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PROPOSED DIGITAL MARKETING STRATEGY TO INCREASE PATIENT VISITS IN PREMIER BINTARO HOSPITAL

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Abstract

The COVID-19 pandemic has had an extraordinary impact on all business sectors, including the healthcare industry. This has undoubtedly created a negative stigma towards hospitals and has led to frightening experiences when visiting them. COVID-19 has also changed hospital marketing strategies from offline methods to online methods. Premier Bintaro Hospital is a private hospital located in South Tangerang, which offers excellent services such as an Orthopedic center, spine center, vascular center, stroke center, and arthroplasty. According to internal data from Premier Bintaro Hospital, the number of patient visits has decreased during the COVID-19 pandemic, and the number of visits has not yet returned to pre-pandemic levels. To address this issue, this research was conducted using both qualitative and quantitative methods. The qualitative method involved observation and interviews during the process of business immersion. The quantitative method involved a questionnaire with 162 respondents. This research analyzed business issues using internal and external factors. Internal factors were analyzed using STP analysis, marketing mix 7P analysis, and VRIO analysis. External factors were analyzed using PESTLE analysis, competitor analysis, and customer analysis. The combination of these factors resulted in a SWOT analysis for Premier Bintaro Hospital. The proposed business solution to the problem is to implement strategies using a new STP strategy, an integrated marketing communication strategy, and a social media strategy. All strategies are aligned with the objectives desired by Premier Bintaro Hospital to increase their number of patient visits post-COVID-19 pandemic.

Keywords: *digital marketing, COVID-19, integrated marketing communication strategy, STP, social media strategy*

INTRODUCTION

Due to the ongoing COVID-19 pandemic, the digital marketing strategy of Indonesian hospitals is undergoing a rapid transformation. With social distancing measures and physical interaction restrictions, hospitals increasingly rely on digital channels to provide healthcare services and interact with patients.

The increased use of telemedicine and virtual consultations is a trend in the current state of Indonesian hospital digital marketing strategies. To reach patients who prefer remote medical care, hospitals are investing in user-friendly telemedicine platforms and integrating them into their digital marketing strategy. Patients increasingly value benefits such as convenience, accessibility, and cost-effectiveness, which are provided by telemedicine and virtual consultations.

The increasing use of social media as a communication channel between hospitals and patients is another trend. Social media platforms such as Facebook, Instagram, and Twitter are being utilized by hospitals to disseminate information, educate patients, and provide updates on healthcare services. Hospitals are increasingly using social media advertising to promote their services and recruit new patients.

Personalization is also becoming an integral part of the digital marketing strategy of hospitals in Indonesia. Hospitals collect patient information and use it to personalize patient communication and services. Chatbots and email marketing are effective tools for personalized communication, enabling hospitals to provide patients with pertinent information and advertisements based on their preferences and behaviors.

Online reputation management is also essential for the current digital marketing strategy of Indonesian hospitals. Hospitals must actively monitor and respond to patient feedback on social media and review sites, as patients increasingly rely on online reviews and feedback to make healthcare decisions. Hospitals can improve their online reputation and attract more patients by addressing patient concerns and highlighting positive patient experiences.

The patient experience remains a crucial component of the digital marketing strategy of Indonesian hospitals. Hospitals are investing in user-friendly websites, mobile applications, and digital platforms to provide patients with seamless and convenient healthcare. By focusing on the patient experience, hospitals can distinguish themselves from rivals and increase patient satisfaction and loyalty.

Due to the ongoing COVID-19 pandemic, the current state of Indonesian hospitals' digital marketing strategies is swiftly evolving. The importance of personalization, online reputation management, and patient experience are important trends. In the current environment, hospitals can remain competitive and meet patient requirements by embracing these trends.

Due to the availability of a digital platform, all forms of transactions, communication, and information dissemination may be obtained with relative simplicity. A digital platform is a sales-boosting tool utilized by enterprises, particularly hospitals. Social media, one of the most prominent digital platforms, has ushered in a new age in physician-patient relationships. Hospitals are utilizing social media to tailor treatment and communicate directly with customers by offering their information (Smith, 2017).

