

# Marketing Mix Study using Social Media in Hospital

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**Abstract:** The hospitals industry with government policy make hospital at the moment has very tight competition, in private hospitals, need a good marketing strategy to maintain its existence also the new era of Healthcare National Services (Jaminan Kesehatan Nasional-JKN). The new decade of technology in 5.0. now is frontally change, disrupt the way people perceive, engage, and consumer branding. Technology in healthcare has also led to another significant shift in society, the need and or willingness of people to share and behavior respond to hospital brand. Study to investigate the implication of different social media in areas of gender, economic profile, ages, education and IT skill of the customers from the hospital. Analysis and result from the data collection will be based on test of the social media effect in hospital marketing mix services. The study expects that social media will improve marketing services analysis of the relationship between internet use and decision to select hospital will be shown that patients who select the hospital. This result analyzes the relationship between service, price, and decision to select hospital indicating then it can be concluded that there is a relationship between service price and decision to select a hospital.

## 1 BACKGROUND

The past 20 years, running hospital business in Jakarta, Indonesia, now at the moment has very tight competition, with government policy to allow international hospitals operating in Indonesia, private hospitals need a good marketing strategy to maintain its existence also the new era of Healthcare National Services (Jaminan Kesehatan Nasional-JKN).

Over the last decade, before 2.0. the social media technologies using in Indonesia hospitals are uncommon and very rare in the past, but the decade 4.0. is frontally change, we are now nearly 5.0. after technology already become lifestyle and habits. These technologies have also led to another significant shift in society, the willingness of people to share information about their personal interests, relationships, and behavior. They have profoundly disrupted the way people perceive, engage, and consumer brands. This new information is leading to a fundamental change in the way of hospital management as a company to know the measure, tracking, and manage the health of their branding (Reza H. M., 2016). The significant part of how society has changed information exchange is in the

way consumers think about, comprehend, and discuss brands. More importantly, customers opinions are shaped more by social influencers than by the brands themselves. Consumers now respond to brand messaging in real-time and voice their ideas about brands to large peer networks now also faster in the future.

One of the marketing strategies to be used like using social media because this is known well with a low budget. The fact that social media has evolved not just being a basic tool for collaborative creation and the sharing of content to becoming an important part of the present media landscape. Although, some of the hospital management until today still think that to determine the effectiveness of the social media used, for marketing services still can be the important tools, that's why this research will be choosing the KPJ Permata Hospital as the first joint cooperation in the hospital industry in Indonesia, and the result of this article will be really new highlight point of views in healthcare especially hospital. This statistical test will be carried out by the researcher to test the effect of social media on hospital marketing services.

Katherine Taken Smith, 2017, social media usage by healthcare organizations has increased

dramatically. Since social media platforms appeal to different groups of people, this prompts the question of whether certain platforms are more appealing to people who partake in different health services. Findings reveal differences in social media usage depending on the services provided by a hospital. Findings from this research show that 95% of the top-ranked hospitals use social media in the world. The purpose of this study is to examine whether social media usage varies according to the size of the hospital and the types of services provided.

Social media depend on mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content. Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. Andreas Kaplan and Michael Haenlein, 2010 define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 4.0, and that allow the creation and exchange of user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities and individuals.

Social media differentiates from traditional industrial media in many aspects such as quality, reach, frequency, usability, immediacy and permanence. There are many effects that stem from internet usage. According to Nielsen, internet users continue to spend more time with social media sites than any other type of site.

Modern social media first surfaced in the early 1990s. One of the first social media sites was created in 1994, and it was called "Geocities." The concept was for users to create their own websites, characterized by one of six "cities" that were known for certain characteristics.

The criticism of social media is about its exclusiveness as most sites do not allow the transfer of information from one to another, a disparity of information available, issues with trustworthiness and reliability of information presented, concentration, ownership of media content, and the meaning of interactions created by social media. There are some argued that social media has positive effects such as allowing the democratization of the internet while also allowing individuals to advertise themselves and form friendships. But most people associate social media with positive outcomes, yet this is not always the case.

Social media marketing refers to the process of gaining website traffic or attention through social

media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. (Moller, K. 2006).

Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

15% of the tweets in the world, produced by the people of Indonesia. Ranks are the third after Brazil and the United States in possession of a twitter account. There were 4,883,228 Indonesian owned twitter account and tweet 22,707,725 from Indonesia. The data is taken until January 2019. Currently, Indonesia is the second-largest Facebook users, after the United States. Mid- January to December 2018, noted the development is fantastic. In the mid-growth enlarges to 79 million users. Women's figure ranks first with 59% and the rest is for men.

KPJ Permata Hijau Hospital Jakarta that time not many hospitals providing services specifically surgery in Jakarta. The hospital has more than 100 beds.

At this time there are several hospitals that also provide similar services. Even some of them are located close to the hospital. Although KPJ Hospital is well known to the public as specializes in the general services, the existence of other hospitals began to be perceived as a threat by the KPJ Permata Hijau Hospital management. To deal with these threats, management felt the need for an innovative marketing strategy. one of the strategies to be used using social media marketing. This study is to investigate Marketing Mix Using Social Media For Hospital (KPJ), Permata Hijau Jakarta, Indonesia. The objective is to improve marketing services in KPJ Permata Hijau by using social media, related to two big issues of the BOD and hospital management

1. KPJ needs to maintain and increase service concept and service aspects of healthcare?
2. KPJ needs to maintain and increase service quality by increasing human resources (knowledge, attitude & skill), upgrade of supportive new technology, feature, hospital esthetic, instruments and infrastructures in the digital era?

## 2 METHODOLOGY

Much similarity research has been done but there are none found for Jakarta based joint cooperations hospital business type. The study will investigate the effects of different social media in terms of gender, economic profile, age, education and IT skill of the customers of the hospital.

A survey questionnaire will be designed and used as a tool for data collection. The analysis will be done using the statistical package. The research design will be using cross-sectional, chi-square tests. The result from the data collection will be coded and input into statistical method. Based on the others research this statistical test will be carried out by the researcher to test the effect of social media in hospital marketing services. The study expects that social media will improve marketing services in KPJ Permata Hijau. Analysis of the relationship between Internet use and decision to select hospital will be shown that patients who decided to select KPJ. The patients will analyze that they were used and or better to use the internet (social media) and patients will analyze that they were poor or not to use social media (Instagram, Facebook, Twitter, Blog, and Youtube). In the future KPJ Hospital will need to maintain and increase service product quality by increasing human resources (knowledge, attitude & skill), upgrade of supportive facility technology, feature, hospital esthetic, instruments and infrastructures as well as all aspects of service activities existing in the hospital.

The population of this study comprised of the inpatients and outpatients of KPJ Permata Hijau Hospital. For measuring customer decision, primary data was collected from the respondents, were either the patients themselves or their relatives. Sample selection, with a random sampling procedure, was followed. The information was collected through a pre-designed, structured questionnaire. This design of the research is a cross-sectional study so that it only gives a temporary description concerning independent and dependent variables at the same time. The relationship between independent and dependent variables can neither explain causal correlation but only show possible correlation. Data were collected by subjective questionnaires so that the truth of data was dependent on the honesty of respondents when they answered. Nevertheless, the researcher had tried to explain the purpose of this research in order that respondents answered the questionnaires by a pot luck.

## 3 THE DECISION TO SELECT KPJ PERMATA HIJAU HOSPITAL

According to London and Bitta (2004:2), hospital consumer behavior is process of decision making requiring individual activities to evaluate, obtain, use or regulate goods and services. Cultural factors, specific culture, social class, social groups and reference and family groups affect consumer behavior. In addition, motivation, observation, learning, personality and self-concept as well as attitude also affect consumer behavior (Dharmmesta & Handoko, 1997).

Results of research conducted for patients based on Decision to Select KPJ will be show that, of total respondents, the proportion is the same, namely, those who decided to select "Yes" and or those who did not decide to select "No" used facilities of KPJ. Each of the patients has the right to select health service facilities in marketing (Bagozzi, R.P. Gopinath, M. & Nyer, P.U. 1999).

Each of the consumers (patients) does various types of decisions on search, purchase, use of various products and brands in a certain period. Consumers make decisions every day or every specific period without realizing that they make decisions. The discipline of consumer behavior tries to learn how consumers made decisions and understand what are factors affecting and involved in decision making.

