

**ISSN 2597- 6052**DOI: <https://doi.org/10.56338/mppki.v7i9.5848>**MPPKI****Media Publikasi Promosi Kesehatan Indonesia**  
*The Indonesian Journal of Health Promotion***Review Articles****Open Access****Effective Hospital Health Marketing Strategy: Literature Review****Salsabilla Anjani<sup>1\*</sup>, Diansanto Prayoga<sup>2</sup>**<sup>1</sup>Faculty of Public Health, Airlangga University | email: [salsabilla.anjani-2018@fkm.unair.ac.id](mailto:salsabilla.anjani-2018@fkm.unair.ac.id)<sup>2</sup>Departement of Health Policy and Administration, Faculty of Public Health, Airlangga University |  
email: [diansantoprayoga@fkm.unair.ac.id](mailto:diansantoprayoga@fkm.unair.ac.id)\* Corresponding Author: [salsabilla.anjani-2018@fkm.unair.ac.id](mailto:salsabilla.anjani-2018@fkm.unair.ac.id)**ABSTRACT**

**Introduction:** Hospitals as a part of the Health sector need marketing in running their business which will be affected by the threat of recession. So that the right marketing strategy is needed and in accordance with facing the upcoming recession. Patient satisfaction with service has a significant relationship. The quality of health services refers to the level of perfection of health services in causing satisfaction in each patient. The more perfect the satisfaction, the better the quality of health services.

**Objective:** The purpose of this literature review is to be able to help patients or consumers in health services, this digital marketing strategy can also help attract new patients and also retain and satisfy existing patients, ultimately contributing to long-term success in health care efforts.

**Method:** This article uses the literature review method. The search of the literature used uses databases, namely Pubmed, ProQuest, Scopus, and Google Scholar. The data used in this study is secondary data, which means that it is not from direct observation, but is obtained from the results of research that has been conducted by previous researchers.

**Result:** The use of social media is very important and a must for a hospital to compete in current marketing and promotion trends and be able to create a global brand image. The use of social media affects the reputation of the hospital. Hospitals can also effectively use social media applications for marketing and education.

**Conclusion:** Social media is very influential and can also be an important tool to expand communication with patients and the public. Marketing strategies can also be carried out using digital marketing so that they can be easily accessed by all patients to make it easier for them to get information. The process of selecting health services can be done easily and in accordance with the services that patients want to get. Digital marketing can also build strong relationships with patients, understand their needs, and provide quality services.

**Keywords:** Marketing Mix; Healthcare; Digital Marketing

## INTRODUCTION

A hospital is one of the health care facilities organized either by the government or private sector that has the task of providing comprehensive individual health services that provide inpatient, outpatient, emergency services (1).

Digital development in terms of technology is currently growing rapidly, demanding every market producer to be able to always innovate in order to survive and thrive in market competition can keep up with the development of digital technology (2).

With existing developments, hospitals have entered into a competitive health service industry so that hospitals must try to always know their position in the competition, thus hospital managers must respond to environmental changes by using a strategic marketing management approach. Along with these changes began to implement marketing strategies in the hospital organization (3).

Hospitals as a part of the Health sector need marketing in running their business which will be affected by the threat of recession. So that the right marketing strategy is needed and in accordance with facing the upcoming recession (4).

One of the efforts of hospital management to increase the number of patient visits is by carrying out a hospital marketing strategy. Marketing strategies use tools to get what the target market wants. These tools form a marketing mix. Hospitals must formulate the right marketing mix in order to create consumer satisfaction in using the service products offered (5).

The marketing mix is a marketing tool that can be used by companies to achieve their marketing objectives in target markets. There are 7 marketing mixes according to Zeithaml and Bitner in Rambat and Hamdani (2009), namely: Product, Price, Promotion, Place, Location, People, Process, and Physical Evidence.

Marketing mix and communication strategies are becoming vital tools for hospitals and other healthcare institutions to build relationships with patients increase enrollment and ensure efficient and effective healthcare services (6). Recent studies highlight the importance of marketing mix in responding to health policies, adapting to digital trends, and influencing patient decisions (7).

