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| **EFFECTIVENESS OF DIGITAL MARKETING ON REVISIT INTENTION OUTPATIENT OF BREBES REGIONAL GENERAL HOSPITAL** Shella Vina Putri, Endang Ruswanti, Rokiah KusumapradjaUniversitas Esa Unggul, Indonesia Email: [dr.shella.vp@esaunggul.ac.id](mailto:dr.shella.vp@esaunggul.ac.id), [endang.ruswanti@esaunggul.ac.id](mailto:endang.ruswanti@esaunggul.ac.id), [rokiah.kusumapradja@esaunggul.ac.id](mailto:rokiah.kusumapradja@esaunggul.ac.id) | |
| **Keywords:**  Intention, Promotion, Process, People, Physical Evidence, Marketing | **ABSTRACT**  **Background**: The Covid-19 outbreak turned into a pandemic in Indonesia in 2020. The patient's intention to visit the hospital due to the pandemic but can be influenced by the hospital's marketing strategy. Brebes Regional General Hospital before the Covid-19 pandemic used conventional marketing and, in an effort, to increase the number of repeat visits to patients in the pandemic era and industry 5.0, namely through the most effective marketing strategy, namely digital marketing.  **Purpose:** The aim is to determine the influence and effectiveness of digital marketing in terms of people, physical evidence, process and promotion on the intention to revisit outpatients at Brebes Regional General Hospital.  **Methods:** Using the Quasi Experimental Pre and postest method in digital groups and conventional groups and the Logistic Regression method.  **Results:** The results showed that there was a difference and there was effectiveness in the digital marketing group on the promotion variable (0.45), process (0.56), physical evidence (0.37) and intention (0.54). There is a difference and effectiveness in the conventional group on the process variable (0.35). There is a simultaneous influence of 4P variables on the intention to revisit by 70.5%.  **Conclusion:** There is a difference and effectiveness in patient re-visits in the outpatient service of the Brebes Regional General Hospital before and after the digital marketing intervention group on the variables of Promotion, Process, Physical Evidence and Visit Intention. |

**INTRODUCTION**

The Covid-19 virus outbreak entered the country of Indonesia in 2019. The Covid-19 outbreak turned into an Indonesian pandemic in 2020. Covid-19 pandemic many citizens have a low intention to visit the hospital for both inpatient and outpatient care. The decline in patient visits occurred in all hospitals. Brebes Regional General Hospital received the first Covid-19 patient in 2020, cases reached 467 inpatient cases (Ramadhan et al., 2021). The data shows the number of outpatient visits in 2019 - 2020 where in 2019 the number of outpatients totaled 84,854 and the total number of outpatient visits along with the ER was 90,374. Furthermore, the number of outpatients at Brebes Regional General Hospital in 2020 per polyclinic was 58,559 and the total number of outpatient visits along with the ER was 63,962. In the report on the number of outpatients in 2021, where the number of outpatients per polyclinic is 40,423 while the total number of outpatient visits along with the ER in 2021 is 44,238 (Lukito & Widyaningrum, 2022). The report on the number of outpatients in 2022, that the number of outpatients per polyclinic is 57,985 while the total outpatient visits along with the ER in 2022 is 62,222. For this reason, it can be concluded that from 2019 - 2022 there was a decrease in the number of outpatient visits that occurred in 2020 and 2021 with a 50% decrease and an increase of 10% in 2022 (Exposto et al., 2023; Ningrum et al., 2023). For this reason, it can be concluded that from 2019 - 2022 there was a decrease in the number of outpatient visits that occurred in 2020 and 2021 with a 50% decrease and an increase of 10% in 2022. This data is taken from the medical record installation data of Brebes Regional General Hospital in 2019-2021. The increase in outpatient visits in 2022 is not optimal for Class B hospitals. The intention of patient visits to the hospital is also not only due to the pandemic but can be influenced by the hospital's own marketing strategy (Supriyanto & Ernawati, 2010). Brebes Regional General Hospital before the Covid-19 pandemic used conventional marketing and in an effort to increase the number of repeat visits to patients in the pandemic era and industry 5.0, namely through the most effective marketing strategy, namely digital marketing (Savitri, 2019). The results of interviews with 50 outpatients showed that 15 patients (30%) complained about the services of health workers, 14 people (28%) answered that facilities and infrastructure were incomplete, 13 people (26%) thought that the process was too long and complicated, and 8 people (16%) answered that service promotion was still lacking. So it can be seen that from the 4P marketing mix that is a problem at Brebes (Liwaul et al., 2022). Regional General Hospital is people, physical evidence, process and promotion. Based on the description above, researchers know the effectiveness of digital marketing in terms of people, physical evidence, process and promotion on patient re-visit intentions in the outpatient service of Brebes Regional General Hospital.

