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The Influence of Digital Marketing on Community Perceptions and Health Services in Local Government-Owned Hospitals in Kediri City

Muhammad Roihan Mahesa Putra[1*], Amelindha Vania[2], Hariyono[3], Yuly Peristiowati[4]
[1,2] State Islamic University of Malang Maulana Malik Ibrahim
[3,4] Universitas STRADA Indonesia, Kediri, Indonesia
[*]Corresponding author: 210501110095@student.uin-malang.ac.id

ABSTRACT

Marketing using digital applications is very important and cannot be separated from health service units. In the context of providing health services, a hospital is starting to move towards commercialization. One way to increase the utilization of hospital services and improve public health is to develop marketing management so that more patients come to the hospital to get services. This study aims to analyze the effect of digital marketing on public perception and health services in government hospitals in Kediri City. This study uses a quantitative approach with a descriptive analytical design and cross-sectional method to test the effect of digital marketing on public perception and health services in government hospitals in Kediri City. Data collection was carried out through questionnaires to 55 respondents who were selected randomly systematically and data analysis was carried out using SmartPLS to test the relationship between variables. The results showed that public perception had a significant effect on improving health services (path coefficient = 0.566, p value = 0.000) and digital marketing directly did not have a significant effect on improving health services (path coefficient = 0.166, p value = 0.399).

Keywords: digital marketing, health services, hospital, public perception

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BACKGROUND

Currently, marketing using digital applications is very important and cannot be separated from health service units. In the context of providing health services, a hospital begins to lead to commercialization. One way to increase the utilization of hospital services and improve public health status is to develop marketing management so that more patients come to the hospital for services. Through the provision of good information about the facilities, products, technology and services provided by the hospital, as well as other information related to health promotion, the community will be more familiar and not reluctant to be interested in making a visit. (Murti, 2003)(Zakaria & Nadjib, 2023). Some important things to do include building the image of the hospital, as well as increasing public trust and appreciation of the hospital's capabilities and maximizing the utilization of hospital resources. In addition, hospital marketing also helps hospitals generate increased patient admissions. (Febiana *et al.*, 2024).

Perception is a process that arises due to sensation, where sensation is the activity of feeling or the cause of emotional states. Sensation can also be defined as the rapid response of our receiving senses to basic stimuli such as light, color, and sound, with which perception will arise. Perception is a function of individual psychology which has a very large influence on individuals. If an individual's perception of an object is positive, he tends to have a positive attitude towards the object. Conversely, if he has a negative perception, he tends to behave negatively towards the object. Public perceptions of health services which include medical examinations by doctors, laboratory tests, nursing services, physiotherapy services and drug services by pharmacies can be easily influenced by the marketing strategy of a hospital. Negative perceptions can be formed by unethical marketing strategies. For example, a hospital conducts a marketing strategy by listing the names of specialists and sub-specialists taken from other hospitals to attract patients to come to the hospital for treatment, but after the patient comes to the hospital, the doctor listed on the web does not exist. This will actually create a negative perception of the hospital. (Sudanto And Ikmal, 2022).

So far, marketing has also been seen as a tool that tries to sell goods to people they never knew they wanted. However, the real problem is that marketing communication becomes a reference point in order to foster fear or anxiety, focusing on vulnerable people, subliminal messages, which are basically not in accordance with the principles. All of these aspects need to be calculated by managers in marketing when starting an operational activity because this matter can also have a significant impact in an effort to shape the fame of the organization. (Putri Sahara and Prayoga, 2024).

Hospital reputation plays an important role in the success of marketing. Because a good reputation from a hospital can increase customer trust in this case the community using hospital services. In this era of digitalization, the internet is one source of information that can be used by the public to get hospital services as needed. This phenomenon is an opportunity to improve the hospital's reputation more easily with marketing branding via the web, Instagram, Facebook, Tik Tok or other social media. Compared to the past, to introduce the public to hospital service users through publications on TV, ratios, mass media such as newspapers and magazines which require a long time and cost more than digital social media.(Romadlon, Marlien and Widyasari, 2020).

The global phenomenon of "social networking" with millions of users is an easier way to connect with others, exchange information, experiences and opinions. Social networking is becoming a valuable marketing tool today because it is easier to access and can deliver more updated testimonials of hospital service users.

