

The Relationship between Digital Marketing and Outpatient Visit Interest at Elang Medika Corpora Pulomas Hospital in 2024

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ABSTRACT

Introduction: Technological advancements, particularly in digital marketing, have significantly impacted the healthcare sector. The hospital faces challenges such as competition and less strategic location in promoting its services. Digital marketing has emerged as an effective solution for expanding market reach and increasing patient visit interest. This study aims to determine the relationship between digital marketing and outpatient visit interest at Elang Medika Corpora Pulomas Hospital in 2024. **Method:** This study used a cross-sectional design with purposive sampling techniques, involving 100 respondents who were outpatients who had been exposed to the hospital's digital marketing campaign. The data was collected using a questionnaire that measured the dimensions of cost, interaction, incentive programs and digital marketing site design with patients' interest in visiting the hospital. Data analysis was carried out using univariate and bivariate analysis with the Chi-Square test. **Results:** The results showed that the interactive elements and incentive programs of digital marketing had a significant relationship with patient visit interest, while the cost and site design elements did not show a significant relationship. These findings emphasize the importance of focusing on digital marketing strategies that increase engagement and provide compelling incentives to maximize patient visit interest.

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INTRODUCTION

In the increasingly developing digital era, implementing digital marketing strategies in the health sector is crucial to attract patient visits. Effective digital marketing can significantly increase patient interest (Ayesha et al., 2022). For example, a study at Kambang Jambi Hospital found that promotion through social media can substantially improve patient interest. Of the 251 respondents, 72% stated that promotion through social

media positively impacted their decision to visit the hospital, indicating the importance of utilizing social media in hospital marketing strategies (Dwiyani & Sulistiadi, 2022).

In addition, research at the Aka Medical Center Primary Clinic showed that effective digital marketing can significantly improve a clinic's reputation, attracting more patients. This study, involving 3,574 patients, found that service quality and digital marketing were closely related to increasing patient interest. This increase in reputation directly encourages more patients to visit the clinic, emphasizing the importance of integrating digital marketing strategies into clinic operations (Krisnadi & Natalia, 2020).

A systematic review by Prasetyo and Sulistiadi (2019) supports the view that digital media is more effective than traditional marketing in promoting healthcare services (Soedargo, 2019). They show that the internet, email, and social media provide great opportunities to reach potential patients more widely and efficiently. This review also highlights the importance of innovation in digital marketing strategies to attract new patients and increase the loyalty of existing patients. Thus, innovation in digital marketing is critical to attracting and retaining hospital patients (Soedargo, 2019).

Overall, implementing appropriate and measurable digital marketing strategies can significantly impact patient visit interest in hospitals (Tuljannah, 2023). Social media, email, and other digital innovations have been shown to be effective in attracting and retaining patients. These findings indicate that hospitals' success is determined by the quality of medical services and their ability to adapt and innovate in digital marketing strategies (Wisetsri et al., 2021).

Technological advances have experienced rapid and significant growth, especially in the healthcare sector, to facilitate marketing. However, there are inhibiting factors such as competition between healthcare facilities, fewer strategic locations, and the need to improve digital marketing with a broader reach. Therefore, digital marketing is needed to reach a wider market so the public can learn about Elang Medika Corpora Pulomas Hospital. Digital marketing is an effective and efficient means of reaching individuals directly, and it provides excellent opportunities for management to utilize digital marketing strategies to increase patient interest in the products and services offered. With the previous explanation, the researcher is interested in raising the title "The Relationship between Digital Marketing and Outpatient Interest in Elang Medika Corpora Pulomas Hospital in 2024".