**METHODS**

## Research type Quasi Experimental Design. The study was conducted to determine the effect of digital marketing treatment on patient revisit intention in the outpatient service of Brebes Regional General Hospital (Prasetyo & Sulistiadi, 2019). How to find out by comparing the intention to revisit between digital and conventional groups. The digital group was treated with digital marketing, while the conventional group was treated with conventional marketing. Quasi Experimental Design used in this study is Pretest & Posttest Non Equivalent Control Group Design, which is a design that provides a pretest before intervention and conducts a posttest after intervention in both groups (Kukanja et al., 2017).

**RESULTS AND DISCUSSION**

**Data Characteristics and Homogeneity Test**

**Table 1. Respondents Digital Group and Conventional**

| **No** | **Characteristics** | **Digital** | | **Conventional** | | ***p-value*** |
| --- | --- | --- | --- | --- | --- | --- |
| **n** | **%** | **n** | **%** |  |
| 1 | **Age (**mean ± SD) Min-Max | 36.34±11.956  14 - 58 | | 39,74±13,550  7 - 62 | | 0.414\* |
| 2 | **Gender**  1 = Male  2 = Female |  |  |  |  |  |
|  | 10  25 | 28,6  71,4 | 9  26 | 25.7  74.3 | 0.788\*\* |
| 3 | **Education**  1 = No Education  2 = Elementary school  3 = Junior High School  4 = Senior High School  5 = College |  |  |  |  |  |
|  | 0  2  1  3  29 | 0  5,7  2,9  8,6  82,9 | 1  4  3  11  16 | 2.9  11.4  8.6  31.4  45.7 | 0.027\*\* |
| 4 | **Job**  1 = No Job  2 = Government Employees  3 = Self-Employed  4 = Housewife  5 = Other |  |  |  |  |  |
|  | 4  0  8  9  14 | 11,4  0  22,9  25,7  40 | 5  4  7  11  8 | 14.3  11.4  20.0  31.4  22.9 | 0.198\*\* |

\**Levene Statistic\*\*Chi Square*

**Table 2. The Effect of Confounding Variables of Education on Digital Marketing Group Visit Intention**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Characteristics** | **No Intention of Visiting** | **Intention**  **of Visiting** | | ***p-value*** |
|  | |  |  |
| **1 Education** | | | | | |
|  | - College  - Not College | 37.1%  8.6% | 45.7%  8.6% | | 0.817\* |

**Table 3. Difference Test and Effectiveness of Digital Group and Conventional.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | |
| **Variable** | **Group** | **Mean±SD**  **Pre test** | **Mean±SD**  **Post test** | ***P-Value*** | ***Effectiveness*** |
| **Promotion** | Digital | 15.66**±**2.155 | 16.63**±**2.088 | **0.015\*** | **0.45 (Medium)** |
|  | Conventional | 15.29±3.006 | 15.97±2.007 | 0.275\* | **-** |
| **People** | Digital | 28.91±4.705 | 30.31±3.160 | 0.092\* | **-** |
|  | Conventional | 29.66±3.955 | 29.74±3.744 | 0.972\* | **-** |
| **Process** | Digital | 26.89±5.126 | 29.43±3.845 | **0.002\*\*** | **0.56 (Medium)** |
|  | Conventional | 27.49±3.958 | 28.83±3.761 | **0.043\*\*** | **0.35(Low)** |
| **Physical Evidence** | Digital | 28.31±3.479 | 29.36±3.703 | **0.032\*** | **0.37(Low)** |
|  | Conventional | 29.09±3.649 | 27.92±3.883 | 0.968\* | - |
| **Intention** | Digital | 16.89±2.111 | 17.97±1.855 | **0.028\*** | **0.54 (Medium)** |
|  | Conventional | 17.54±1.884 | 17.14±2.840 | 0.581\* | - |