Marketing by utilizing digitalization will more easily provide information related to services provided by a hospital related to health care, specialist practice schedules, treatment

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rooms according to class, costs and facilities obtained which are more important also related to online visit queue number updates. This information is very important and needed by the community of hospital service users. If the community of hospital service users gets clear, fast and accurate information, it will foster positive perceptions and increase public satisfaction with these hospital services. (Radu *et al.*, 2018; Romadlon, Marlien and Widyasari, 2020) The internet has made it easier for consumers to leave reviews or comment on the hospital services provided. Thus we can see a growing trend of people relying on these reviews. The more patients who choose to rely on the assessment of doctors and services provided by a hospital from consumer reviews, the branding of the hospital can increase if there are many positive reviews, otherwise if there are many negative consumer reviews, it will reduce the hospital's reputation. This phenonena is the best advertising opportunity that a doctor, health clinic and hospital can expect. (Radu *et al.*, 2018; Febiana *et al.*, 2024).

In response to this condition, hospitals must have a dedicated staff that pays great attention to communication with patients through social networks. There are dedicated digital media staff who are responsible for creating posted content, promoting new hospital service programs through online platforms, moderating discussions, evaluating reviews and reviewing the success of online promotions based on the number of views or "likes" on certain posts. (Wati, Martha and Indrawati, 2020; Putri Sahara and Prayoga, 2024).

Kediri is one of the cities that is currently developing very rapidly. The existence of Doho airport which is one of the icons of the city of Kediri is an attraction for people to visit the city of Kediri. Community visits can be for the sake of developing a business or business, improving education or further study at several campuses that are increasingly developing in the city of Kediri, or even shopping in some of the current Kediri city shopping centers. The increasing number of people visiting and domiciled in the city of kediri will allow more health services to be used. In this case the hospital is one of the community's goals to get quality health services. In the city of Kediri in 2024 there are 11 government-owned and privately-owned hospitals including Gambiran Kediri Hospital, Kediri Baptist Hospital, Bhayangkara Kediri Hospital, Daha Husada Hospital, Lirboyo Hospital, Ratih Hospital, RSIA Melinda Kediri, RSIA Citra Keluarga, Muhamadiyah Kediri Hospital, RSIA Nirma Kediri and Kilisuci Hospital. The study of the community satisfaction survey (SKM) on the implementation of services at Gambiran Kediri Hospital, especially in the outpatient installation (IRJ), inpatient installation (IRNA) and supporting service units showed a satisfaction index of 72.89 with details of IRJ with an index of 71.13 with a good category, IRNA 74.22 with a good category, and the index of supporting service units of 73.32 with a good category. There are several services that need attention to be improved, namely service information, infrastructure supporting service information, queuing time, service delivery time, attitude of service providers, and handling service complaints (Rendra Eko Wismanu., 2018). In 2021-2022, the satisfaction index value of Gambiran Kediri Hospital increased to 85.51 with a very good category (Https: //rsudgambiran.kedirikota.go.id).

Meanwhile, the community satisfaction survey (SKM) from January to December 2021 conducted at the Bhayangkara Hospital in Kediri showed a community satisfaction index of 87.72 with a very good category (https://www.instagram.com. rs_Bhayangkarakediri).

METHODS

This study employed a quantitative approach with a descriptive analytical design using a cross-sectional method. The sampling technique applied was systematic random sampling, in which primary data related to individual characteristics were collected through a questionnaire. The population of this research consisted of residents of Kediri City who utilized health services at government-owned hospitals. The sample was drawn from this

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population, totaling 55 respondents, as determined using the Lemeshow formula. The collected data were analyzed using SmartPLS statistical software through the Structural Equation Modeling (SEM) technique. SEM (*Structural Equation Modeling*) (Harahap, 2020). The independent variable in this study is digital marketing, the moderator variable is public perception, while the dependent variable is health services. This research has undergone ethical testing at the Health Research Ethics Committee of STRADA Indonesia University with certificate number 0723493/ EC/KEPK/I/06/2025.

The influence test carried out using the t-statistic test in the partial least square (PLS) analysis model using SmartPLS 3.0 with the boothstrapping technique, obtained the R Square value and the significant test value. Hypothesis testing in this study can be judged by the magnitude of the t-statistic or t-count value compared to the t-table of 1.96 at 5% alpha. If t-count < t-table 1.96 at 5% alpha, then Ho is rejected and if t-count > t-table 1.96 at 5% alpha, then Ho is accepted.