LITERATURE REVIEW

According to Philip Kotler and James Makens (2018) (Krisnadi & Natalia, 2020), Visit Interest is patient Interest in visiting healthcare facilities, which can be equated with consumer purchasing interest because both can be measured using similar indicators. According to Ferdinand, patient visits Interest to purchase products or services can be measured by indicators of transactional Interest, referential Interest, preferential Interest, and explorative Interest (Yulianto et al., 2019). Patient visits are patients' arrival at the hospital to obtain available health services (Lestari, 2021). The level of patient visits to healthcare facilities is considered large and can be of Interest in visiting time, such as daily, weekly, monthly and even annually (Setyowati, 2022). Patient visit interest is an important indicator influencing various hospital management aspects (Bakri et al., 2022). Hospitals that can increase and maintain Interest in visits will be better positioned to provide quality and sustainable health services (Temesvari & Rahmiati, 2020). High Interest in visits reflects the hospital's reputation; if the hospital is visited a lot, the public will believe in the quality of the services provided (Citra et al., 2021). Interest in visits also reflects the needs and expectations of the community for health services. By understanding visit patterns,

hospitals can be more responsive to local needs through specific services or disease prevention programs. This makes the hospital a relevant health centre for the community (Bakri et al., 2022).

Digital marketing promotes products or services that utilize digital media, such as websites, social networks, and email channels. According to Rachmadi (Khoziyah & Lubis, 2021), digital marketing involves using digital platforms to disseminate information about products or services to target markets. Hasan (Ayesha et al., 2022) added that digital marketing is a business strategy that utilizes digital technology for online promotion. Overall, digital marketing aims to promote a brand, product, or service effectively, using digital platforms to reach target audiences with appropriate communication about product advantages.

According to Eun Young Kim (2022) (Khoziyah & Lubis, 2021), digital marketing is divided into 4 dimensions, including cost (cost) digital marketing is a promotional method that has low costs and is efficient because it can reach a wider audience compared to traditional advertising, interactive (interaction) creates a dynamic relationship between companies and customers, this allows the flexible exchange of information and can be accessed at any time so that the message conveyed is more transparent and more accessible to understand, incentive program means that the success of the promotion is highly dependent on the existence of interesting programs that provide useful information and motivate consumers to increase purchasing Interest while providing added value to the company, and site design is an essential strategy in digital marketing, a unique and attractive design not only gives a positive impression but can also increase the number of consumers and provide added value to the company.

The study results (Tuljannah, 2023) show that the digital marketing strategy carried out during the COVID-19 pandemic has an important role in the activity process. There was an increase in the number of patient visits by 11.95% from the total number of patient visits in 2021 of 158,350 and patient visits in 2022 of 277,860. The results of research conducted by (Utomo, 2023) state that a digital marketing strategy with an attractive appearance can increase purchasing decisions and consumer visits.

METHOD

This quantitative study uses a cross-sectional approach design to evaluate the relationship between digital marketing and outpatient visit interest. The cross-sectional approach was chosen because it allows data collection to be carried out only once at a particular time to evaluate respondents' knowledge, attitudes, and behaviour in the context of digital marketing implemented by the Hospital. This study was conducted at Hospital B, Jakarta, from April to July 2024.

The population in this study consisted of outpatients registered at the Hospital during the study period, with a total population of 36,614 people. The research sample was determined using a purposive sampling technique, where 100 respondents were selected based on specific criteria relevant to the research objectives. These criteria include patients who have access to the Hospital's digital media, have followed the Hospital's social media accounts, and have been exposed to digital marketing campaigns carried out by the Hospital. This study was implemented by administering questionnaires to patients after undergoing treatment at the Hospital.

The variables in this study consist of independent variables, namely digital marketing, which includes promotional activities through social media, email, websites, and mobile applications, and dependent variables, namely outpatient visit interest, which

is measured by the level of patient desire to visit the Hospital after being exposed to the digital marketing activities.

The instrument used in this study was a questionnaire compiled based on indicators relevant to each variable. This questionnaire contains closed and open questions designed to measure respondents' knowledge, attitudes, and behaviour towards digital marketing and their interest in visiting the Hospital. The questionnaire was tested for validity and reliability before data collection. Validity testing using the Statistical Package for the Social Science (SPSS) statistical program showed validity because the calculated r on the statement item 0.819 was more than the r table 0.05. Reliability testing using Cronbach's Alpha method yielded a result of $0.0784 > 0.70$, so it can be concluded that Cronbach's Alpha value in this study is reliable. Validity and reliability tests in the study were conducted with 30 respondents who were outpatient BPJS users at Hospital B.

