

THE INFLUENCE OF DIGITAL MARKETING TECHNOLOGY ON PATIENT EXPERIENCE AT STELLA MARIS HOSPITAL IN MAKASSAR

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BACKGROUND :

As of October 2020, 4.14 billion out of 7.81 billion people worldwide were active social media users¹. In the second quarter of the same year, the Indonesian Internet Service Providers Association reported that 196.7 million people, or 73.7% of Indonesia's population, were active Internet users². Consumer behavior has changed, requiring companies to adapt their business models in the digital era^{3, 4}. Hospitals in the digital era must utilize information technology and engage with consumers^{5, 6}. A study by Radu in 2018 highlighted the necessity of using digital technology marketing to promote medical care services and develop businesses⁵. Organizational capabilities and service systems will evolve with technological advancements, and customer experiences will also change^{10, 11}. Positive customer experiences increase the likelihood of satisfaction and repeat purchases. Customer experience is shaped by immersion, flow, cognitive, and affective fit^{8, 12}.

METHOD : This research is quantitative with a cross-sectional approach. Data collection was conducted using a questionnaire. The population in this study comprised all patients using outpatient health services with general payment methods at Stella Maris Hospital in Makassar, totaling 925. The sample was selected using a probability sampling technique, specifically simple random sampling, resulting in 93 patients. Data were analyzed using statistical tests, including the chi-square test and partial test (T-test) ($p < 0.05$).

RESULTS & DISCUSSION: The research showed that Digital Marketing Technology significantly influences patient experience ($p\text{-value} = 0.000$). The patient stated that the digital marketing technology at Stella Maris Hospital consistently updates its health service promotions, which has enhanced the patient's experience. This aligns with Canfell's 2024 study, which found that the impact of digital technology marketing is significant, leading to increased engagement in social media and marketing. Hospitals are striving to improve care using digital technology. Still, the effectiveness of this technology is often measured only by cost and quality indicators, with little known about the experiences of doctors and patients. As a result, it remains to be seen whether patients' perceptions of their experiences are fully understood.

CONCLUSION : This study concludes that Digital Marketing Technology influences patient experience at Stella Maris Hospital in Makassar. Stella Maris Hospital should maintain the quality of its Digital Marketing Technology by continuously updating its health service promotions to keep patients interested in accessing the hospital's website or social media.

KEYWORDS : digital, marketing, technology, experience, patient