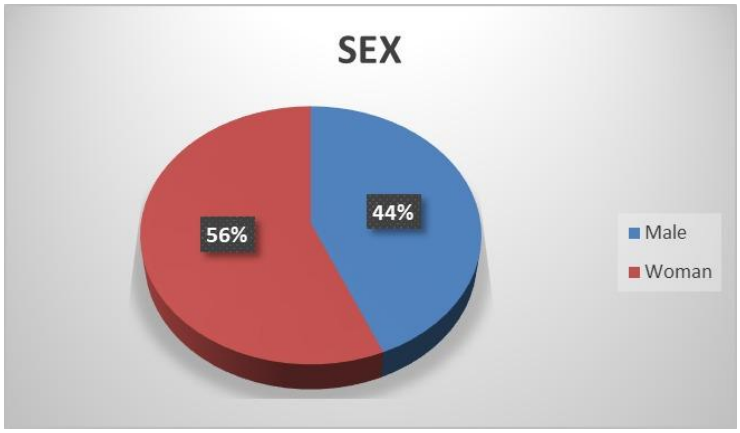
RESULTS

DESCRIPTIVE ANALYSIS RESULTS

Distribution of respondents based on Gender

Table 1. Distribution of Respondents Based on Sex

Sex	Total	Percentage (%)
Female	31	56,4
Male	24	43,6
Total	55	100



Distribution of respondents based on Age

Table 2. Distribution of Respondents by Age

Age (Year)	**Total**	**Percentage (%)**
20-30	26	47,3
31-40	13	23,6
41-50	5	9,1
51- 60	6	10,9
>60	5	9,1
Total	55	100

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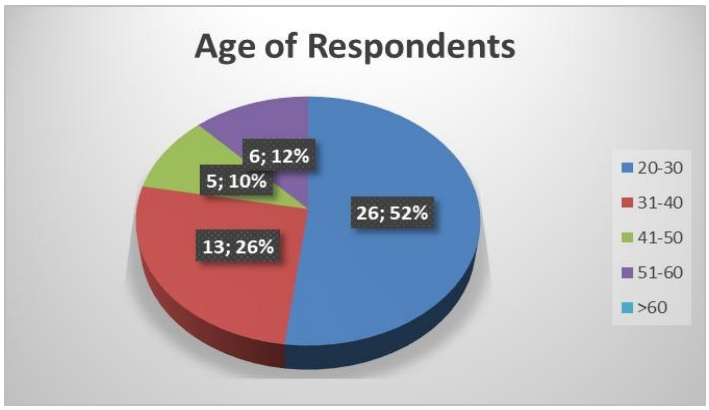
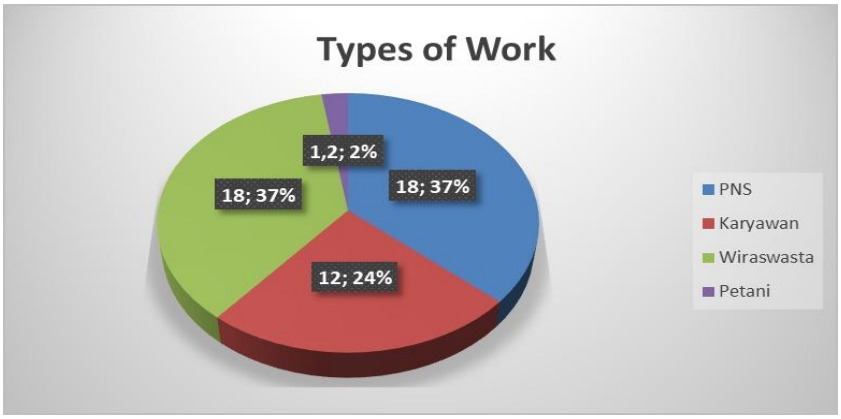


Distribution of respondents based on Occupation

Table 3. Distribution of Respondents Based on Occupation

Jobs	Total	Percentage (%)
PNS	18	32,7
Employees	12	21,8
Self-employed	18	32,7
Farmers	7	7
Total	55	100



Distribution of respondents based on Type of Insurance

Table 4. Distribution of Respondents by Type of Insurance

Type of Insurance	Total	Percentage (%)
BPJS Health	18	32,7
BPJS Labor	12	21,8
BPJS Mandiri	18	32,7
Uninsured Individuals	7	12,7
Total	55	100