\**Wilcoxon \*\*Paired t-test \*\*\*Effect Size*

**Table 4. Multivariate Analysis Test (Promotion, People, Process, Physical Evidence) on Simultaneously to Visit Intention in the Digital Group and Conventional**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Group** | **Omnibus Test** | **Nagelkerke Square** |
| 1 | Digital | 0.000 | 0.705 / 70.5% |
| 2 | Conventional | 0.001 | 0.578 / 57.8% |

**Table 5. Multivariate Analysis Test Promotion, People, Process, Physical Evidence on Partial to Visit Intention in the Digital Group and Conventional**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Variable** | **Digital** | | **Conventional** | |
| **Exp (β)** | **Sig** | **Exp (β)** | **Sig** |
| 1 | **Promotion** | 2.750 0.136 | | 2.425 0.191 | |
| 2 | **People** | 1.377 | 0.424 | 1.275 | 0.379 |
| 3 | **Process** | 1.418 | 0.519 | 0.867 | 0.733 |
|
| 4 | **Physical Evidence** | 0.993 | 0.991 | 2.203 | 0.046 |
|  |  |  |  |

1. Based on the table above, it shows that the p-value on the education variable has a significance value of 0.817 (p>0.05) so it is concluded that education is not a confounding variable or confounding variable in this study, meaning that the number of responses in the higher education category in the digital marketing group has no effect on visit intentions and is not biased for this study.
2. The test results in the study before and after the digital marketing intervention in the Promotion variable were 0.015 (<0.05), meaning that there was a difference in the promotion of digital marketing intervention. The effectiveness test on the Promotion variable is 0.45 which means it has a "Medium" category effectiveness. This study illustrates that promotion through digital marketing media has a positive impact which strengthens the theory of online and social media marketing, namely communication activities in marketing, which in this case uses electronic media facilities in an effort to attract customers or companies applied in various forms of writing, images, videos, to increase awareness, improve the image of the company and increase in the sales area (Hollensen et al., 2017).
3. The test results in the study before and after the digital marketing intervention on the People variable are 0.092 (>0.05), which means that there is no difference that means people or HR on digital marketing intervention. This study illustrates that people or human resources are not enough to be packaged on social media alone but must also still be supported by personality and a good attitude to consumers in accordance with the Theory of Planned Behavior where an individual can evaluate the suggested behavior as positive (attitude), and if he believes significant others want the person to do the behavior (subjective norms) the intention (motivation) to perform the behavior will be greater and individuals will be more likely to perform the behavior (Prayogi, 2019).
4. The test results in the study before and after the digital marketing intervention on the Physical Evidence variable variable are 0.032 (<0.05), which means that it has a difference that means the process on digital marketing intervention. The effectiveness test on the Physical Evidence variable is 0.37 which means it has a "Low" category effectiveness, meaning that it still has to be optimized for physical and infrastructure facilities so that comfort increases. This study illustrates that Physical Evidence or physical and facilities can be packaged both social media and provide an image for consumers to be more comfortable in waiting in accordance with the theory of Physical evidence, which is something that influences customer decisions to make purchases in using the products and services offered (Zeithaml et al., 2018).
5. The test results in the study before and after the digital marketing intervention on the Visit Intention variable were 0.028 (<0.05), meaning that there was a difference in the intention to revisit the digital marketing intervention. This study illustrates that there is an interest in returning to Brebes Hospital after being given a digital marketing intervention, this theory strengthens the intention or intention of customers to visit a place within a certain time limit and are willing to make a repeat visit to the Hospital and marketing with social media is a type of internet-based marketing for marketing purposes by participating in a social media network scope (Febriani & Surono, 2022).
6. The test results in the study before and after the digital marketing intervention on the Process variable are 0.002 (<0.05), meaning that there is a difference that means the process on digital marketing intervention. The effectiveness test on the Process variable is 0.56, which means it has "Medium" category effectiveness. This study illustrates that the process in services as a major factor in the service marketing mix such as service consumers will be satisfied with the service delivery system as part of the service itself (Fregidou-Malama & Hyder, 2021).
7. The results of the research test in the conventional Marketing group for the Promotion variable 0.275 (>0.05), People 0.972 (>0.05), Physical Evidence 0.968 (>0.05) means that there is no difference in the three variables, this study illustrates that conventional marketing is that potential buyers can directly see and try the products that can be offered so that they can feel more convincing to buy the service products offered while digital media marketing is marketing using digital media facilities using online methods and the main purpose of digital marketing is to promote brands, form preferences and increase sales traffic through several digital marketing techniques. Digital marketing is internet marketing. Digital marketing is internet marketing. The role of digital marketing has a very positive impact on business media (Tarigan & Sanjaya, 2013).