The collected data were then analyzed using two types of statistical analysis: univariate and bivariate. Univariate analysis was used to describe the characteristics of each research variable. In contrast, using the Chi-Square statistical test, bivariate analysis was conducted to test the relationship between the independent variable (digital marketing) and the dependent variable (patient visit interest). The Chi-Square test was chosen because it is appropriate for analyzing the relationship between two categorical variables with a significance level of 0.05, where results with a p -value < 0.05 indicate a significant relationship between the variables being tested.

RESULT AND DISCUSSION

Respondent characteristics in this study are based on age, gender, occupation, education and income. The analysis of respondents' characteristics shows that the age of respondents in this study is mostly between 26 and 35. As many as 41 respondents (41%) are in the highest category, more outstanding than respondents aged < 19 years, 20-25 years, 36-45 and > 45 years who are undergoing treatment at Elang Medika Corpora Pulomas Hospital. Based on gender, respondents in this study are primarily female, with as many as 60 respondents (60%) than male respondents. Characteristics based on education in this study there are 5 categories, namely junior high school, high school / vocational school, D3 / D4, S1, and S2. Based on the results, undergraduate education (S1) is the highest, with as many as 50 respondents (50%). Based on the occupation of respondents in the highest category, namely self-employed, with 31 respondents (31%). Meanwhile, based on income, respondents included in the highest category who receive treatment at Elang Medika Corpora Pulomas Hospital have an IDR 5,000,001, with 41 respondents (41%) (Table 1).

The results of this study reveal several significant findings related to the influence of digital marketing on the interest in outpatient visits at Elang Medika Corpora Pulomas Hospital. The respondents of this study were mainly in the productive age group (26-35 years) and had a high educational background, with most having a bachelor's degree. These characteristics reflect a population that tends to be more responsive to digital technology and innovation, including digital marketing. This condition supports the initial assumption that digital marketing strategies can be an effective tool for reaching and attracting patient groups with this kind of demographic profile.

The majority of respondents at Elang Medika Corpora Pulomas Hospital assessed the cost aspect in the excellent category, as many as 79 respondents (79%), the majority of respondents assessed the interactive aspect in the excellent category, as many as 91 respondents (91%), the majority of respondents assessed the incentive program aspect in the excellent category as many as 94 respondents (94%), the majority of respondents

assessed the site design aspect in the excellent category as many as 73 respondents (73%) (Table 2).

Table 1 Respondent's Characteristics (N=100)

Respondent Characteristics	Frequency	Percentage (%)
Age		
<19 Years	4	4
20-25 Years	26	26
26-35 Years	41	41
36-45 Years	20	20
>45 Years	9	9
Sex		
Male	40	40
Female	60	60
Education		
Junior High School (SMP)	1	1
Senior High School (SMA)/Vocational (SMK)	34	34
Diploma (D3/D4)	9	9
Bachelor's Degree (S1)	50	50
Postgraduate (S2)	6	6
Occupation		
Student	20	20
Civil Servant/State Official	17	17
Entrepreneur	31	31
Housewife (IRT)	17	17
Private Employe	15	15
Income		
Rp 1.000.000 - Rp 2.500.000	29	29
Rp 2.500.001 - Rp 5.000.000	30	30
> Rp 5.000.001	41	41

Table 2 Univariate Analysis (N=100)

Variable	Frequency	Percentage (%)
Cost		
Good	79	79
Not Good	21	21
Interactive		
Good	91	91
Not Good	9	9
Incentive Program		
Good	94	94
Not Good	6	6
Site Design		
Good	73	73
Not Good	27	27

The statistical test results that have been carried out with the Chi-Square Test with a confidence level of 95% or $\alpha = 0.05$ obtained a p-value of 1,000 ($\alpha > 0.05$), so H_a is rejected. H_o is accepted, which means there is no relationship between cost and patient interest in visiting Elang Medika Corpora Pulomas Hospital. Based on the results of this study show that the proportion of interest in visits is more significant at reasonable costs (71.1%)

compared to less good costs (18.9%), while the proportion of less interest in visiting at reasonable costs (7.9%), compared to less reasonable costs (2.1%).