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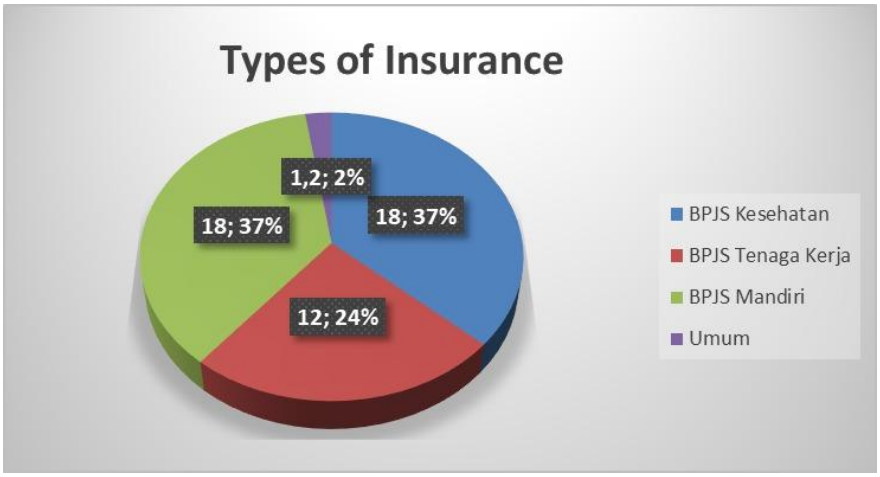


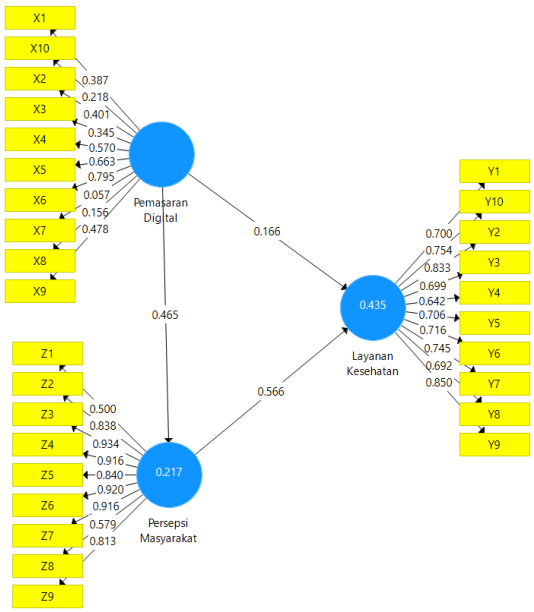
SMART PLS ANALYSIS RESULTS

The data processing technique in this study uses the partial least square (PLS) based SEM method using SmartPLS 3. Where in this data analysis requires 2 stages for the assessment of a research model, namely the outer model and inner model. The outer model assessment aims to assess the correlation between the item score or the construct score which shows the level of validity of a question item. In the data analysis technique using SmartPLS, there are 4 criteria for assessing the outer measurement model, namely convergent validity, discriminant validity, composite reliability (Cronbach's Alpha) and average variance extracted (AVE) (Ghozali & Latan, 2020). An item or statement item is considered valid if it has a correlation value or convergent validity value above 0.7. But according to (Ghozali & Latan, 2020) in the development stage a correlation of 0.5 to 0.6 is considered adequate or acceptable. This study uses the limit of the convergent validity value above 0.5 while the reliability assessment uses a Cronbach's alpha level of 0.7.

The following are the results of validity testing for each research variable.

Outer Model Testing Before Elimination

Based on the results of testing the outer model using SmartPLS, the correlation value between the statement items of the research variables is obtained as follows:



Outer Loading Before Elimination Source: SmartPLS 3.0 Processing Results

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Factor Loding Value

Loding factor >0.7 Indicators of each variable have the best convergent validity.

a. The results of the smart PLS test on the digital marketing variable from 10 indicators that have a loding factor> 0.7 on indicator number 6 only, while the other loding factor values, from 0.7. This means that the other 9 indicators do not have good convergent validity.
b. The results of the smart PLS test on the public perception variable from 9 indicators, only 2 indicators have a loding factor <0.7, while the other 7 indicators have a loding factor> 0.7 so that it can be said that 7 indicators already have good convergent validity.
c. The results of the smart PLS test on the Health service Variable, of the 10 indicators almost all have a loding factor value> 0.7 so that the 10 indicators already have good convergent validity.

Pad Coefficient Value

a. Digital Marketing contributes a value of 0.166 in improving Health Services.
b. Community Perception contributes a value of 0.566 in improving Health Services.

R-Square Analysis

Next, as explained earlier, the inner model assessment will be evaluated through the R-Squares value, to see the effect of certain exogenous latent constructs on endogenous latent constructs whether they have a substantive effect. The Rsquares result represents the amount of variance of the construct explained by the model. Rule of thumb for R-squares value.

The R-squares result represents the amount of variance of the construct explained by the model. The rule of thumb for the R-squares value is: values of 0.75, 0.50 and 0.25 can be concluded that the model is strong, moderate and weak The following R-Squares estimates are in the following table:

Based on the R squares value: Health Services has an R squares value of 0.435> 0.26 which means the model is good. Community Perception has an R square value of 0.217 <0.26 which means the model is not good.