8. The test results on the research before and after in the conventional marketing group on the Process variable are 0.043 (<0.05), meaning that there is a difference that means the process in the conventional marketing group. The effectiveness test on the process variable is 0.37 which means it has "Low" category effectiveness. Conventional group research has a low impact on researchers who reinforce the Process theory in services as a major factor in the service marketing mix such as service consumers will be satisfied with the service delivery system as part of the service itself (Kotler & Keller, 2012).
9. The test result of the effectiveness of digital marketing on the intention of re-visiting outpatients at Brebes Hospital with social media as an intervention is 0.54, meaning that the effectiveness of digital marketing with social media as an intervention has "sufficient" effectiveness. Research theory that service quality, trust and satisfaction can affect revisit intentions and individual targets are more likely to adopt a behavior if the individual has a positive attitude towards the behavior, gets approval from other individuals who are close and related to the behavior and believes that the behavior can be done well by adding a variable (Lupiyoadi & Hamdani, 2013). Online and social in digital marketing media is an activity in communicating marketing using electronic media means to attract customers in various forms of writing, video, images to increase desire and awareness of the image in the company to increase sales figures (Liu & Burns, 2018).
10. Table 4 of the omnibus test shows that the significance value of the model is 0.000, meaning that the four independent variables (promotion, people, process, physical evidence) simultaneously affect visit intentions.
11. Table 4 negelkerke R square of 0.705 which means that the four independent variables (promotion, people, process, physical evidence) are able to explain the repeat visit intention variable by 70.5% and the remaining 29.5% is explained by other factors.
12. Table 5 variables in the equation shows that the significant value of Promotion (0.136) People (0.424) Process (0.519) Physical Evidence (0.991) where if P>0.05 then the variable does not have an influence on the dependent variable. Table 4.13 shows that the exp(β) value for the promotion variable is 2.750 (>1.5), meaning that the promotion variable has an influence on repeat visits and shows that the more often digital marketing promotions are carried out, the possibility of increasing repeat visit intentions is 2.750x higher than not digital marketing, while people (1.377) process (1.418) Physical Evidence (0.993) means that the people, process and physical evidence variables do not have their own influence on repeat visit intentions. This study illustrates that promotion through digital marketing media has a positive impact which strengthens the theory of online and social media marketing is a marketing communication activity that uses electronic media in attracting consumers or companies in various forms (pictures, videos, writings etc.) to increase awareness, company image and to increase sales (HARIKA, 2018).
13. The results of this multivariate test were carried out to determine the effect of Partial (promotion, people, process, physical evidence) on the intention of outpatient re-visit in the digital marketing group, carried out by logistic regression multivariate test. Independent variables are said to have an influence on the dependent variable if a P value <0.05 is obtained.
14. Table 4 of the omnibus test shows that the significance value of the model is 0.001, meaning that the four independent variables (promotion, people, process, physical evidence) have a simultaneous or joint effect on visit intentions.
15. Table 4 negelkerke R square of 0.578 which means that the four independent variables (promotion, people, process, physical evidence) are able to explain the revisit intention variable by 57.8% and the remaining 52.2% is explained by other factors.
16. Table 5 variables in the equation shows that the significant value of Promotion (0.191) People (0.378) Process (0.733) Pysical Evidence (0.065) where if P>0.05 then the variable has no effect on the dependent variable. These results indicate that if the variable is tested alone on visit intention, it has no effect.
17. Table 5 shows that the exp(β) value for the physical evidence variable is 2.203 (>1.5), meaning that the physical evidence variable has an influence on repeat visit intention and shows that the better and more comfortable the physical evidence is, the stronger the repeat visit intention will be.
18. The results of this multivariate test were carried out to determine the effect of Self (Promotion, People, Process, Physical Evidence) on the intention of outpatient re-visit in the conventional group, carried out by logistic regression multivariate test. Independent variables are said to have an influence on the dependent variable if a P value <0.05 is obtained.
19. Table 4 of the omnibus test shows that the significance value of the model is 0.001, meaning that the four independent variables (Promotion, People, Process, Physical Evidence) have a simultaneous or joint effect on visit intention.
20. Table 4 negelkerke R square of 0.578 which means that the four independent variables (Promotion, People, Process, Physical Evidence) are able to explain the revisit intention variable by 57.8% and the remaining 52.2% is explained by other factors.
21. Table 5 variables in the equation shows that the significant value of Promotion (0.191) People (0.378) Process (0.733) Pysical Evidence (0.065) where if P>0.05 then the variable has no effect on the dependent variable. These results indicate that if the variable is tested alone on visit intention, it has no effect.

