

THE INFLUENCE OF DIGITAL MARKETING AND POINT OF PURCHASE MARKETING TOWARDS CUSTOMER EXPERIENCE (CASE STUDY OF PATIENTS AT EDELWEISS HOSPITAL, BANDUNG CITY)

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ABSTRACT

Transformation in the health sector in Indonesia is inseparable from the occurrence of the Covid-19 pandemic, which has caused an acceleration in the implementation of digitalization in all aspects of life. The health service sector is also not spared from the entry of this digitalization era. The transformation of the health sector is the basis for the development of health technology, one of which is in the application of digital marketing in health services. This study aims to find out patients' perceptions of the use of digital marketing and point of purchase marketing at Edelweiss Hospital and how digital marketing and point of purchase marketing affects customer experience at Edelweiss Hospital. This research uses descriptive and verifiable methods. The sampling techniques were non-probability sampling and purposive sampling, and the number of respondents was obtained by 400 respondents. The data obtained through the questionnaire is then tabulated and then tested with a classical assumption test and then will be analyzed by the multiple liner regression method with the help of SPSS version 24 software. Based on quantitative analysis, it was found that the influence of digital marketing variables partially had a significant effect on the customer experience variable, then the point of purchase marketing variable partially had a significant effect on the customer experience variable, then the digital marketing variable and the point of purchase marketing variables simultaneously or together have a significant effect on the customer experience variables.

Keywords: digital marketing, point of purchase marketing, customer experience

1. INTRODUCTION

The COVID-19 pandemic in 2020 has accelerated digitalization in various fields, including the hospital sector. This creates challenges for hospitals to transform and implement the 7P marketing mix in the digital era. In accordance with the changes to the Ministry of Health's 2022 Strategic Plan, there are 6 pillars of health transformation, one of which is the transformation of health technology that encourages the development of technology to facilitate access to health services for the community.

Digital marketing is one of the important implementations of health technology, including the use of various digital media such as websites, emails, and social media. Edelweiss Hospital has implemented digital marketing since before its operational period (before August 14, 2020) through websites, social media, webinars, and telemedicine services.

In addition to digital marketing, Point of Purchase (POP) also plays an important role in improving service quality. These two elements together influence customer experience, which is the customer's perception and feelings towards interactions with the service. Currently, Edelweiss Hospital has a rating of 4.2 on Google review, indicating some consumer dissatisfaction.

This study aims to analyze the influence of digital marketing and point of purchase marketing on customer experience in outpatients at Edelweiss Hospital. The results of the study are expected to be a reference for the evaluation and development of business, operational, and marketing strategies at Edelweiss Hospital to increase competitiveness in the future.

1.1 Problem Identification

Based on the description of the problem background above, the following research problems can be identified:

1. How do patients perceive digital marketing and point of purchase marketing at Edelweiss Hospital?
2. How does digital marketing partially influence customer experience at Edelweiss Hospital?
3. How does point of purchase marketing partially influence customer experience at Edelweiss Hospital?
4. How do digital marketing and point of purchase marketing influence each other simultaneously or together on the Customer Experience at Edelweiss Hospital?

1.2 Research Objectives

Based on the description of the problem identification above, the aim of this research is to analyze:

1. Patient perceptions of digital marketing and point of purchase marketing at Edelweiss Hospital.
2. The partial influence of digital marketing on customer experience at Edelweiss Hospital.
3. The partial influence of point of purchase marketing on customer experience at Edelweiss Hospital.
4. The influence of digital marketing and point of purchase marketing simultaneously or together on the customer experience of hospitals at Edelweiss Hospital.

2. LITERATURE REVIEW

The evolution of marketing has undergone four major stages of transformation:

1. Marketing 1.0: Focusing on product development and sales with emphasis on function
2. Marketing 2.0: Shifting to a focus on customer satisfaction, combining functional and emotional aspects
3. Marketing 3.0: Emphasizing the human spirit and spiritual values, viewing consumers as whole human beings.
4. Marketing 4.0: The era of the digital economy that integrates online and offline interactions

In the era of Marketing 4.0, the business landscape is experiencing digitalization that creates various conveniences, such as access to internet information and social media. However, challenges such as cybercrime and hoaxes also arise. The concept of modern marketing requires brands to rely not only on image, but also on relevant and up-to-date content, and to balance technology (machine to machine) with human interaction (human to human).

2022 survey data shows that of Indonesia's 277.7 million population:

- 204.7 million use the Internet
- 191.4 million active on social media
- 67.5% use digital engines for brand searches
- 47.1% visit the website of the brand they are interested in

This digital transformation also affects the health sector, including hospitals. The Ministry of Health responded with six pillars of transformation:

1. Primary Service Transformation: Strengthening promotive and preventive efforts
2. Referral Service Transformation: Improving access and quality of services
3. Transformation of Health Resilience System: Strengthening surveillance and emergency response
4. Financing Transformation: Ensuring transparency and efficiency
5. Human Resource Transformation: Equal distribution of health workers
6. Technology Transformation: Development of health technology data systems, applications and ecosystems

This transformation reflects the need for the healthcare sector to adapt to the digital era, where digital marketing is a key component of modern hospital strategy.

