

Effect of Hospital Digital Advertising on Patient Loyalty

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Abstract: Digital marketing is widely used by various industries, including the health industry, such as hospitals. Digital marketing is a favourite for millennials. People have even abandoned conventional forms of marketing such as banners, television, newspapers, and of the kind to move entirely to digital marketing because more effective in reaching potential buyers at a much cheaper cost. This study aims to determine the effect of hospital digital advertising on patient loyalty as measured by the intention to return to the same hospital in the future. Through a purposive sampling method, using a sample of 100 hospital patient respondents X. Logistic regression analysis with scaled-dependent binary variables is used to predict customer loyalty consisting of quality, public image, and hospital digital advertising. The results of logistic regression analysis with binary scale indicate that three dimensions of service that have the most significant effect in creating customer loyalty. But the results of Exp (B) testing show that the contribution given by the hospital digital advertising variables in creating customer loyalty is actually smaller than the other variables. The number of respondents in this study is quite small, only 100 respondents. This means that the data obtained does not yet reflect the actual market conditions.

1 INTRODUCTION

In competitive times like now, creating and maintaining customer satisfaction and loyalty is very important for the company. Consequently, it is an obligation for companies to find out how customer preferences affect their loyalty. Although customers tend to be more demanding and less loyal to products or services, companies must be sure that building lasting relationships with customers is very important because loyal customers are more comfortable to serve, buy more, pay for a membership, and spread positive influence from mouth to mouth (Palamidovska-Sterjadovska & Ciunova-Shuleska, 2017).

Consumer loyalty is the final effect of purchasing, which is defined as the attitude and intention to behave in the future, and expressed through a commitment to give recommendations to others, the desire to say positive things about the company, and willingness to pay dearly. The concept of customer loyalty includes five factors, namely overall satisfaction experienced by the customer when making a purchase, willingness to build relationships with the company, willingness to buy back, willingness to recommend the company to others and

not switching to competing products (Mulyana & Sugeng, 2018).

Customer loyalty often expresses loyalty as a commitment to attitude or behaviour towards the brand. loyalty is created when there is a favourable belief in the brand (Zhang, Dixit & Friedmann, 2010).

2 MANUSCRIPT PREPARATION

A satisfied customer is the basis of a successful business because he will repurchase it. Positive word of mouth influence will lead to customer loyalty. Customer satisfaction is one of the critical strategies that can be used to retain existing customers even though there is no consensus in the literature about the relationship between satisfaction and loyalty (Sandada & Matibiri, 2015).

The competitive advantage of marketing must be able to detect customer needs that change rapidly because losing customers is a price that must be paid handsomely. Maintaining sustainable and mutually beneficial relationships with customers is the centre of attention of contemporary marketing strategies and is considered a significant competitive advantage for the company. Companies have shifted their focus

from transaction-based strategies that can be easily copied by competitors, to those that are more relational based. When customers develop relationships with companies, they usually spend more, give positive influence by word of mouth, recommend to family and friends and continue to support the profitability of the company. Research has shown that the quality of relationships can even replace service quality and customer satisfaction as the main drivers of superior performance. On the other hand, various recent studies have questioned the linear effects of strong relationships with customer loyalty and positive influence by word of mouth (Giovanis, Athanasopoulou & Tsoukatos, 2015).

Now, customers are not just consumers. They will become intellectual partners in the company's business success. Recent research has proven that customer loyalty is the result of individual attention to customer expectations in all aspects. Loyal customers create a comfortable situation for other customers. Customer retention and loyalty are considered to be profitable investments in the long run. An important focus that must be considered by companies is that attracting new customers is more expensive than retaining existing customers. Thus loyal customers are invaluable assets for the company (Komejani & Mohaghegh, 2017).

Customers who feel satisfied with the quality of a product or service are more likely to act as an intermediary for companies in promoting word of mouth to friends, relatives, and other potential customers to try various products or services (Andriyansah, Kusumawardhani & Suharto, 2019).