Table 5. Evaluation of R Square Value

Variables	R Square	R Square Adjusted
Health Services	0,435	0,413
Community Perception	0,217	0,202

Source: SmartPLS processed results (2024)

From table 5, The adjusted r square results in the table above show that the adjusted r square value of Health Services (Y) is 0.413, and the value of Public Perception is 0.202. This value shows that the digital marketing variable affects Digital Services by 41.3% and the remaining 58.7% is driven by other variables outside the variables of this study. Then the value shows that digital marketing public perception affects Health Services by 20.2% and the remaining 79.8% is driven by other variables outside the variables in this study.

Average Variance Extracted (AVE) Assessment

Testing the average variance extraced (AVE) is that each construct is the same correlation between constructs and other constructs in the model, that is said to have good discriminant validity value. Eating the recommended AVE value must be greater than 0.50, which means that 50% or more of the variance of the indicator can be explained. The following is the average variance extracted (AVE) value for all constructs (variables) in the following table:

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Table 6. Average Variance Extracted (AVE)

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Health Services	0,907	0,924	0,922	0,542
Digital Marketing	0,589	0,634	0,678	0,213
Community Perception	0,933	0,948	0,947	0,672

Source: SmartPLS processed results (2024)

Based on table 6, It can be concluded that all constructs or endogenous variables and intervening variables have met the criteria for good validity. This is indicated by the average variance extracted (AVE) value> 0.5 as recommended criteria, while the exogenous variable, namely digital marketing, has an average variance extracted (AVE) value <0.5 so that it does not meet the criteria for good validity.

From the results of Construct Reliability and Validity, the Health Services and Community Perception Variables have an Average Variance Extracted (AVE) value> 0.5, namely 0.542 for Health Services and 0.672 for Community Perceptions. Which means that the two variables have good convergent validity values. While the digital marketing variable has an Average Variance Extracted (AVE) value of 0.213 or <0.5, which means that this variable does not have a good convergent validity value.

Discriminant Validity Assessment

Discriminant validity is carried out to ensure that each concept of each construct or latent variable is different from other constructs / variables. The model has good discriminant validity in this study assessed through a comparison of the correlation values of each latent construct between constructs. If the AVE root value of each construct is greater than the latent construct correlation value, it can be said that the outer model produced is good, and vice versa if the AVE root value of each construct is low than the latent construct correlation value, it can be said that the outer model produced is still not good because it contains invalid statement items. The following are the results of discriminant validity testing with the AVE root value.

Table 7. Discriminant Validity Value

Variables	Root AVE
Health Services	0,736
Digital Marketing	0,429
Community Perception	0,643

Source: SmartPLS processed results (2024)

Based on the calculation results in table 7, above, it can be concluded that the outer model assessors for all research constructs or variables have met the criteria for good validity. This can be seen from the AVE root value which is greater than the correlation value of the latent construct with the endogenous construct.

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If the latent variable AVE root value is greater than the correlation between latent variables, the latent variable has good Discriminant Validity value.

The results of the Discriminant Validity Analysis obtained the root AVE value of the Health Service variable 0.736> from the correlation value between variables (Digital Marketing 0.429 and Public Perception 0.643) which means that the Health service variable has a good Discriminant Validity value.

Reliability Assessment

After knowing the level of validity of the data, the next step is to determine the level of data reliability or the level of reliability of each construct or variable. Measurement of the reliability test of a construct with reflexive indicators can be done in two ways, namely Cronbach Alpha and Composite Reliability. The construct is said to be reliable if the Cronbach Alpha and Composite Reliability values are more than 0.7.

The results of the reliability test are presented in the following table:

Table 8. Reliability Test

Variables	Composite Reliability	Cronbach's Alph	Description
Health Services Y)	0,907	0,922	Reliable
Digital Marketing (X)	0,589	0,678	Unreliable
Community Perception (Z)	0,933	0,947	Reliable

Source: SmartPLS processed results (2024)

Based on SmartPLS output in table 8, above, it has been found that the composite reliability value and Cronbach alpha value of each construct or variable are greater than 0.7, thus it can also be concluded that the level of data reliability is good or reliable. Except for the Digital Marketing variable which has a composite reliability value and a Cronbach alpha value <0.7, which means it is not reliable.