2.1 Digital Marketing

Digital marketing or digital marketing is any form of product or service marketing activity that is carried out virtually using digital media/internet. Digital Marketing (Digital marketing) or often also referred to as e-marketing, online marketing, or internet marketing is a marketing practice based on direct marketing that requires a consumer database to track and measure consumer responses. The marketing database is crucial in the development of interactive marketing. Digital marketing can be defined as the use of all digital facilities to facilitate the marketing process with the ultimate goal of facilitating interaction with consumers and resulting in engagement in the form of consumer loyalty.

2.2 Customer experience

According to KBBI, experience is something that has been experienced (lived, felt, endured, and so on). In general, experience is defined as the result of interaction, both from experiencing something personally and psychologically through certain stimuli. Customer experience has the following characteristics: (Mega, 2022)

- 1) Prioritize consumer experience, five senses, feelings & thoughts
- 2) Maintaining the situation when consumers consume products
- 3) Emphasis on rationality and consumer rationality

According to Lemka et al, there are several indicators that can influence customer experience, namely as follows: (Erwan, 2021)

- 1) *Accessibility*
Ease for consumers to interact to get information about the desired product and ease in getting access to purchase the product.
- 2) *Competence*
Competition owned by product or service providers to provide services or information about products to customers who are satisfied with the information or products offered.
- 3) *Customer Recognition*
Consumers feel that their presence is known and recognized by the product provider so that consumers feel appreciated by the product provider.
- 4) *Helpfulness*
The ease and speed of product providers in providing assistance to customers regarding complaints or information needs related to products or services desired by consumers.

3. RESEARCH METHODS

This research was conducted at Edelweiss Hospital, a private hospital located on Jalan Soekarno Hatta No. 550, Bandung City, which began operating on August 14, 2020, which was the phase of the Coronavirus disease (Covid-19) pandemic. This hospital is a type C hospital with a capacity of 170 beds.

This study will conduct interviews in the form of questionnaires with new patients at the specialist outpatient installation, with the following inclusion and exclusion criteria:

- 1) Inclusion Criteria
 - Patients or patient families who are aged 18 years or older
 - All patients who come to general specialist polyclinics and private insurance
 - Patients and families who can read and write well
- 2) Exclusion Criteria
 - Patients who come to the BPJS specialist polyclinic

The writing of this research report uses an interview method by taking samples from a population and using a questionnaire as a tool in collecting research data. The formulation of the problem used in this study is descriptive and verifiable. In this study, the data collection technique used was by interviewing patients who came to the specialist outpatient polyclinic of Edelweiss Hospital.

4. RESEARCH RESULTS AND DISCUSSION

This study was conducted at the Edelweiss Hospital Outpatient Installation from 18-22 August 2024. The study was conducted until the sample size reached 400 respondents. The results of this study are presented in the form of tables and continuum diagrams. The table to be presented contains the characteristics of respondents based on age, gender and occupation, as well as the results of the questionnaire obtained through direct interviews with respondents.

4.1 The influence of digital marketing variables (X1) on customer experience variables (Y)

This study found that the digital marketing variable partially has a significant effect on customer experience. The results of this study are in line with research in Iran which examined the effect of digital marketing on customer experience at a fairly well-known taxi company with 385 respondents and found that digital marketing affects customer experience (Zare, 2021). Another study conducted in Palu wanted to find out whether digital marketing affects customer decisions in purchasing a product and then whether it affects customer satisfaction. The results of the study found that digital marketing has a positive and very meaningful relationship with customer satisfaction. If the company advertises on various forms of social media well and easily understood, it will increase the interest of potential consumers to visit the social media platform and will increase the potential for purchases and overall customer satisfaction (Bachri, 2023). Another study conducted in Abu Dhabi which wanted to compare various media that can be used in marketing, including email, affiliate marketing, search engine optimization, corporate blogging and social media marketing, found that social media is the most effective way to maximize customer experience because of the interaction between producers and customers (Nuseir, 2023).

Digital marketing indicators have been implemented well at Edelweiss Hospital and are able to implement digital marketing effectively and efficiently according to research conducted in Dubai, stating that the implementation of digital marketing can strengthen the brand image of health facilities for medical tourism services, while making it easier for patients to find the location of the hospital chosen in the medical tourism scheme. In Indonesia, digital marketing at one of the hospitals in Surabaya is carried out through the formation of a special application by the hospital which contains information and promotions related to the services provided to patients and the public. Digital marketing has become more diverse over time, several types of digital marketing used by most people in their daily lives, including: Search Engine Marketing (SEM), Email Marketing, Search Engine Optimization (SEO), social media, display advertising, referral marketing, affiliate marketing, content marketing, online advertising, and viral marketing. (Leni Burhan, 2022)

