

ANALYSIS OF THE EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING MEDIA ON OUTPATIENT KNOWLEDGE OF HOSPITALS

Layla Defitria¹, Panca Radiono²

¹Student, Hospital Administration Study Program, Faculty of FAKAR, STRADA Indonesia University

²Lecturer, Hospital Administration Study Program, Faculty of FAKAR, STRADA Indonesia University

Email : layladefitriaak@gmail.com

ABSTRACT

The background of this research is based on the importance of social media in the dissemination of health information and patient education in the digital era. This study aims to analyze the effectiveness of the use of social media as a marketing tool in increasing patient knowledge about services at Gambiran Hospital, Kediri City. The research method used is quantitative design. Data was collected through questionnaires that were shared with patients before and after they received information through social media posts of Gambiran Hospital. Social media has proven to be effective in increasing patient knowledge about hospital services. The use of social media as a marketing medium has proven to be effective in increasing patient knowledge about outpatient services at Gambiran Hospital, so it is necessary to maintain and always improve the quality and evaluate the program in order to increase patient interaction and involvement, as well as strengthen the image and reputation of the hospital.

Keywords : Effectiveness, Social Media, Marketing, Patient Knowledge.

I. INTRODUCTION

Social media has become an important part of people's daily lives, including in the health sector. In the digital era, the use of social media as a marketing tool is an effective strategy to disseminate health information and education to the wider community. Gambiran Hospital Kediri City utilizes social media platforms such as Youtube and Instagram to increase patient knowledge about outpatient services. According to WHO, hospitals must provide comprehensive health services, as well as improve the quality of services through various innovations such as digital marketing (WHO; Law of the Republic of Indonesia No. 17 of 2023). This study aims to analyze the effectiveness of social media as a marketing medium in increasing patient knowledge about services at Gambiran Hospital.

In the context of hospital marketing, social media is able to reach a wide audience and provide interactive two-way communication, which helps to increase patient awareness and understanding of the healthcare services available (Smith et al., 2017; Khan, 2017). The use of social media in Indonesia is quite high, with Youtube and Instagram as the main platforms that are most often accessed by the public (Global Socially Led Creative Agency We are Social, 2021). This makes social media a very potential means for education and health promotion in



the hospital environment. Therefore, this study focuses on the influence of social media on outpatient knowledge at Gambiran Hospital, Kediri City.

II. METHODS

This study uses a quantitative method with a pre- and post-test experimental research design in one group (One Group Pretest-Posttest Design). The research sample consisted of 30 outpatients at Gambiran Hospital who met the inclusion criteria, taken by purposive sampling technique. Data collection was carried out using questionnaires that were filled out before and after patients received education through social media posts of Gambiran Hospital.

The research instrument in the form of a questionnaire with a Likert scale was used to measure the effectiveness of social media as a marketing medium (independent variable) and patient knowledge about outpatient services (dependent variable). The collected data was then analyzed using the validity, reliability, and statistical test of the Paired Sample t-test with the help of the SPSS version 18.0 program. The normality test using Shapiro-Wilk ensures that the data is distributed normally so that parametric tests can be used to test the research hypothesis (Sugiyono, 2019; Sukardi, 2011).

III. RESULT

The results of the validity test showed that all question items on the research instrument were valid with a value of r calculated $> r$ table (0.374) at a significance level of 5%. The Cronbach Alpha reliability test showed reliability with a $>$ value of 0.7 in the pretest (0.793) and posttest (0.893). The characteristics of the respondents were dominated by women (60%) with the highest age range between 16-25 years (53.3%).

Descriptive data analysis showed that before the social media intervention, the patient's knowledge of outpatient services was still limited with an average score of 12.73, while after the intervention the average increased significantly to 45.76. The results of the Paired Sample t-test showed a significant difference between the average of the pretest and posttest with a value of $t = -48.418$ and a p -value $= 0.000 < 0.05$, so the hypothesis was accepted. This indicates that social media is effective in increasing patient knowledge about outpatient services at Gambiran Hospital..

IV. DISCUSSION

Patients' limited knowledge prior to the intervention shows the need for social media as an effective educational tool in disseminating health information. Social media allows for the rapid and interactive dissemination of information to patients, thereby improving their understanding of the available healthcare services (Kietzmann et al., 2011; Bandura, 1977). A significant increase in knowledge after education through social media indicates that social media can also change behavior and increase patient awareness of the importance of proper health services.

The effectiveness of social media as a marketing medium has been strengthened by various digital marketing theories, which emphasize two-way interaction between service providers and patients (Kotler and Keller, 2016). Patient engagement through social media not only increases knowledge but also strengthens patient trust and comfort in exploring health

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services (Nasrullah, 2020). Thus, social media is not only a communication tool, but also an educational medium that plays a very important role in improving the quality of health services in hospitals.

V. CONCLUSION

This study concludes that social media is effective as a marketing medium in increasing patient knowledge about outpatient services at Gambiran Hospital, Kediri City. The results of statistical tests proved a significant increase in patient knowledge after receiving education through social media. Therefore, Gambiran Hospital is advised to continue to develop and improve the quality of educational content on social media and strengthen digital marketing strategies to expand reach and interaction with patients. Further research is also recommended to explore the effectiveness of various social media platforms and digital marketing approaches in the broader context of healthcare.

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