Thus, social media programs such as Facebook, Twitter, YouTube, Yelp, Foursquare, Instagram, and WhatsApp offer businesses in all industries a great platform for branding, sales, customer support, product creation, and consumer interaction. Despite the fact that 58% of social media users utilize these platforms for healthcare information, the healthcare sector's adoption of social media has lagged behind other areas such as transportation, information technology, distribution, and retail (Apenteng et al., 2020).

Trends social media per January 2023 are number of social media users reach 4.76 billion, average daily time spent using social media until 2 hours and 31 mins, average number of social platforms used each month 7.2, social media users vs total population until 59.4% and social media users vs internet users reach until 92.3%.

Based on this data the opportunity through digital platform is very high and health care industry should be thinking about implementing their strategy through digital marketing.

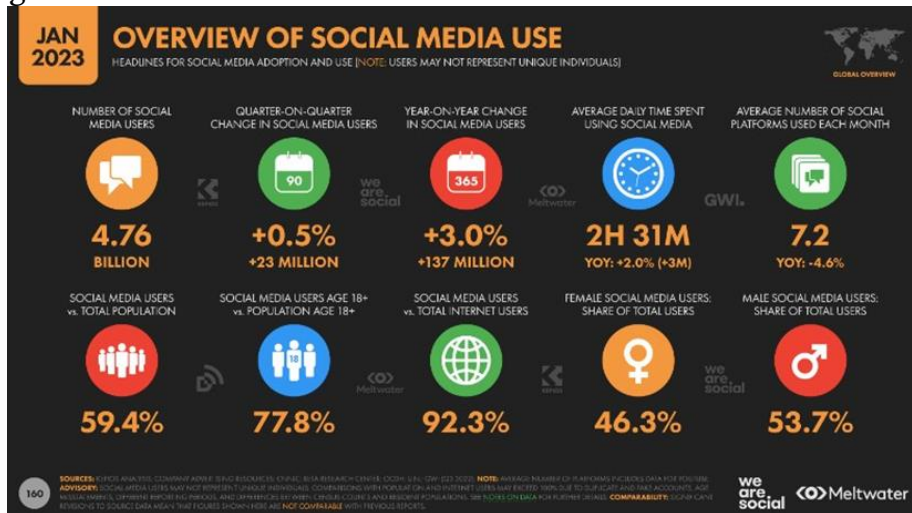


Figure 1 Overview of Social Media Use Hootsuite

Source : We Are Social, 2023

Even though according to (Pasaribu et al, 2022), the COVID-19 pandemic has led to exponential growth and global technological advances in digital marketing. Digital marketing in hospitals during this pandemic has numerous advantages, including attracting new patients, growing, enhancing customer/patient trust, strengthening patient loyalty, increasing brand awareness, encouraging patients to utilize hospital services, and advertising the services to patients' families.

Other the beneficial of using digital marketing momentum of Covid-19 pandemic also increase in online and digital activities such as watching more shows & films on streaming services until 54%. spending longer using social media until 43%, spending longer messenger services until 42%, spending more time on mobile apps until 36%, and listening to more podcasts until 15%.