Edelweiss Hospital as the object of research will face various challenges, especially those related to patient satisfaction as service users, competitors, and openness of information and communication. Therefore, hospitals must adapt to technological advances and digitalization processes in all fields in accordance with the 6 pillars of health transformation. Carrying out creative and targeted digital marketing in promoting available medical services in order to increase the number of visits and improve hospital branding and provide a very good customer experience. Based on the questionnaire conducted in this study, it was proven that the use of digital marketing greatly helps customers in this case patients or patient families in obtaining the information needed about the health facilities and services available at Edelweiss Hospital so as to influence patient decisions in seeking health services. However, what still needs to be considered is that the age range of patients who come to Edelweiss Hospital is quite diverse to the elderly, so it is necessary to think about a digital marketing format that can be easily used by anyone including the elderly generation. Some of the conveniences that can be offered, for example, by providing an easy-to-read screen display with easy-to-see colors, easy-to-access buttons and providing a customer service number that is easy to contact if customers find it difficult to access the service.

4.2 The influence of the point of purchase marketing variable (X2) on the customer experience variable (Y)

In this study, it was found that the variable point of purchase marketing partially has a significant effect on customer experience. We can see that the indicators of point of purchase marketing, namely Permanent Point Of Purchase, Temporary Point Of Purchase and In Store Media have been carried out well at Edelweiss Hospital, and are able to implement good, attractive and informative point of purchase marketing, so that they can influence consumers to choose health services at Edelweiss Hospital. The results of this study are in line with research conducted in Palopo which found that POP has a significant effect on customer experience at Alfamidi minimarkets because with a very good POP it will make customers feel comfortable and make buying and selling activities better.

Point of Purchase conducted at Edelweiss Hospital has also been proven to have a very good effect on customer experience. This is understandable because a clean and comfortable hospital will make patients interested in coming or coming back in the future. In addition, other supporting facilities such as audio visuals in this case, for example, megatrons or videos that are installed can help provide clearer information to consumers and also as entertainment while patients are waiting in line in the waiting room. Another thing that is no less important is the friendliness and alertness of hospital staff if there are consumers who need help, greatly affecting customer experience. One thing that must be fixed is the ease of finding parking access, because parking is an important aspect when customers or consumers come to the hospital. If the parking area or access is difficult, it will make consumers think twice about coming because it makes it difficult for patients to get off and store their vehicles.

4.3 The influence of digital marketing variables (X1) and point of purchase marketing (X2) simultaneously or together on the customer experience variable (Y)

In this study, it was found that the variables of digital marketing and point of purchase marketing simultaneously or together have a significant effect on customer experience. This was obtained from the results of multiple linear regression testing by looking at the results of the f-test count which is greater than the f table. Based on the results of the f-test, it was concluded that the independent variables, namely digital marketing and point of purchase marketing, have a joint effect on customer experience. This means that the higher the level of implementation of the two independent variables, the higher the level of customer experience at Edelweiss Hospital. Among the two independent variables in this study, point of purchase marketing has a more dominant influence on customer experience. This assumption is obtained and known from the significant value of each independent variable.

Based on the value of the coefficient of determination, the magnitude of the contribution value of the two independent variables used will be known. The digital marketing and point of purchase marketing variables contribute 47.5% of customer experience and the remaining 52.5% of customer experience is influenced by other things outside this study.

Based on these results, the digital marketing and POP components provide a significant contribution to customer experience, so the role of digital marketing and POP cannot be ignored. Hospitals must continue to innovate to create digital marketing formats that are truly easy and attractive for consumers to use, for example by creating applications for smartphones. In addition, the comfortable physical condition of the hospital and the communication skills and alertness of all officers in the hospital are also important keys to increasing customer satisfaction so that customers will come back in the future if they need medical services.

5. Conclusion

Based on the results of the analysis and discussion of data that has been carried out and processed statistically, the author obtained the following conclusions that can be drawn from the research on the Influence of Digital Marketing and Point of Purchase Marketing on Customer Experience (Case Study of Patients at Edelweiss Hospital):

1. Based on the average value continuum line, it can be concluded that overall the value of the Digital Marketing variable (X1) is at 87.15% with a very good category, meaning that all indicators of this sub-variable are implemented very well, the Point of Purchase Marketing variable (X2) is 87.07% categorized as very good, meaning that all indicators of this sub-variable or variable are implemented very well, the Customer Experience variable (Y) is 84.33% categorized as very good, meaning that all indicators of this sub-variable or variable are implemented very well.
2. Based on this study, it was found that the partial influence of digital marketing variables on customer experience, so that it can influence patient decisions in choosing health services, is significant.
3. Based on this study, it was found that the partial influence of point of purchase marketing variables on customer experience, so that it can influence patient decisions in choosing health services, is significant.
4. Based on this study, it was found that the influence of digital marketing and point of purchase marketing variables simultaneously or together on customer experience, so that it can influence patient decisions in choosing health services is significant.

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