

## **CLINIC IMAGE AND PATIENT VISITS: THE SERVICE-DIGITAL MARKETING CONNECTION**

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### **ABSTRACT**

This study aims to investigate how the quality of service and digital marketing affect patients' interest in visiting a clinic, both directly and indirectly, with the clinic's reputation playing a middle role. The study involved 3,574 patients at the Aka Medical Center Primary Clinic in 2022, and 100 of them were surveyed for this research, which used statistical methods to analyze the data. Before the analysis, the researchers checked the accuracy and reliability of the survey. Then, they examined the collected data using statistical tests. The results show that the quality of service and digital marketing significantly influence patients' interest in visiting the clinic, both directly and through the clinic's reputation. This means that when the clinic provides excellent service and uses effective digital marketing, it boosts its reputation, which, in turn, attracts more patients.

**Keywords:** Service Quality, Digital Marketing, Corporate Image, and Interest in Visiting

### **1. INTRODUCTION**

The recent surge in medical laboratories has led to increased competition among them. Aka Medical Center Primary Clinic has also been affected, as there has been a fluctuation in the number of patient visits. This fluctuation can be attributed to the growing competition among healthcare facilities, which are striving to provide high-quality services and use digital marketing extensively to disseminate health information, thereby attracting patients to visit.

In theory, there are many factors that can influence consumer interest in making a purchase or a visit. However, this study will focus on three key factors: service quality, the role of digital marketing, and corporate image. This focus is based on surveys that indicate that these three factors play a significant role in influencing patient visits, particularly in today's digital age.

Companies that aim to grow must be able to provide excellent service quality, as it is one of the key factors determining the success of a service-based business. By offering high-quality service to customers, a positive corporate image is formed, which, in turn, attracts customers' interest in using the services offered. Aka Medical Center has consistently made efforts to improve its services since its establishment to enhance patient satisfaction and, consequently, attract more patients.

Service quality is a crucial factor influencing the success of an organization, as it affects its competitiveness. A company can set itself apart from its competitors by delivering high-quality services. Astari & Herlambang (2019) found that service quality has an impact on patient visitation interest, and their research indicates that service quality has a more dominant influence compared to other variables.

Maximizing service quality also includes considering factors that affect patient visits, such as the role of digital presence. In the current era of Marketing 4.0, marketing approaches have evolved, combining online and offline interactions between companies and customers. This approach blends style with substance, builds brands, and ultimately enhances connectivity between machines and human beings for customer engagement (Kotler et al., 2019).

Digital marketing involves efforts to market and promote a brand or product through the digital or online medium. Its goal is to reach customers and potential customers quickly and accurately (Sabila, 2019). In simpler terms, digital marketing is a way to advertise and promote specific products or brands through digital channels.

The importance of digital marketing in today's digital age cannot be underestimated, as people have shifted their behaviors from conventional to digital activities. Businesses must respond quickly and effectively to this change, primarily through increased marketing activities such as promotions on various social media platforms. This approach helps them gain recognition and pique consumers' interest in the products they offer.

Given these observations, the researcher believes it is necessary to conduct an empirical study that explores the influence of service quality and digital presence, with corporate image as a mediator, on patient visitation. The study is titled "Clinic Image and Patient Visits: The Service-Digital Marketing Connection."

Service, as defined by Kotler and Armstrong (2012), is any action or activity that one party can offer to another. Typically, services are intangible and do not result in physical ownership. Service production may relate to physical products or not. Rangkuti (2009) suggests that service involves providing intangible performance or actions from one party to another. Services are typically produced and consumed simultaneously, with the interaction between the service provider and the recipient influencing the service's outcome.

Quality refers to the extent to which a product meets its specified requirements. When it comes to service quality, the American Society for Quality Control defines it as the overall characteristics and features of a product or service concerning its ability to meet specified or latent needs (Lupiyoadi, 2010). Purnomo (2011) argues that, from the customer's perspective, service quality means aligning with the specifications demanded by customers. Customers decide what quality means to them and determine what aspects are crucial. Customers evaluate service quality.

Quality and integration are closely intertwined. The quality of service received by customers is reflected in the degree of discrepancy between their expectations and desires and their perception of the service. Service quality is measured by the gap between customer expectations and the service provided by the company (Prasetyo 2008). Parasuraman, Zeithaml, & Berry, as cited in Tjiptono (2014), have identified five dimensions of service quality, organized according to their relative importance: 1) Physical Evidence; 2) Reliability; 3) Responsiveness; 4) Assurance; and 5) Empathy.