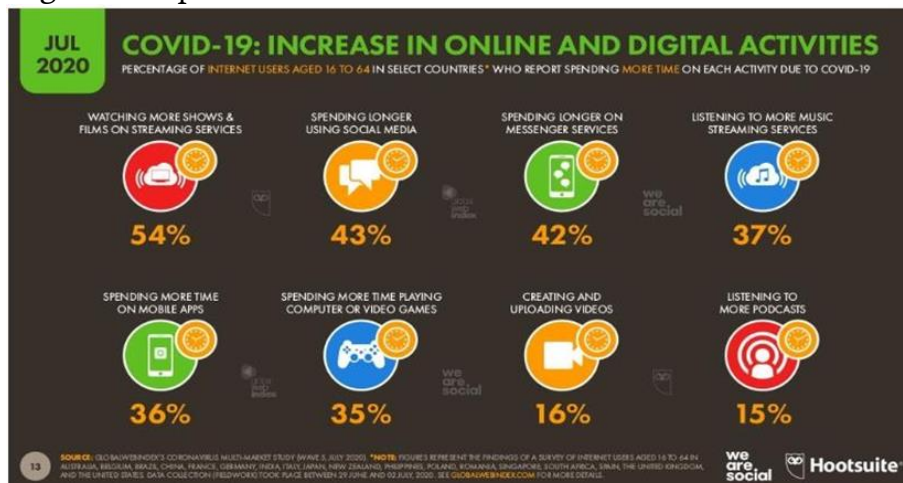


Figure 2 Increase in Online and Digital Activities

Source: Hootsuite, We Are Social, 2020

This situation can enhance brand awareness and attract new patients for Premier Bintaro hospital through digital marketing and to compete with new entrants to the online market, additional effort is required to achieve the goals. Therefore, an effective and efficient digital marketing plan is required to improve brand awareness and attract

new patients. In this study's digital marketing plan, the method will be implemented to increase Premier Bintaro Hospital's brand awareness and attract new patients.

RESEARCH METHODS

Combining both primary and secondary sources of information. Primary data consists of information collected directly from the subject of the study; in this scenario, the researcher obtains data or information directly from the subject using specified instruments. Secondary data refers to information or data derived indirectly from research objects available to the public.

Descriptive research is a research method that entails describing all of the data or circumstances of the subject or object of study, analyzing and comparing them against current reality, and then attempting to solve problems and provide current information that is beneficial to the advancement of science and applicable to a variety of problems. General description research is a study undertaking that aims to generate a picture or test an event or symptom in a methodical, empirical, and meticulously planned manner (Akman dan Mishra, 2017).

Primary data are data collected directly from the subject of the study; in this situation, data or information is collected directly using predetermined instruments. Researchers collected primary data to answer research questions. Internal to the study process, primary data collecting is frequently required for decision-making objectives. We believe primary data to be more accurate because it is presented in greater depth (Salkind, 2012).

Secondary data are data that have been made accessible in a variety of formats. This data source is typically available at government offices, data service bureaus, commercial companies, and other data-related organizations as statistical data or data that has been processed in a way that makes it suitable for use in statistics (Manu dan Akotia, 2021).

Generally, secondary data consists of evidence, documents, or historical accounts obtained from public and unpublished archives (documentary data). This study acquired secondary data from institutions, companies, and other relevant stakeholder.

The method of data analysis described in the prompt is a combination of qualitative and quantitative research techniques, employing both primary and secondary sources of data. Qualitative research is used to investigate data on a variety of answers in a thorough and transparent manner, and to elicit people's opinions on a topic without providing much guidance. Quantitative research, on the other hand, collects numerical data by comparing different variables or evaluating the efficacy of different interventions.

The research method described in the prompt is also descriptive in nature, which involves describing all of the data or circumstances of the subject or object of study, analyzing and comparing them against current reality, and then attempting to solve problems and provide current information that is advantageous to the advancement of science and applicable to problems.

This study uses both primary and secondary sources of information to compile data. Using specified instruments, primary data is collected directly from the subject of the study, in this instance, patients of Premier Bintaro Hospital. In contrast, secondary data refers to information or data derived indirectly from publicly accessible research objects.

The research study can provide a comprehensive understanding of patient preferences, needs, and behaviors by utilizing a combination of qualitative and quantitative research methodologies and both primary and secondary sources of

information. The descriptive nature of the research method can aid in identifying potential solutions to problems and provide current information that can contribute to the advancement of science and be applicable to a variety of issues

RESULT AND DISCUSSION

Based on the external and internal analysis, the main problem of Premier Bintaro Hospital is to increase patient visits. Combining these two analysis researcher try to make SWOT analysis. This can help them make more informed judgments regarding their marketing expenditures and enhance their online presence overall.