**CONCLUSION**

Based on the results of a study entitled "Effectiveness of Digital Marketing on Revisit Intention Outpatient at Brebes Regional General Hospital" which was conducted at Brebes Regional General Hospital in June - July 2023 using Pretest and Postest questionnaires that have been intervened to two digital intervention groups and conventional groups to 85 samples based on inclusion and exclusion criteria. Questionnaires that have been distributed through google form and manual filling, after informed consent is obtained as many as 70 answers from respondents who meet the results of the screening question and have the right to continue to answer questions in this study. Based on the results of the analysis that has been carried out, the conclusions of the results of this study are as follows:

1. There is a difference and effectiveness in patient re-visits in the outpatient service of the Brebes Regional General Hospital before and after the digital marketing intervention group on the variables of Promotion, Process, Physical Evidence and Visit Intention.
2. There is no difference in the intention to revisit patients in the outpatient service of the Brebes Regional General Hospital before and after the digital marketing intervention group on the People or Human Resources variable.
3. There is a difference in patient re-visit intention in the outpatient service of the Brebes Regional General Hospital before and after the conventional group on the Process variable
4. There is no difference in the intention of re-visiting patients in the outpatient services of the Brebes Regional General Hospital before and after the Conventional Group on the variables of Promotion, People, Physical Evidence and Visit Intention.
5. The effectiveness of digital marketing on the intention of re-visiting outpatients at Brebes Regional General Hospital with social media intervention results are Moderate Effectiveness or moderate.
6. There is an influence of the Promotion, People, Process and Physical Evidence variables simultaneously or together on the intention to revisit outpatients in the digital marketing group at the Brebes Regional General Hospital.
7. There is an influence of the promotion variable alone on the intention to revisit outpatients in the digital marketing group at the Brebes Regional General Hospital
8. There is no influence of the Promotion, People, Process and Physical Evidence variables simultaneously or together on the intention to revisit outpatients in the conventional group at the Brebes Regional General Hospital.
9. There is no influence of the promotion, people, process and physical evidence variables alone on the intention to revisit outpatients in the conventional group at the Brebes Regional General Hospital.

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