From the results of Construct Reliability and Validity, the Health Services and Community Perception Variables have a Crombach's Alpha Value> 0.7, namely 0.907 for Health Services and 0.933 for Community Perceptions. Which means that the two variables have good convergent validity values. While the digital marketing variable has a Crombach's Alpha value of 0.589 or <0.7, which means that this variable does not have a good convergent validity value.

Direct and Indirect Hypothesis Testing

Table 9. Direct Hypothesis Results

Hypothesis	**Original Sample**	**Original Sample**	**Standard Deviation**	**T Statistics (|O/STDEV|)**	**T Statistics (|O/STDEV|)**
Digital Marketing (X)->Health Services (Y)	0,166	0,220	0,196	0,843	0,399
Digital Marketing (X)-> Public Perception	0,465	0,532	0,156	2,991	0,003
Community Perception (Z)->Health Services	0,566	0,537	0,158	3,572	0,000

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Source: SmartPLS Processed Results (2024), Significant at 5% Significance level

Based on 9, above shows that Digital Marketing on Health Services has a very small effect with a path coefficient of 0.166 with a P. Value of 0.399> 0.05 at the 5% significance level. This shows that there is no significant influence between the two variables, indicated by a t-statistic smaller than 1.96. Thus Ho is accepted and H1 is rejected, which means Digital Marketing has a positive and insignificant effect on Health Services. The Digital Marketing variable on Public Perception has a positive influence with a path coefficient of 0.465 with a P. Value of 0.003 <0.05 at the 5% significance level. This is indicated by the t-statistic value which is greater than 1.96. Thus Ho is rejected and H2 is accepted, which means that digital marketing has a positive and significant effect on public perception. Public perception of health services has a positive effect with a path coefficient of 0.566 with a P value of 0.000 <0.05 at the 5% significance level. This is indicated by the t-statistic value greater than 1.96. Thus Ho is rejected and H3 is accepted, which means that Public Perception has a positive and significant influence on Health Services.

Based on Path Coefficients Analysis

a. There is no effect of Digital Marketing on Health Services with a t statistic value of 0.843 < 1.96 and a P value of 0.399 > 0.05.
b. There is a significant effect of Digital Marketing on Public Perception with a t statistic value of 2.991> 1.96 and a P value of 0.003 <0.05.
c. There is a significant effect of Community Perception of Health Services with a statistical t value of 3.572> 1.96 and a P value of 0.000 <0.05.

DISCUSION

Identify Digital Marketing

The results of the smart PLS test on the digital marketing variable from 10 indicators that have a loding factor> 0.7 on indicator number 6 only, while the other loding factor values are less than 0.7. This means that the other 9 indicators do not have good convergent validity.

According to Kim (2004) digital marketing has 5 indicators, namely: Coordination, Commerce, Community, Content and Communication. Of the five indicators have been included in the digital marketing questionnaire. From the results of the smart PLS analysis.

Health is something that is very important, essential and is a basic need that must be owned by every individual human being. It is very important because health is a human resource to carry out every activity or activity. The World Health Organization or WHO in its constitution defines health as a condition of physical, mental, and social well-being and not just the absence of disease or disability.(Assidiq, Oktaviani and Sandhi, 2022). The existence of a hospital as a public health facility is very important for the public to know at large. Information related to the services provided by the hospital is needed by people who want to use these services. Information on a hospital's services can be obtained by the community either directly by visiting the desired hospital or through media such as the web, Facebook, Tik Tok or others. Through social media, the hospital will be recognized by the community and can be used as a promotional medium. (Wartono, Raharjo and Idris, 2024).

Digital Marketing is the application of internet technology related to digital technology, in which it is related to traditional communication to achieve marketing goals. Meanwhile, according to (Tarigan & Sanjaya, 2013) Digital Marketing is an activity including branding that uses various web-based media such as blogs, websites, e-mail, adwords, or social networks. It can be concluded from some of the information above, Digital Marketing is an activity carried out by a company to market its products via the internet and communicate with customers through digital channels to fulfill the company's marketing

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strategy. (Farhan, Yulasmi and Pratiwi, 2024). Digital Marketing has grown rapidly since internet usage has increased. This usage rate is triggered by the presence of smartphones(Wati, Martha and Indrawati, 2020).