SWOT

In marketing, SWOT analysis is a valuable tool for assessing internal and external factors that can affect a company's online success. By conducting a SWOT analysis, businesses can gain insight into their current marketing strategies and identify optimization areas and growth prospects.

Strengths:

1. Premier Bintaro Hospital has a team of highly competent and experienced physicians, nurses, and medical professionals who are committed to providing patients with the best care possible. They are trained in multiple medical specialties and have a history of effective treatments.
2. The hospital is outfitted with the most up-to-date medical technology and apparatus, which allows for accurate diagnoses and effective treatments. This includes imaging diagnostic tools, surgical instruments, and monitoring devices.
3. The hospital has a positive reputation in the local community and is known for providing high-quality medical care. This has helped to foster customer loyalty and attract new patients.
4. The hospital's strategic location makes it readily accessible to patients from all parts of Tangerang and Jakarta.

Weaknesses:

1. There are a limited number of beds and facilities at Premier Bintaro Hospital, which may result in lengthy wait times for patients.
2. The hospital's medical services are relatively costly in comparison to those of other institutions in the area. This may discourage some patients from obtaining hospital care.
3. The hospital's marketing efforts are limited, which may result in a lack of awareness among prospective patients.

Opportunities:

1. In Tangerang and Jakarta, there is a growing demand for healthcare services due to the expanding population and greater awareness of the importance of healthcare. This demand can be met by the expansion of Premier Bintaro Hospital's services and facilities.
2. Partnerships with insurance companies: Through partnerships with insurance companies, the hospital is able to attract more insured patients. This can help the hospital increase its revenue and patient volume.
3. Indonesia is becoming a popular destination for medical tourists, with a growing number of international patients seeking medical treatment there. By promoting its services to international patients, Premier Bintaro Hospital can enter into this market.

Threats:

1. In Tangerang and Jakarta, there are numerous hospitals and medical institutions, which may result in intense competition for patients. Premier Bintaro Hospital will need to set itself apart by offering quality services and establishing a solid reputation.

2. Due to patients' inability to pay for medical care, a decline in the economy may result in a decline in patient volume.
3. Changes in government regulations or policies may have an effect on the hospital's operations and revenues.
4. Premier Bintaro Hospital has a number of strengths, including an experienced medical staff, sophisticated technology and equipment, a favorable reputation, and a strategic location. However, it also has limitations, including limited capacity, high costs, and inadequate marketing. The hospital can leverage on opportunities such as growing demand for healthcare services, partnerships with insurers, and medical tourism. In addition, it must be conscious of threats such as competition, economic downturns, and regulatory changes and devise strategies to mitigate these risks.

Solution and Proposed Implementation Plan

The solution and proposed implementation plan section is an essential component of any project, as it outlines the actions required to solve a problem or accomplish a particular objective. This section provides a detailed plan for implementing the proposed solution, including required resources, timelines, and anticipated results. This section is intended to explain to stakeholders how the proposed solution will be implemented and how it will resolve the problem or accomplish the desired objective. It is crucial to ensure that the proposed solution and implementation plan are feasible, cost-effective, and consistent with the organization's objectives and core values.

Positioning

The process of positioning entails the creation of a distinctive selling proposition (USP) that sets apart a brand or product from its rivals. The Unique Selling Proposition (USP) is a concise declaration that conveys the primary advantage or benefit that a product or service provides to its clientele. The aforementioned element may pertain to a characteristic of the product, a tier of service, or a psychological enticement that strikes a chord with the intended demographic. Here is the position of Premier Bintaro Hospital compete to other private hospital :