The factor that determines the level of success and quality of the company is the company's ability to provide services to customers, achieve high market share, and increase profits. Service quality is defined as the customer's assessment of overall excellence or the privilege of a product or service (Dapas et al, 2019).

2.1 Customer Loyalty

Customer loyalty is expressed as a systematic purchase made from time to time by the customer. Based on these definitions, it can be concluded that loyalty is directed towards behaviour, which is indicated by regular purchases, based on customer decision making. Customer loyalty has a vital role in a company; maintaining it means improving company performance. This is the main reason for companies to attract and retain customers (Puspaningrum, 2018). Creating customer loyalty is a challenge for marketers who are very important and exciting. The focus of

consumer perceptions about quality, marketing activities and brand loyalty creates customer value (Subram, Khan & Srivastava, 2018).

2.2 Satisfaction and Loyalty

Satisfaction is a pleasant mood, which is generated by knowledge and experience, usually associated with satisfying some special interests. If individuals achieve the desired goals of a product or service, and as a result, ultimately feel satisfied, they feel a pleasant mood, which can be called satisfaction. As a result of this satisfaction will lead to repeated purchases of the same brand according to situational factors and practical marketing efforts towards changes in consumer behaviour. Loyalty is a deep and ongoing commitment to buy back the desired product or service in the future. One effective factor in the relationship between satisfaction and loyalty is the transfer of costs. Companies can retain their customers without increasing their satisfaction. Transfer costs are economical and psychological costs, which will be felt by consumers through changes from one alternative (brand) to another alternative (brand). Before 1990, satisfaction criteria were concentrated on specific products or services and were defined as evaluative assessments after choosing individual purchasing decisions. The new concept states that satisfaction is the overall impact of a series of services provided or transactions with service providers, over a period of time. It seems that overall customer satisfaction is a better predictor of their expectations and behaviour (Kabiri et al., 2013)

2.3 Digital Advertising

The internet and the world wide web (www) are viable channels for distributing various digital media services to consumers. There are several reasons why companies can embrace online channels as a marketing medium, as technology advances, notably broadband and digital media have made it easier for consumers to get a variety of services and save a lot of time. Digital technology and high-speed internet have fundamentally changed the way companies distribute their products. How, where, with what kind of content is the focus of the company in sending service messages through channels that customers like (Fan, Kumar & Whinston, 2007).

Despite the strong interest, marketers' beliefs about the effectiveness of digital media do not seem harmful. Marketers still intend to continue to look for ways to use digital advertising effectively. Many marketers report only achieving moderate success or

results that are not consistent with digital advertising. Various factors can trigger the success or failure of marketing, such as the ad itself and the media channel where the ad is placed (Bart, Stephen & Sarvary, 2014).

2.4 Social Marketing

The effectiveness of traditional marketing instruments has declined in many markets, while the effects of social interactions between consumers and buying behaviour have increased. As a result, marketers are required to display optimal performance to drive customer behaviour. The increase in social media activity has created keen interest and influence. Clearly, this development poses new challenges for marketing practitioners (Risselada, Verhoef & Bijmolt, 2014).

Social marketing is currently in the growth phase of their life cycle. The most significant developments in this phase have agreed that the primary purpose of social marketing is not promoting ideas but changing behaviour. In general, social marketing competes with lethargy and habits. There are many programs, organizations, and people who do not believe in the need for an organized and organized approach to bring about change. Social marketing can be applied in any situation where the behaviour of individuals who are socially critical needs to be addressed as the target audience. The approach can also be applied to produce behavioural changes that require cooperative action to make the program successful (Andreasen, 2002).

Nowadays, consumers are actively looking for brands they know; their preferences are strongly influenced by prices. With this growing behaviour and expectations, companies need to optimize their marketing content. Advertise strategically, and competitive prices allow high-value prospects and loyal consumers (Global Data Point, 2019).