In today's digital era, making the rapid development of health information, so that people can access or disseminate information freely online using the internet and through social media (8). herefore, one of the ways that hospitals are utilized in promoting their superior services to win competition in the market is by using effective strategies, one of which is by using social media as digital media in hospital marketers (9).

According to Kolter & Keller (2009) in the right marketing strategy, hospitals also need to study consumer behavior. Consumer behavior includes how individuals, groups, and organizations choose, buy, use, and utilize goods, services in order to satisfy their needs and desires. Basically, before deciding and choosing a health service, consumers will carry out the stages of the purchasing decision-making process which consists of: problem recognition, information search, and evaluation of alternatives (10).

Patient satisfaction with services has a significant relationship. The quality of health services refers to the level of perfection of health services in causing satisfaction in each patient. The more perfect the satisfaction, the better the quality of health services (11).

Based on this, this article aims to be able to help patients or consumers in healthcare, this digital marketing strategy can also help attract new patients and also retain and satisfy existing patients, ultimately contributing to the long-term success of healthcare efforts.

## METHOD

The method used in this study is to use the literature review method, the search of the literature used uses databases namely Pubmed, ProQuest, Scopus, and Google Scholar. Other inclusion criteria of the references reviewed were those published in the last 5 years from 2019-2024 using the keywords "Marketing Mix", "Healthcare", and "Digital Marketing". Other exclusion criteria of the reviewed references were incomplete or invalid data quality. The data used in this study is secondary data, which means that it is not from direct observation, but is obtained from research results that have been conducted by previous researchers. Literature review has a very important function in digital marketing research and practice, providing valuable information for strategy development, decision making and innovation in this field.

## RESULTS

**Table 1.** Literature Review Results

Author (Year)	Title	Objectives	Research Method	Result
Leni Burhan and Wachyu	Optimizing Hospital Digital	The purpose of the study is to identify digital marketing	The research method employed is descriptive analysis,	The results of the study showed a significant influence between the utilization of digital

Sulistiadi (2020)	Marketing Strategies.	optimization strategies that are effective in hospitals.	which involves reviewing journal literature and previous studies.	marketing and the level of service in hospitals. This research also explains that hospitals need to do effective digital marketing, to promote medical care services in expanding business while still providing quality health care services and ensuring patient satisfaction.
Nur Azizah and Bambang Budi Raharjo (2020)	The Influence of the Marketing Mix on the Patient Decision Process in Choosing Health Services.	The purpose of this study is to show how Tugurejo Semarang Regional Hospital uses the marketing mix to help patients' decision process about which medical services to get.	The research method used is an observational analytical method using a cross-sectional method.	The results of the study indicate that there is a relationship between the marketing mix and the patient's decision process to choose health services at RSUD Tugurejo Semarang. The weakness in this study is that this research is only limited to seeing whether there is an influence or not, not to the stage of finding out the causal effect.
Jeki Purnomo and Irma Febri Mustika (2020)	Using Social Media for Hospital Marketing.	The purpose of this study is to describe how social media was used in hospitals in 2020.	The research methodology employed is two-way hypothesis testing and descriptive analysis.	The results of the study show the very rapid use of social media for the marketing process at the hospital. Because social media can increase information to consumers with interactive communication in creating interesting health content to improve health services according to vision and mission. In hospital marketing, it is imperative to use social media, even hospitals are required to use more than one social media platform.
Arismen, Wahyu Sulistiadi, and Amal Chalik (2019)	Marketing Mix Strategy for Healthcare Services at Kol. Abundjani Bangko Regional Hospital during the era of national health insurance (JKN)	The purpose of this study is to obtain a comprehensive understanding Kol Abundjani Bangko Regional Hospital's marketing mix strategy in the National Health Insurance (JKN) era.	The research method employed is qualitative analysis with data triangulated from various sources.	The results revealed the marketing communication elements used, as well as the increased efficiency and effectiveness of health services at the hospital in response to JKN. From this research, it was obtained that the marketing mix strategy of RSD Kol. Abundjani Bangko still provides quality services to patients with the conditions of the BPJS era experiencing a budget deficit.