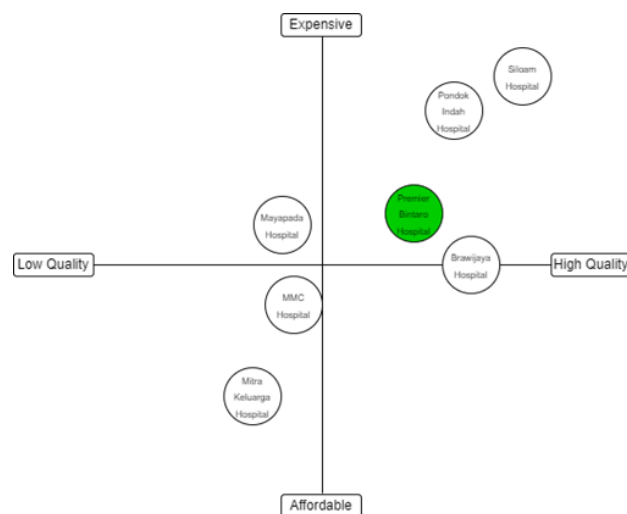


Figure 3 Positioning Premier Bintaro Hospital

Source: Primary

Premier Bintaro Hospital is situated in a favorable location, according to its position. The product exhibits high quality standards while maintaining a reasonable price point. Premier Bintaro Hospital can enhance its current standing by enhancing

various aspects such as prompt service delivery, state-of-the-art healthcare technology, streamlined patient flow, comfortable waiting areas, ample patient entertainment options, and top-notch medical practitioners.

Bintaro Premier Hospital is considered to be an affordable healthcare facility. To ensure that patient satisfaction is sustained and improved over time, it is recommended that the hospital maintains its current pricing structure while simultaneously upholding the quality of its services.

Proposed Integrated Marketing Communication

IMC is the strategic coordination and integration of multiple communication channels and marketing efforts to promote a consistent and persuasive message to a target audience.

IMC is the use of multiple channels, such as advertising, public relations, personal selling, sales promotion, and direct marketing, to communicate a consistent message that depicts a company's brand and core values. By coordinating and integrating these channels, IMC seeks to ensure that consumers receive a clear, concise, and compelling message about the company and its products or services.

To capture the IMC for Premier Bintaro Hospital, researchers are conducting market research by distributing questionnaires with 162 respondents. Here are the results to support which IMC should be used by Premier Bintaro Hospital to increase their patient visits :



Figure 4 Hospital Marketing Forms
Source: Questionnaire, 2023

According to the aforementioned scale, the hospital marketing medium that has raised concern among the participants is Instagram Stories and Posts, with a total of 111 out of 162 respondents. Subsequently, websites were ranked as the second most commonly utilized source of information, with a total of 57 out of 162 participants reporting its usage. The response rate for offline marketing is only 41 out of 162. The aforementioned observation highlights the emergence of social media as a novel domain in hospital marketing, aimed at capturing the interest of patients. Furthermore, given the ongoing advancements in technology, the relevance of social media in this context is expected to persist, given its continued proliferation.

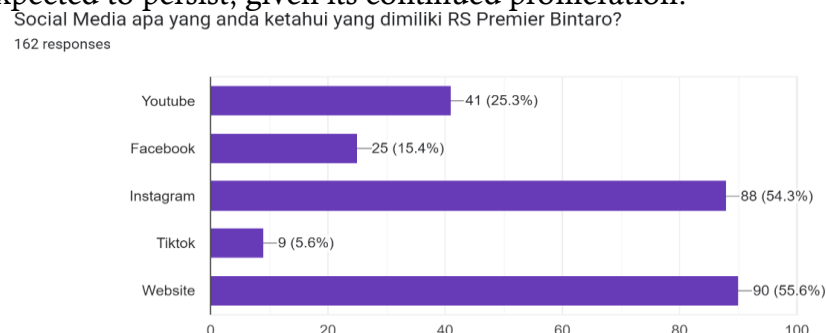


Figure 5 Social media of RS Premier Bintaro
Source: Questionnaire, 2023

Premier Bintaro Hospital maintains a presence across various social media platforms. According to the findings of the questionnaire, the website and Instagram were the most widely recognized social media channels among the respondents, with 90 and 88 out of 162 respondents acknowledging their awareness of these platforms, respectively. Ranked third among the surveyed platforms is YouTube, with a total of 41 out of 162 participants indicating their usage of the platform. Based on the available data, it is recommended that Premier Bintaro Hospital concentrate its social media efforts on Instagram, Website, and Youtube platforms.

