Indriati Solo Baru Hospital through Instagram social media with a percentage of 76% (Table 1). In the results of this study, hypothesis testing was carried out using the T test and F test, and to determine the amount of influence it was carried out by calculating the coefficient of determination. The F test and the coefficient of determination are explained in the following Table 2.

According to (Rosita and Novitaningtyas, 2021) the simultaneous test is used to determine whether the independent variables jointly affect the dependent variable and also to measure the accuracy of the sample regression function in estimating the actual value through good if it. If the value of  $F_{count} > F_{table}$  and sig value  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted or together the independent variables affect

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the dependent variable (Ghozali, 2017) In this study it was found that the value of  $F_{count} > F_{table}$  ( $57.604 > 3.09$ ) with a sig value of 0.000 which is less than 0.05. So, it can be concluded that simultaneously influencer marketing and electronic word of mouth have a positive and simultaneous effect on the decision to choose surgical poly services.

Tabel 2 Test Result and Coefficient of Determination

Variable	F <sub>count</sub>	F <sub>table</sub>	Sig.	R Square
<i>Influencer Marketing and Electronic Word Of Mouth</i>	57,604	3,09	0.000	54,3

Based on the research, it is known that the amount of R-Square in the calculation of the coefficient of determination is 0.543 which means that 54.3% of the variation in the decision to choose surgical poly services at Indriati Solo Baru Hospital can be explained by the influencer marketing and electronic word of mouth variables while the remaining 45.7% is explained by other variables outside the model studied in this study.

According to (Rosita and Novitaningtyas, 2021) the partial test or T test is used to determine each independent variable on the dependent variable. If the t value is smaller than the t table or significantly greater than 0.05, the hypothesis is rejected (the regression coefficient is not significant), this indicates that the independent variable does not have a significant relationship to the dependent variable and vice versa (Ghozali, 2017). The results of the T hypothesis test are described in the following table:

Table 3 Multiple Linear Regression Test Results and Partial Test Results (T-test)

Hypothesis	Regression Coefficient	T <sub>count</sub>	T <sub>table</sub>	Sig.	Conclusion
<i>Influencer Marketing</i>	0,415	4,028	1,988	0,000	Hypothesis accepted
<i>Electronic Word Of Mouth</i>	0,577	5,966	1,988	0,000	Hypothesis accepted

Based on Table 3, the variable that has the strongest influence on patient decisions in choosing surgical poly services is electronic word of mouth. Based on the results of the study, it was found that there is a positive influence between e-WOM on patient decisions in choosing health services. This statement is supported by the results of the regression coefficient (Table 3) which is positive at 0.577 which explains that if there is an increase in the e-WOM variable by one unit, the variable decision to choose services will increase by 0.577. In addition, based on Table 3, it is also explained that the  $T_{hitung}$  value is 4.028 which is greater than the  $T_{table}$  value of 1.988 so that it can be interpreted that the e-WOM variable has a positive and significant influence on the dependent variable of the decision to choose health services. The results of this study are also supported by the many reviews or reviews found on the internet and social media of Indriati Solo Baru Hospital. In the reviews or reviews provided by patients, it is explained that there are many positive comments about the health services offered by Indriati Solo Baru Hospital compared to fewer negative comments, but the hospital also actively responds to the reviews given by patients. Although there are many factors that influence patients' decisions in choosing health services, the results of this study prove that online communication, both between patients and patients, patients and hospitals, has a role in influencing patients' decisions to choose the desired health services. From this statement, it can be said that online communication

or what is known as electronic word of mouth is one of the things that patients pay attention to because it is able to provide a positive perspective in giving consideration to deciding to use the services of the Indriati Solo Baru Hospital surgical clinic. The results of this study are in line with previous research conducted by (Putri and Sijabat, 2021) showing that electronic word of mouth has a positive and significant influence on the decision to choose the Dentaloshopy Dental Clinic, which explains that reviews and testimonials of other patients who have had dental treatment at the Dentaloshopy Dental Clinic increase patient trust and confidence to choose the Dentaloshopy Dental Clinic. This statement is also supported by (Kamilah and Abadiyah, 2023) which explains that the more positive reviews, store reputation and good product information delivery, the higher the consumer purchasing decision. However, the results of this study contradict research conducted by (Kasakeyan et al., 2023) shows that electronic word of mouth does not have a significant effect on purchasing decisions, meaning that customers do not make electronic word of mouth as a basis for making purchasing decisions for street boba products.