Cost is one of the critical factors in determining purchasing decisions and selecting products or services, and it plays a vital role in market share and the company's profit level (Wibowo et al., 2022). Determining the correct costs can significantly increase sales (Putri & Sukardi, 2023). The relationship between costs and digital marketing positively influences competitive advantage when combined with digital marketing (Zuhdi et al., 2021). Nasution (Hermansyah et al., 2019) stated that costs can be measured by comparing them with the prices of competing products, discounts, and variations in payment systems.

The results of this study align with the findings of (Ika, 2024), which also stated that there is no relationship between cost and visiting decisions. Respondents' assessments showed a "less good" category for the cost dimension, where the costs offered did not match patient expectations. This condition can reduce patient interest in visits if not handled. Promotion through digital marketing allows consumers to estimate better costs, which positively impacts choosing a cost dimension with a good category. This condition is also reinforced by research conducted by (Muchammad Saifuddin, 2024) showing that applying costs in digital marketing can provide prices with optimal quality and influence purchasing interest.

Based on the results above, it can be concluded that there is no relationship between cost and patient interest in visits. Therefore, Elang Medika Corpora Pulomas Hospital needs to consider providing promotional packages with more affordable prices, variations in payment methods, and discounts to increase interest in visits.

Table 3 Analisis Bivariat (N= 100)

Variable	Patient Visits				Total		P-value
	Interest in Visiting		Less Interest in Visiting		N	%	
	n	%	n	%			
Cost							
Good	71	71.1	8	7.9	79	79	1.000
Not Good	19	18.9	2	2.1	21	21	
Interactive							
Good	84	81.9	7	9.1	91	91	0.044
Not Good	6	8.1	3	0.9	9	9	
Incentive Program							
Good	87	84.6	7	9.4	94	94	0.013
Not Good	3	5.4	3	0.6	6	6	
Site Design							
Good	66	65.7	7	7.3	73	73	1.000
Not Good	24	24.3	3	2.7	27	27	

Based on Table 3 shows that the proportion of interest in visits is more significant for good interactive (81.9%) compared to less good interactive (8.1%), while the proportion of less interest in visits for good interactive (9.1%) compared to less good interactive (0.9%). Digital marketing allows two-way interactive communication because it is supported by increasingly developing technological advances (Ginting, 2022), thus providing convenience in obtaining information through various digital channels such as social media, email, and chat (Rianto, 2022).

The statistical test results obtained a p-value = 0.044 ($\alpha < 0.05$), so it can be concluded that there is a significant relationship between interaction and patient interest in visiting Elang Medika Corpora Pulomas Hospital in 2024. This study aligns with the findings

(Prabowo, 2018), which state that two-way communication can improve relationships and responses to consumer suggestions. This finding is reinforced by the respondent's assessment, which shows that the interactive dimension positively correlates with patient interest in visiting. Elang Medika Corpora Pulomas Hospital utilizes social media to build broader consumer interactions. The results of this study align with (Sari & Utami, 2021) which states that conducting digital marketing communication is carried out to facilitate interaction and retain consumers in making purchases in the long term.

Based on the results above, it can be concluded that there is an interactive relationship between patient visit interest and Elang Medika Corpora Pulomas Hospital still needs to build a more solid relationship with consumers, one of which is handling suggestions and comments effectively, that interactive communication is well maintained. Marketing products or services with the right strategy and interaction can facilitate consumer offers. Therefore, an effective marketing strategy is needed (Purbohastuti, 2021). Based on table 3 shows that the proportion of visit interest is more significant in good incentive programs (84.6%) compared to poor incentive programs (5.4%), while the proportion of less interest in visiting good incentive programs (9.4%), compared to poor incentive programs (0.6%). Respondent assessments show that incentive programs positively correlate with patient visit interest. Incentive programs should make it easier for consumers to get the necessary information.

The statistical test results obtained a p-value = 0.013 ($\alpha < 0.05$), so it can be concluded that there is a significant relationship between incentive programs and patient visit interest to Elang Medika Corpora Pulomas Hospital in 2024. This study aligns with the findings of (Saifuddin, 2024), which states that digital marketing can effectively explain product or service information. The results of this finding are also in line with (Rachmidiani & Edison, 2023), which shows that effective digital promotion can provide an attractive picture and influence visiting decisions.