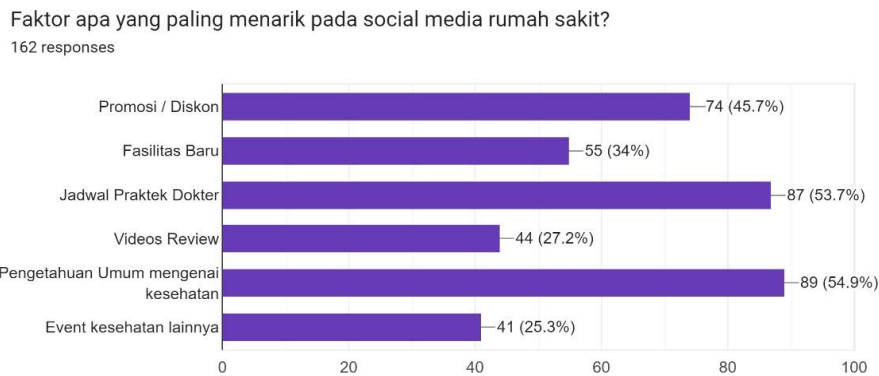


Figure 6 Interesting Factors on Hospital Social Media
Source: Questionnaire, 2023

In light of the prevalence of social media, it is imperative to generate content that aligns with the specific target audience. According to the findings of a questionnaire, patients exhibit a keen interest in various types of content, such as promotional offers, novel amenities, physician availability, testimonial videos, general health education, and health-related events. The three most preferred options among patients pertain to their general knowledge regarding health, the schedules of medical practitioners, and available discounts. The expectation is that Premier Bintaro Hospital will prioritize the development of content that incorporates these three elements based on the data presented, with the aim of augmenting patient traffic in alignment with the preferences of the current market.

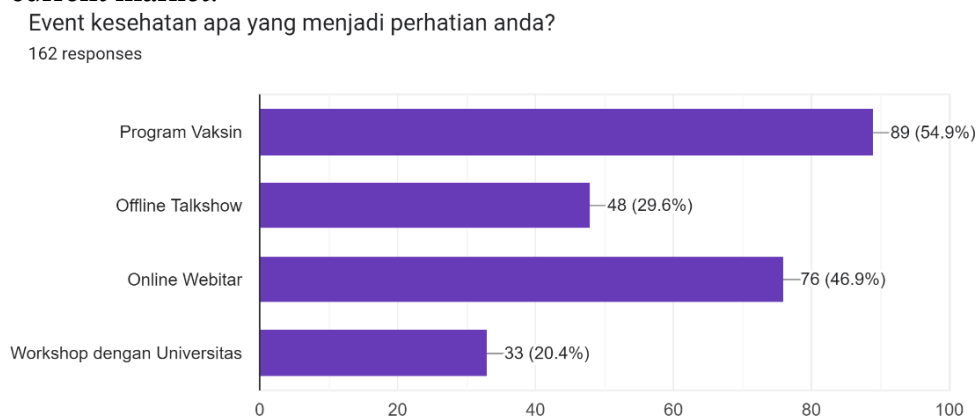


Figure 7 Health Even
Source: Questionnaire, 2023

Hospitals can communicate with prospective patients through health events. Vaccination programs, offline talk shows, online webinars, and seminars are among the health-related events listed as options on the questionnaire. Vaccine programs and online webinars are what respondents are most interested in. Aside from the covid-19

outbreak, vaccines are a significant concern for the community, while online webinars offer respondents greater flexibility in terms of time and location.