From the results of the identification of digital marketing in this study obtained from the digital marketing indicators used by researchers have not been able to describe the actual conditions at the research site. This is because the hospital used as a research site is a local government owned hospital in Kediri City, namely there are several hospitals including Gambiran Kediri Regional Hospital which is a type B regional hospital with full accreditation, Kilisuci Kediri Regional Hospital is a type C hospital with full accreditation, RSU Daha Husada which is a type C provincial government-owned hospital with Madya accreditation, Bhayangkara Kediri Hospital which is a police-owned hospital with type B and full accreditation, and DKT Kediri Hospital which is an Army-owned hospital with type C and full accreditation. Different types of government owned hospitals and different accreditation statuses also cause digital marketing indicators that researchers use cannot be the same in each hospital. Because each hospital has different ways and models of digital marketing.

Identification of Community Perceptions

The results of the smart PLS test on the public perception variable from 9 indicators, only 2 indicators have a loding factor <0.7, while the other 7 indicators have a loding factor> 0.7 so that it can be said that 7 indicators already have good convergent validity.

Community Perception Perception is a process that arises due to sensation, where sensation is the activity of feeling or the cause of emotional states. Sensation can also be defined as a rapid response from our receiving senses to basic stimuli such as light, color, and sound, with which perception will arise. (SUDANTO and IKMAL, 2022).

Every individual must experience what is called perception as a result of his appreciation of various stimuli or stimuli that come from the environment. (Ali and Asrori, 2006: 26). Perception contains three components that researchers use as indicators of community perception variables (Walgito, 2002: 16), namely: 1) Cognitive. Cognitive components are components related to knowledge, views, beliefs, namely things related to how people perceive attitude objects. 2) Affective (Affective). The Affective Component is a component related to feelings of pleasure or displeasure towards the object of attitude. Feeling happy is a positive thing, while feeling displeased is a negative thing. 3) Conative (Conative). The Conative component is a component related to the tendency to act on the attitude object. This component shows the intensity of attitude, which shows the size of the tendency to act or behave towards the object of attitude. 4) Behavioral and 5) Attitudinal.

From the research results obtained from the results of data collection using questionnaires and data processing using smart PLS on the public perception variable already has a good validity value, so that the indicators used by researchers as many as 5 indicators can describe how the perceptions of the people of Kediri city as users of government owned hospitals in relation to the use of digital marketing through social media can provide the information needed by the community so as to increase positive perceptions in the people of Kediri city.

Identification of Health Services

The results of the smart PLS test on the Health service Variable, of the 10 indicators almost all have a loding factor value> 0.7 so that the 10 indicators already have good convergent validity. This data is also supported by the results of the AVE value on the health service variable which has an Average Variance Extracted (AVE) value> 0.5, namely 0.542, which means that the two variables have good convergent validity values.

Health services are part of health services whose main objective is to improve health and prevent disease with the main target being the community. The arena of the scope of

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public health services concerns the interests of many people, so the role of government in public health services is quite large. (Putri Sahara and Prayoga, 2024).

According to Soekidjo Notoatmojo (2001) health services are a sub-system of health services whose main objective is preventive (prevention) and promotive (health improvement) services with community targets. According to the Ministry of Health of the Republic of Indonesia (2009) health services are efforts organized alone or or together in an organization to see and improve health, prevent and cure diseases and restore the health of individuals, families, groups and or communities.(Assidiq, Oktaviani and Sandhi, 2022).

(Parasuraman et al., 1988) identified a complete set of service attributes that consumers can use as criteria in assessing the performance of hospital services which are covered by five dimensions of service quality, namely tangibles, reliability, responsiveness, assurance and empathy. The five dimensions are known as SERVQUAL. These 5 dimensions of health service quality are used as indicators of health services in this study. (Romadlon, Marlien and Widyasari, 2020; Putri Sahara and Prayoga, 2024).

The Effect of Digital Marketing on Public Perception

The digital marketing variable affects Health Services by 41.3% and the remaining 58.7% is driven by other variables outside the variables of this study. Then this value shows that digital marketing and public perception affect Health Services by 20.2% and the remaining 79.8% is driven by other variables outside the variables in this study.

The results of the Discriminant Validity Analysis obtained the root AVE value of the Health Service variable 0.736> from the correlation value between variables (Digital Marketing 0.429 and Public Perception 0.643) which means that the Health service variable has a good Discriminant Validity value.

From the results of Construct Reliability and Validity, the Health Services and Community Perception Variables have a Crombach's Alpha Value> 0.7, namely 0.907 for Health Services and 0.933 for Community Perceptions. Which means that the two variables have good convergent validity values. While the digital marketing variable has a Crombach's Alpha value of 0.589 or <0.7, which means that this variable does not have a good convergent validity value.