In learning consumer behavior, one approach used is process of decision making. This is can be meant as a process of evaluation or selection of various alternatives pursuant to specific interests by establishing a choice found most profitable. Peter and Olson (2000: 160) suggested that "decision making of consumer is a process of integration combining knowledge to evaluate two or more behavior alternatives and select one of them". While Sciffman and Kanuk (2000: 437) found that "Process of decision, in principle, is to select one alternative of various alternatives. In context of consumer behavior, decision-making can be found as a process where consumer evaluates various choice alternatives and select one or more alternatives needed based on specific considerations. This definition confirms that a decision does not have to select one of alternatives, but decision must be based on relevance between problems and goals.

Consumer behavior will determine process of decision-making in purchasing health service that helps KPJ Brands connect with consumers (patient). The process, according to Basu and Hani (1997: 106),

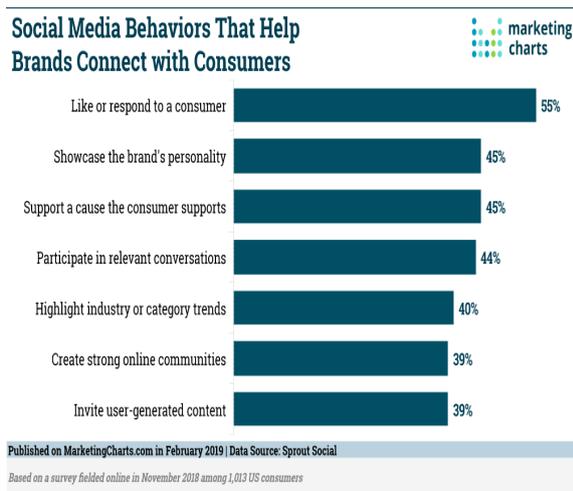


Figure 1: Social Media Behaviors That Help Brands Connect with Consumers, February 2019.

is approach to solve problems consisting of five following stages: (1) analyzing or introducing need and desire; (2) searching information and evaluating sources; (3) evaluating and selecting purchase alternatives; (4) deciding to purchase; and (5) behavior after purchase. All of the processes are not always conducted by consumers in their purchase. Some stages of processes which are not implemented are only possibly found in emotional purchase. Thus, all of the processes are usually conducted in only certain situations, such as, in first purchase, or in purchase of product having high price.

#### 4 INTERNET USE RELATIONSHIP WITH DECISION TO SELECT KPJ HOSPITAL

Analysis of relationship between Internet Use and decision to select hospital by patients who decided to select KPJ should be based on the social media. Social media have vital role in promoting and socializing KPJ to society, so that people have access to information on provided service facilities. Before people use hospital service, they have previously understood service products provided in hospital. Therefore, it is important to hospital to increase marketing activities which so far have been implemented via social media. The way is easy, cost is relatively lower, time is not difficult but effect is high to hospital. Social media are channels or instruments of social friendship on-line in internet.

Social media users are communicating, interact, send messages to each other, and mutual sharing and networking. Andreas Kaplan and Michael Haenlein (2010), defined that the social media as “A group of internet-based applications building on basis and technology bases, and enabling creation and exchange of user-generated content”.

#### 5 RELATIONSHIP BETWEEN PRICE AND DECISION TO SELECT KPJ HOSPITAL

Studies by Durva Sula, Srinivas, Steve Lysonski and J. Craigh Andrews (1993) are consistent with studies by Fan, Jessie X and Jing. J. Xiao (1998) stating that the style of decision- making is affected by price, trademark, and promotion.

Price is one of determinant factors in selecting brands associated with consumer’s decisions to purchase. When selecting available brands, consumers would evaluate price not absolutely but comparing some standard prices as reference to make purchase transactions. According to Doyle and Saunders (1985: 56), price determines empirical evidence stating that a way to reduce price is to increase threat when price will be raised. Other factors indicating that consumers also consider past price and form of expectation of future price which may not be optimum, if consumers postpone to get the hospital services in anticipating price of other quality brands, but price reduction in lower quality brands will not make consumers move to other similar quality brands.

This research will be analyzed relationship between service, price, and decision to select hospital indicating then it can be concluded that there is relationship between service price and decision to select hospital. The analysis means that patients would be or would not be saying that price was achievable had chance more times longer to decide to select KPJ than patients saying that price was unachievable.

In additions nearly like study by Ribhan (2006) also examined whether attributes of product, price, promotion, and distribution of product were factors affecting brand switching. Results of the research show that attributes of product did not have real effect on the brand switching, price, promotion and distribution of product directly affecting brand switching. Study by Meyliana (2008) suggested that factors of availability and service, quality, price, feature, and advertisement are factors affecting

consumers in selecting products. This research is consistent with researches conducted by Durva Sula, Srinivas, Steve Lysonski and J. Craigh Andrews (1993), J. Xiao (1993) and Meyliana (2008) stating that there are relationships between prices and decision to select hospital service.