Based on Table 3, it is shown that the regression coefficient value of the influencer marketing variable is positive at 0.415 which explains that if there is an increase in the influencer marketing variable by one unit, the variable decision to choose a service will increase by 0.415. This shows that the independent variable influencer marketing has a positive and significant influence on the decision variable to choose health services. In addition, Table 3 shows that the Tcount value of 5.966 is greater than the Ttable value of 1.988. Therefore, it is concluded that the independent variable influencer marketing has a significant influence. The better influencer marketing will strengthen the decision to choose the health services needed. It can be explained that an influencer plays an important role in attracting patient attention to the decision to choose surgical poly services at Indriati Solo Baru Hospital because they are interested in what is conveyed and can encourage their followers to make decisions to use the same health services.

This is also supported by the increasing number of patient visits, when viewed from patient visit data in the period 2023 the total number of patients in the surgical clinic of Indriati Solo Baru Hospital was 14,799 patients with an average visit monthly of 1,233 patients while during the last six months from January to June 2024 the total number of patients in the surgical clinic of Indriati Solo Baru Hospital has reached 8,140 patients with an average visit monthly of 1,356 patients where this value is greater than 2023. From the data above, it can be seen that there has been an increase in the number of patient visits when calculated from the average visits monthly. Although the increase is supported due to many factors, the results of this study prove that the use of influencer services has a share in influencing the patient's decision to choose the desired health service with the results of the Tcount value on this variable of 4.028.

The results of this study are in line with previous research conducted by Putri and Sijabat showing that celebrity endorsement has a positive and significant influence on the decision to choose the Dentaloshopy Dental Clinic, which explains that celebrity endorsement plays a role in fostering brand awareness so that it creates a sense of attraction and trust that can increase patient decisions in choosing the desired service (Putri and Sijabat, 2021). This statement is also supported by Kamilah and Abadiyah, who explain that influencer marketing can reach potential customers and build trust on social media. So that the branding of an influencer can encourage consumer purchasing decisions (Kamilah and Abadiyah, 2023). However, the results of this study contradict research conducted by



Mahendra and Edastama which shows that influencer marketing has no effect on purchasing decisions, meaning that customers do not make influencer figures as a basis for making purchasing decisions in the marketplace (Mahendra and Edastama, 2022)

Although the results of this study have an influence, this study has several limitations, among others: Limitations of variables, where in this study only focuses on two independent variables, namely Influencer Marketing and Electronic Word Of Mouth to predict decisions to choose health services. Therefore, the dependent variable of the decision to choose health services may be explained and influenced by variables outside the variables in this study, limitations of the object of research where in this study only focused on surgical poly services only among several other health services promoted by influencers, thus limiting generalization to other health service contexts, sample limitations where in this study only used 100 respondents which is a relatively small sample size when viewed from the research population in a large category. Thus, a sample outside the surgical clinic patients is needed by adding other health services promoted by influencers for the generalization of the study, as well as data collection limitations where in this study data collection was only carried out using a questionnaire. This is what causes sometimes the respondent's answer does not show the actual opinion due to the inequality of thought and understanding as well as the honesty factor in filling in the respondent's opinion. Then related to the method used in this study using a cross-sectional survey method, where the method cannot assess changes in consumer behavior over time.

## CONCLUSION

The results of this study indicate that there is an influence between influencer marketing variables and electronic word of mouth on patient decisions in choosing health in the form of surgical poly services at Indriati Solo Baru Hospital both partially and simultaneously. The regression equation test results show that the direction of the relationship is positive and significant and the two variables have an influence of 54.3% in influencing the patient's decision to choose surgical poly services while 45.7% is influenced by other variables not examined in this study. This study still has limitations, but research using influencer marketing variables in the health sector has never been done before, then research using electronic word of mouth variables in the health sector has also not been done much. With the limitations described above, the researcher makes suggestions for future researchers to add other variables that might influence patient decisions in choosing health services, such as brand image, perceived quality, social media marketing, and others, expand the object of research, namely by adding other research objects not only focusing on one health service and adding the number of research samples, while for Indriati Solo Baru Hospital, it should continue to develop digital marketing strategies to reach a wider market and improve service quality in order to increase awareness so that marketing efforts made provide optimal benefits.

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