Based on the results above, it can be concluded that there is a relationship between incentive programs and patient visit interest. Elang Medika Corpora Pulomas Hospital still needs to maintain consistency in providing updated information related to products offered through digital media and providing attractive incentive programs. The appearance or design of the website is significant when marketing through social media to increase trust and help consumers recognize various information about products or services offered (Roshidah & Khasanah, 2023). Website design adds value to marketing (Yanto & Rusda, 2022). Based on table 3 shows that the proportion of interest in visits is more significant for good site design (65.7%) compared to poor site design (24.3%), while the proportion of less interest in visiting good site design (7.3%), compared to poor site design (2.7%).

The statistical test results obtained a p-value = 1,000 ($\alpha > 0.05$), so it can be concluded that there is no significant relationship between site design and patient interest in visiting the Elang Medika Corpora Pulomas Hospital in 2024. This study aligns with the findings of (Saifuddin, 2024), stating that there is no relationship between site design and the decision to visit. This condition is also evidenced by the results of the respondents' assessment, who chose the poor category for the site design dimension but were interested in visiting. The results of this study are also in line with the findings (Utomo, 2023), which state that marketing strategies through digital marketing with an attractive appearance can increase purchasing decisions and consumer visits. Site design is essential in digital marketing and has a positive value for the Hospital. Website design is vital in digital marketing and can influence visiting decisions with a more attractive appearance and complete information. Based on the results above, it can be concluded that there is no site design on patient visit interest. Elang Medika Corpora Pulomas Hospital must improve its website design and

digital channels, creating a more attractive and up-to-date appearance. The explanation above shows the difference in influence between various digital marketing elements on outpatient visit interest at Elang Medika Corpora Pulomas Hospital. The analysis results show that digital marketing elements such as cost and site design at Elang Medika Corpora Pulomas Hospital, although considered reasonable by most respondents, do not significantly influence outpatient visit interest. A p-value of 1,000 indicates no significant relationship between these factors and the patient's decision to visit the Hospital. Although cost and website design plays a vital role in user experience, these results indicate that other factors, such as the quality of medical services or the reputation of the Hospital, may be more influential in influencing patient decisions. In other words, although cost and website design can improve convenience and accessibility of information, they are not the main determinants of patient visit intention. Therefore, Elang Medika Corpora Pulomas Hospital needs to consider other factors that may be more influential in patient decisions, such as strengthening the quality of medical services and building a good reputation. Website design and cost, although important, serve more as supporting factors than as the main factors in attracting patient interest.

In contrast, interactive elements and incentive programs significantly influenced patient visit intention, with p-values of 0.044 and 0.013, respectively, indicating a significant relationship between the two elements and patient visit intention. Interactive elements, such as easy access to information, responsive communication through digital platforms, and incentive programs, such as discounts or additional services, played an essential role in attracting patient interest. This finding confirms that digital marketing strategies emphasizing effective interaction and providing attractive incentives can more successfully influence patient decisions. Thus, hospitals should focus on developing interactive elements and incentive programs in their digital marketing campaigns. Improving the way to interact with patients and providing relevant incentives can maximize patient visit rates and increase competitiveness in a competitive market. This condition aligns with marketing literature showing that good customer engagement and attractive incentives are critical factors influencing purchasing decisions and improving customer loyalty. Overall, this study shows that in the context of digital marketing for hospitals, not all elements have the same impact on patient visit intention. While cost and site design remains essential, good patient interaction and attractive incentive programs appear to be more determining factors. Therefore, hospitals should focus their digital marketing strategies on increasing interactions through digital channels and developing incentive programs to attract patients. In this way, hospitals can maximize the effectiveness of their digital marketing campaigns and increase the number of patient visits, ultimately contributing to the sustainability and success of hospitals in this increasingly competitive digital era.

CONCLUSION

A description of the cost dimension of digital marketing with a percentage of 79% of respondents, the interactive dimension of 91% of respondents, the interactive program dimension of 94% of respondents, and the site design dimension of 73% of respondents at Elang Medika Corpora Pulomas Hospital is concluded from this study. The statistical test results show no significant relationship between the cost dimension and site design on the interest in outpatient visits. Still, there is a substantial relationship between the interactive dimension and the incentive program on the interest in outpatient visits at Elang Medika Corpora Pulomas Hospital in 2024.

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