3 METHOD

This study used a purposive sample with the criteria of respondents in the last three months, periodically making purchasing decisions for hospital X services and having moved to another hospital more than once. In addition, respondents plan to purchase hospital services in the future. The subjects of this study were 100 patients in hospital X. Questionnaires with a five-point Likert Scale for Service Quality (SQ) variables, Public Image (PI), and Digital Advertising (DA). As for consumer loyalty using a two-point Binary Scale.

In this study, Consumer Loyalty (CL) is a variable used to measure the extent to which consumers want to use the latest hospital services or move to another hospital. Data analysis using Multiple Logistic Regression which aims to show the pattern of relationships between the dependent variables that are binary (0 = stop buying or 1 = repurchase) with more than one independent variable (service quality, public image, and digital advertising).

4 RESULTS

The results of data collected from 100 respondents obtained information that all respondents had used services more than one hospital and 60 per cent had used the services of more than three hospitals.

The results of testing the validity and reliability of 9 items are all valid. This is evidenced by the results of the Pearson correlation analysis in which each item produces $p < 0.05$. Reliability testing with Cronbach alpha analysis of all instruments was declared reliable according to Nunally's criteria, namely $\text{Alpha} > 0.6$. Based on binary logistic regression analysis with the SPSS program, the results are as shown in table 1.

Table 1. Results of the Binary Logistic Regression Model.

Variabel	B	Wald	Sig	Exp(B)
SQ	0,807	11,745	0,001	2,242
PI	0,724	11,473	0,001	2,063
DA	0,642	6,061	0,014	1,900

Konstanta = -26,268

The results of testing the binary logistic regression model are obtained by the equation: $CL = -26,268 + 0,807SQ + 0,724PI + 0,642DA + \epsilon$

The above equation can be interpreted that the three independent variables namely Service Quality (SQ), Public Image (PI), and Digital Advertisements (DA) have a positive effect on consumer loyalty manifested in the intention to repurchase.

Seeing the expectation value B or Exp value (B) of each predictor, shows that the service quality variable (Exp (B) = 2,242) has a greater influence on repurchase intention than the public image variable (Exp value (B) = 2,063) and digital advertising (Exp value (B) = 1,900). This shows, that in predicting consumer loyalty that is realized from the intention to repurchase digital advertising variables make the smallest contribution compared to other variables.

5 DISCUSSION

In the service process provided by the hospital, the thing that really stands out is how to create quality services that can enforce the hospital branding concept. Hospital branding is not just raising a "hospital name" or "doctor's name", but also having to be able to make the patient's emotional attachment to the health services provided by the hospital. Patients as health care users will be able to feel the value and trust in a hospital brand so that it can create patient loyalty to the health services offered by the hospital. The online marketing strategy chosen by hospitals is a form of excellent advertising that is a sophisticated and renewable communication tool that can raise prestige, create positive images branding and also bring prospective patients (Sullivan, 2014).

In the results of this study, it has been revealed that service quality, public image or hospital branding and digital advertising positively influence consumer decisions to repurchase hospital services. But statistically, the effect of digital advertising ranks last in this relationship. This proves that digital advertising is only one of the media that hospitals can choose in promoting their services, so there is no need to over-allocate funds for the implementation of this form of promotion. Often marketers forget that word of mouth advertising is actually cheaper, but the impact is significant because it reflects the quality of hospital services. And this is priceless. People are more likely to listen to friends' suggestions than to pay attention to the guidelines of some online reviews or advertisements (Alon & Brunel, 2018).

6 CONCLUSION

Service quality, public image and digital advertising significantly influence the loyalty of users of hospital services. Given that the digital advertising statistically has the smallest influence compared to service quality and public image, hospital marketers are expected to continue to improve the content and features of digital advertising so that they can make the same contribution as other variables in satisfying customers.

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