Bentuk Promosi apa yang anda sukai?
162 responses

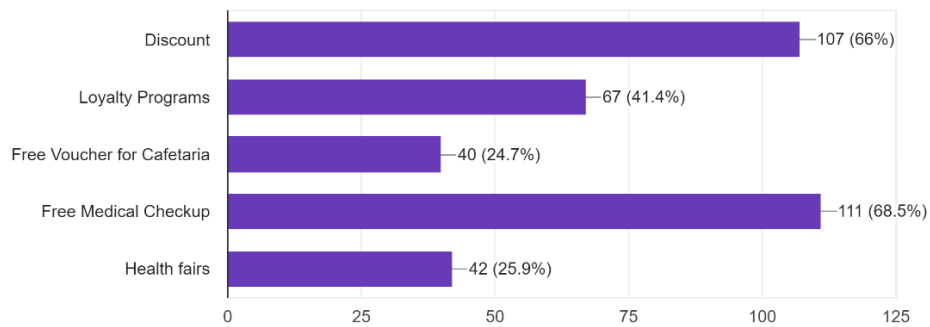


Figure 8 Hospital Promotion Forms
Source: Questionnaire, 2023

The final type of communication used in this questionnaire is promotion. The type of promotion preferred by respondents will undoubtedly contribute to an increase in patient visits to Premier Bintaro Hospital. Free Medical Checkup is the preferred option for 111 of 162 respondents, followed by a discount for 107 of 162 respondents.

Social media has become an integral component of contemporary marketing and communication strategies. In today's digital era, businesses require an effective social media strategy in order to reach their target audience, increase brand awareness, and stimulate engagement. A social media strategy describes the objectives, tactics, and metrics for using social media platforms to attain business goals.

Social media apakah yang paling sering anda gunakan?
162 responses

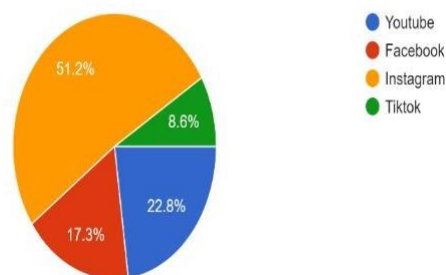


Figure IV.9 Frequently Used Social Media Results
Source: Questionnaire, 2023

Premier Bintaro Hospital has several social media such as Youtube, Facebook, Instagram, and Tiktok. According to the survey, Instagram is the social media platform that respondents use the most frequently (51.2%), followed by Youtube (22.8%). Because Instagram and YouTube are two social media platforms that are frequently used by potential patients, Premier Bintaro Hospital must give top priority to the selection of content that is good, interesting, and has high engagement levels on those platforms.

The Likert scale method was employed by social media researchers to investigate the preferred social media platforms of potential patients. The findings revealed that Youtube, Facebook, Instagram, and Tiktok were the primary choices among the respondents. The findings of the Likert scale indicate that Instagram is the most commonly utilised social media platform, receiving a score of 2.3. Following closely behind are Youtube with a score of 2.3, Tiktok with a score of 1.8, and Facebook with a score of 1.5. The aforementioned Likert scale is a product of a sample size of 162 individuals who utilise social media platforms via their electronic devices.

The Likert scale is a useful tool for interpreting score results. In this case, the score of 2.3 for Instagram and 2.1 for Youtube indicates that a majority of the participants spend between 4-6 hours per day utilising these two social media platforms on their mobile devices. The results indicate that a significant proportion of the participants allocate approximately 2-4 hours per day utilising Tiktok and Facebook on their mobile devices, as evidenced by their respective scores of 1.8 and 1.5.

In this section researcher will proposed social media strategy for Premier Bintaro Hospital:

Facebook

1. On Facebook Premier Bintaro Hospital should increase engagement to their customers, like "Ask Questions" method.
2. Facebook Premier Bintaro Hospital should add the trending topics about health, for forum discussion with their customers.
3. Facebook Premier Bintaro Hospital should bring up the short stories of health problem or something that related to the health issues.
4. Facebook Premier Bintaro Hospital should make a content of infographic about health situation.

Youtube

1. The creation of engaging content by Youtube Premier Bintaro Hospital, such as providing fundamental knowledge regarding health, offering health tips and tricks, and conducting interviews, would be beneficial in capturing the attention of individuals.
2. Topics that Premier Bintaro Hospital intends to include on their YouTube channel must pertain to the Health Day Calendar.
3. The dissemination of fundamental knowledge can be conveyed through various means, and Premier Bintaro Hospital has opted to present it in an engaging manner by utilizing mascots, medical professionals, and animated visuals.
4. In order to effectively capture individuals' attention towards health, it is recommended that health tips and trick be presented in a comprehensible manner and within a casual environment, utilizing various techniques and strategies.
5. The Interview content for Premier Bintaro Hospital could consider implementing an engaging format such as a podcast, where a medical professional serves as the resource person and a member of the hospital management acts as the presenter.