The Digital Marketing variable on Public Perception has a positive influence with a path coefficient of 0.465 with a P. Value of 0.003 <0.05 at the 5% significance level. This is indicated by the t-statistic value which is greater than 1.96. Thus Ho is rejected and H2 is accepted, which means that digital marketing has a positive and significant effect on public perception. There is a significant effect of Digital Marketing on Public Perception with a t statistic value of 2.991> 1.96 and a P value of 0.003 <0.05.

Currently, expanding the marketing network can be done by using online shop platforms, or building social communities, which include various forms of interaction, such as forums (such as KasKUS or Fashionesdaily), social networking sites or social media (such as Facebook, Path, Instagram), virtual worlds (such as Second Life, There, or Kaneva), games, sharing sites (such as Flickr or YouTube), and microblogging (such as Twitter).(Febiana *et al.*, 2024).

In the case of hospitals, good communication can enhance good relations with the community, which in turn will cause patients to feel cared for. When people are satisfied, they will give good testimonials and encourage others to come and also use the hospital's services. Information can be spread and received through social media and word of mouth quickly, efficiently yet effectively. Word of mouth communication is the exchange of information, data, news or news about various things - especially positive and good things - that can make other people's minds affected, and eventually choose or buy the products they convey. As people become more confident and influenced by the information they gather, word of mouth conversations can be a useful source of information to increase interest in

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patient visits. (Assidiq, Oktaviani and Sandhi, 2022; Febiana *et al.*, 2024).

From the results of this study, it is found that digital marketing has a positive effect on public perceptions in choosing information about health services in local government owned hospitals in the city of Kediri. Digital platforms used by local government hospitals in the city of Kediri can provide an overview and important information needed by the community regarding the services provided by the hospital. For hospitals that provide more information through their digital platforms, more people will have a positive perception of the hospital so that people will be interested in using the services offered by the hospital. This is in line with the research results that Digital Marketing contributes 0.166 in improving Health Services.

The Influence of Public Perceptions of Health Services

The adjusted r square results in the table above show that the adjusted r square value of Health Services (Y) is 0.413, and the value of Public Perception is 0.202. This value shows that the digital marketing variable affects Digital Services by 41.3% and the remaining 58.7% is driven by other variables outside the variables of this study.

The results of the Discriminant Validity Analysis obtained the root AVE value of the Health Service variable 0.736> from the correlation value between variables (Digital Marketing 0.429 and Public Perception 0.643) which means that the Health service variable has a good Discriminant Validity value.

From the results of Construct Reliability and Validity, the Health Services and Community Perception Variables have a Crombach's Alpha Value> 0.7, namely 0.907 for Health Services and 0.933 for Community Perceptions. Which means that the two variables have good convergent validity values. While the digital marketing variable has a Crombach's Alpha value of 0.589 or <0.7, which means that this variable does not have a good convergent validity value.

Community Perception of Health Services has a positive effect with a path coefficient of 0.566 with a P. Value of 0.000 <0.05 at the 5% significance level. This is indicated by a t-statistic value greater than 1.96. Thus Ho is rejected and H3 is accepted, which means that Community Perception has a positive and significant influence on Health Services.

If an individual's perception of an object is positive, he tends to have a positive attitude towards the object. Conversely, if he has a negative perception, he tends to behave negatively towards the object.(Putri Sahara and Prayoga, 2024).

Aspects that can increase patient satisfaction are maintaining patient privacy, explanation of officers before taking action, polite attitude of officers, answering questions about patient progress and the ability of officers to make patients believe about the actions provided. The highest patient satisfaction in the tangible dimension is the item on the wall of the room affixed with prayers or hadiths that can be read by patients. Most respondents stated that this was very important and the majority of respondents said they were very satisfied. The results of the analysis on the assurance dimension show very satisfied results. The highest average satisfaction in this dimension is on the item polite attitude of the officer. The results of the analysis of the reliability dimension also indicate patient satisfaction where the highest satisfaction is with the doctor's visit to conduct a routine examination (visit) every day. However, patient registration services show less satisfaction based on the answers to the items of registration requirements / service mechanisms that are easy and straightforward.(Mahdalena, Saputra and Usman, 2021).

In line with this research that people or patients who already have a positive perception of a hospital, the community will believe in the services provided at the hospital. With increased public trust in local government owned hospitals, hospitals will provide good and quality health services in order to maintain public trust and improve the quality of hospital services.

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CONCLUSION

The conclusion obtained from the research results is that digital marketing carried out by hospitals, especially local government owned hospitals in Kediri city, will be able to increase positive perceptions of the hospital services provided. Positive public perception will be able to improve the services provided by the hospital. In this study, digital marketing does not directly affect the improvement of health services but must go through intervening variables, namely community perception.

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