## DISCUSSION

The needs and demands of the community for optimal health services from hospitals tend to increase and continue to change. This phenomenon is a challenge for the hospital to continuously develop service quality, make innovations and strategies to obtain or retain consumers or patients. To overcome the impact of hospital competition in the future, an organization must be able to create an up-to-date, innovative and creative marketing strategy (12).

In this era of digital globalization with the instant and fast-paced pattern of people's lives, it brings all elements to compete to open a hospital business because the existence of a hospital business will always be needed at any time.

Hospital is one of the places or destinations for someone in treatment. Every hospital must have a standard for achieving good service quality to patients, so that good service quality will be closely related to patient satisfaction (13).

The four studies broadly discuss 2 topics that overlap with each other, namely the marketing mix and digital marketing. For the case of digital marketing, it can be seen that, the function of digital marketing in each hospital is as input and suggestions related to services at the hospital, it proves that, the role of digital marketing is very large to build reputation and services at the hospital (14). And a positive correlation or relationship was found between digital marketing and the level of service satisfaction in the community or patients at the hospital. Then for the marketing mix strategy (7). This strategy is starting to be widely adapted in various types of hospitals in Indonesia. This strategy based on the results of the study has 2 basic functions, the first is effectiveness and the second is patient preference. These basic functions must be truly applied in hospital services in order to achieve adequate National Health Insurance in accordance with the level of patient preference for complaints experienced (15).

The use of social media is very important and has become a necessity for a hospital to compete in current marketing and promotion trends and be able to create a global brand image. The use of social media affects the reputation of the hospital. Hospitals can also effectively use social media applications for marketing and education (16).

In improving service quality and marketing mix to achieve patient satisfaction, hospitals can improve strategies in carrying out the marketing mix so as to increase patient satisfaction which can be done by optimizing various media for education. A service is said to be good by the patient, determined by the fact whether the service provided can meet the patient's needs, using the patient's perception of the service received (17).

The use of social media in hospitals is very effective for marketing products in hospitals. Through social media that is very effective for product marketing in hospitals. Through social media that is highly developed in the current era of digitalization offers many opportunities for hospitals to connect with patients as consumers in hospitals and can be an option to compete with other health facilities in marketing and promotion. Existing social media can create a brand image for hospital consumers and is very effective against time, cost and place. So, there needs to be support from hospital management to continue to be consistent in using social media in hospital marketing and continue to be active in creating educational content in existing hospital social media as an attraction for consumers (18).

The quality of health services refers to the level of perfection of health services in causing satisfaction in each patient. The more perfect the satisfaction, the better the quality of health services. However, relatively good service quality does not necessarily satisfy patients (11).

The implementation of digital marketing must be done with the right approach for the strategy to be successful. The choice of digital marketing platform is also the main key in attracting new patients. Social media marketing is one of the cheap platforms with good effectiveness because it can become a word of mouth promotion media for hospitals, but hospitals must remain vigilant because legal or ethical issues often occur in the application of social media marketing (19).

Digital consumers have confidence that companies will do what they say they will do and that companies will not intentionally harm consumers. Patients play a major role in marketing research after knowing the service or services they have received. When patients have trusted a service in a hospital, they consider the hospital credible. Efforts to build good trust, of course, will facilitate and maintain credibility and good name, so that it will increase the intensity of patient visit decisions (20).

## CONCLUSION

From the results of this study, it can be concluded that social media is very influential and can also be an important tool to expand communication with patients and the public. Marketing strategies can also be carried out using digital marketing so that they can be easily accessed by all patients to make it easier for them to get information. The process of selecting health services can be done easily and in accordance with the services that patients want to get. Digital marketing can also build strong relationships with patients, understand their needs, and provide quality services.

## SUGGESTION

The research recommends collecting patient satisfaction surveys directly from patients about their experiences with digital content and communications. It could also include testimonials from patients who have received treatment at the hospital that have been shared on social media. Instagram is also very effective for visual content and storytelling, and appeals to a younger audience. By implementing these suggestions, hospitals can improve their digital marketing strategies, communicating more effectively with patients.

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