Instagram

1. Their Instagram content should include promotional material, information, a YouTube film about Premier Bintaro Hospital, and interesting health facts.
2. Premier Bintaro Hospital needs to set up a publishing schedule because of Instagram's traffic.
3. Posting for promotion should be make as attractive as possible, the important things for this post are the amount of promotion
4. Information that Premier Bintaro Hospital wishes to disseminate must be sufficiently obvious, appealing, and draw people's attention. Using Instagram reels or quick movies
5. Shorts of youtube content can be added on Instagram, to raise the curiosity among people
6. Create fun fact about health using animations or their mascot to draw patients attention.

Tiktok

1. A brief video showcasing Premier Bintaro Hospital's distinctive value proposition should be included in Tiktok content
2. Premier Bintaro Hospital can make a content about their Podcast room for youtube content
3. Premier Bintaro Hospital can make a content about their Interview site for their youtube content
4. Premier Bintaro Hospital can create a piece of content about their distinctive amenities, including their bed facilities, café taria, ambiance, and health machines.

Justification of Implementation Plan

The implementation plan refers to the set of actions that an organisation must undertake in order to accomplish its objectives. Based on the conducted analysis, it is imperative for RS Premier Bintaro to assess their digital marketing approach as part of their overall marketing strategy. The limited number of patient visits resulting from the COVID-19 pandemic has had a negative impact on add-on sales and customer retention, underscoring the need for a comprehensive evaluation of the hospital's digital marketing efforts. Table xx delineates the schedule for the execution strategy.

CONCLUSION

The COVID-19 epidemic has reduced patient visits at Premier Bintaro Hospital. This research attempts to increase patient visits before the COVID-19 epidemic now that things are normal. External and internal analysis reveal many things, such as Premier Bintaro Hospital's good reputation in the community, yet with COVID-19, community insecurity to visit the hospital remains high. Based on competitive and customer data, Bintaro Premier Hospital has unique selling points and devoted clients who choose it over competitors.

According to the findings of an internal investigation, Premier Bintaro Hospital possesses a significant number of benefits over other private hospitals. According to the VRIO research, they are able to demonstrate quality at rates that are reasonable and do a good job of upholding their basic principles. In addition, the marketing mix study reveals that the stakeholders at Premier Bintaro Hospital help one another in order to generate strong performance and maximize the number of services that can be provided to clients.

How is the digital marketing strategy of Premier Bintaro Hospital for increase brand awareness and attract new patients. The Premier Bintaro Hospital has incorporated various social media platforms, including Youtube, Facebook, Instagram, and Tiktok, as part of their digital marketing strategy. Despite not being created concurrently, Premier Bintaro Hospital endeavors to remain abreast of contemporary circumstances in tandem with the advancement of social media employment. The utilization of Premier Bintaro Hospital's social media platforms appears to be suboptimal in comparison to its private hospital counterparts, as evidenced by the relatively lower levels of engagement in terms of posts, likes, and followers. Undoubtedly, there is a need to augment this factor once more to garner public interest in selecting private healthcare facilities as their preferred option for medical care.

How can Premier Bintaro Hospital compete with other competitor through digital marketing strategy. According to the findings of the research, in order for

Premier Bintaro Hospital to be able to compete with other private hospitals, it is necessary for the facility to carry out an exhaustive analysis in order to establish an effective digital marketing plan. This includes determining successful communication strategies with the general public, identifying target audiences, and developing a strategy for the creation of content for social media platforms. It is anticipated that the rate of participation on social media at Premier Bintaro Hospital will rise as a result of the implementation of these measures, which will ultimately lead to an increase in the number of patient visits.

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