## **6 RELATIONSHIP BETWEEN PRODUCT AND DECISION TO SELECT KPJ HOSPITAL**

Product quality is all characteristics and traits of a product or service affecting ability to meet needs stated or written (Kotler, 2005). Meaning of multidimensional quality service is quality pursuant to health service users and health service provider (Azwar, 1996).

The results of other research like study by Meyliana (2008) stating that factor of product quality affected consumers in selecting products.

Service quality is benchmark to determine decision to purchase or not of service users, because service quality would enable to evaluate performance and feel satisfaction or not of them to service given by service provider. Zeithaml (1998) suggested that service quality is result of customer's assessment for superiority or specialty of service overall. If produced values are positive values, this service quality would affect decision to purchase.

## **7 RELATIONSHIP BETWEEN LOCATION AND DECISION TO SELECT KPJ HOSPITAL**

According to Heizer and Render (2006), goal of location strategy is to maximize location profit for company (hospital). Decision of location is frequently dependent on type of business. An analysis of location in industrial sector, a made strategy focuses on maximization of profit. It is caused by Manufacture Company finding that cost tends to be different from different locations, while Service Company finds that location often has impact on benefit than cost. Therefore, service business with specific location frequently affect benefit than coast it means that location for service business should focus on establishment of business volume and income.

The analysis of relationship between hospital location and decision to select KPJ will be show that

there were some patients saying that the location was difficult or not difficult to access. Results of this can be concluded that there is relationship or not, between location and Decision to Select KPJ. This research can be considering and consistent with research conducted by Heizer and Render (2006) on relationship between location and decision to select hospital. Selection of location for hospital must be conducted carefully. Although success is not only dependent on location of hospital, but also factor of location will affect success of a hospital business. Customers always consider getting care by seeing consistent location factor. Therefore, business actors must consider strategic things in determining location. Because strategic location is associated with customers' decision to purchase or use a product (Bauer, 1993).

## **8 RELATIONSHIP BETWEEN PROMOTION AND DECISION TO SELECT KPJ HOSPITAL**

Promotion is one vital aspect in marketing management in marketing services, and it is frequently said as sustainable process. Promotion makes individual who is not interested in purchasing a product previously become individual who is interested and trying product so that consumer does purchase. Promotion type or promotional mix, according to William J. Stanton in Basu Swasta and Irawan (1990: 349), is combination of best strategy in variables of advertising, personal selling, and other promotional media, where all are planned to achieve goal of sales programs.

Analysis of relationship between activities of hospital promotion and decision to select KPJ will be means that patients know or not know that the promotional activities were good had chance e times longer to decide to select KPJ than patients will know that promotional activities were good or poor. The research is can be conducted by research of Ribhan (2006) and Meyliana (2008) that finding that promotion and advertisement have positive effect on consumers' decision. Studies by Durva Sula, Srinivas, Steve Lysonski and J. Craigh Andrews (1993) are consistent with studies by Fan, Jessie X and Jing J. Xiao (1998) finding that style of decision-making is affected by price, brand and promotion. In addition, study by Ribhan (2006) also examined whether attributes of product, price, promotion, and distribution of product are factors affecting brand switching.

## 9 THE MOST DOMINANT VARIABLE

According to Fandy Tjiptono (2000: 54), product quality has close relationship with attitude of consumers' decision to purchase. Where product quality gives motivation to consumers make strongly close relationship with company. In long term, such relationship enables hospital to understand accurately expectation of customers and their need for care service. Results of multivariate analysis using logistic regression usually indicate that, in fact, variables significantly associated with decision to select hospital are use of internet, price, product, location and promotion. Research in KPJ will be give the new idea of information about the most factors affecting patients to decide to select care and treatment in the hospital was like the factors of product also quality. Patients that will be motivated them to select considering that KPJ is one of very specific or common cases reference well-known in Jakarta, even in Indonesia, so that each individual experiencing condition on surgeon or others disease is referred to the hospital. The research will give KPJ Hospital has specific service differentiation which is not certainly owned by other hospitals, so that it always becomes the hospital management expected as a reference center hospital in the future.

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