Digital marketing is a method used to market and promote brands or products via the digital realm or the internet, with the aim of swiftly and accurately reaching consumers and potential consumers (Sabila, 2019). In simple terms, digital marketing is a means of advertising and endorsing specific products or brands through digital channels. This can involve online advertising or social media platforms commonly utilized by businesses, such as Facebook, YouTube, Twitter, Instagram, and others.

Digital marketing encompasses marketing activities carried out through digital or online platforms. Typically, these platforms include websites, online forums, and, most notably, social media platforms such as Facebook, Instagram, YouTube, among others (Prayitno, 2020). According to Chaffey & Ellis-Chadwick (2016), digital marketing constitutes a company's endeavor to market its products and services through digital technology online, with the objective of reaching both global and specific markets. Conversely, Frost & Strauss (2016) define e-marketing as the utilization of information technology for marketing activities and as a process for generating, communicating, delivering, and exchanging value propositions with customers, clients, partners, and society as a whole.

Coviello et al., as cited in Fawaid (2017), assert that digital marketing involves the use of the internet and other interactive technologies to create and facilitate dialogue between identified companies and consumers. Digital marketing leverages the internet to convey marketing promotional messages to consumers (Afifah and Najib, 2022). Meanwhile, Purwana et al. (2017) describe digital marketing as the online promotion of products through various digital media, including social networks.

According to Wolfinbarger & Gilly (2003), digital marketing can be assessed through various indicators: 1) Fulfillment/reliability, which relates to the ease of access, accuracy of product display, and whether consumers receive what they ordered; 2) Website design, which encompasses the overall digital experience where online activities are directed toward potential consumers. This includes user-friendliness in information retrieval, ordering processes, proper personalization, and product selection; 3) Customer service, representing excellent, responsive, communicative, and intelligent customer support in addressing consumer inquiries and needs; and 4) Security/privacy, which covers the privacy and security of personal information and online payment systems.

Corporate image is the way customers perceive a company's overall offering. It's a collection of beliefs, ideas, and impressions that society holds about a company (Kotler, 2013). According to Davies et al., as cited in Pratiwi & Widiyastuti (2018), corporate image encompasses the overall message that forms in people's minds about a company. This perception is linked to the company's name, architectural design, product diversity, traditions, ideologies, and the impression of communication quality maintained by every employee interacting with the organization's clients.

Steinmentz (2011) asserts that a corporate image reflects how society views a company's identity. It cannot be artificially manufactured; instead, it is shaped by society itself. Establishing a positive corporate image involves communication and openness to the public, but it's not something that can be achieved quickly it's a time-consuming process. This is because a corporate image comprises all the perceptions of an object that customers form as they process information from various sources over time.

According to Zhang (2009), a corporate image can be gauged through five dimensions: 1) Likability: This dimension assesses the likability of the message source and reflects how attractive it is to the audience or society. 2) Competence: Competence involves the integration of knowledge, skills, and attitudes that enable effective execution. 3) Quality: Quality refers to anything capable of satisfying customer desires or needs. 4) Performance: This dimension evaluates the results or overall success of an individual in performing tasks compared to various possibilities, such as job performance standards,

targets, or predetermined and agreed-upon criteria. 5) Responsibility: Responsibility represents the moral attitude to fulfill obligations, signifying the company's commitment to meeting its duties.

Interest in visiting can be compared to purchase intention. As per Kotler and Keller (2009), interest constitutes a segment of consumer behavior, signifying the disposition of respondents to take action prior to finalizing a purchase decision. Interest is an individual matter and correlates with attitude. Those who exhibit interest in an object possess the motivation or impetus to acquire that object (Peter & Olson, 2013).

Intention is a plan or a reflection of how an individual intends to behave in a specific scenario. It indicates whether someone plans to take a particular action or not (Ajzen & Fishbein, 2005). Therefore, interest in visiting can be interpreted as a person's mental state that mirrors a plan to undertake specific actions within a defined timeframe. According to Trendis, as cited in Yacob et al. (2019), interest is an individual's desire influenced by social factors, emotions, and perceived consequences. Interest represents a thought that arises due to a sense of attraction and a desire to possess a particular product or service (Schiffman & Kanuk, 2007).

Schiffman and Kanuk elucidate that interest can be gauged through various components (Schiffman & Kanuk, 2007), including: 1) Interest in Seeking Information About the Product; 2) Contemplating a Purchase Decision; 3) Expressing Interest in Trying the Product; 4) Desiring to Acquire More Knowledge About the Product; and 5) Wishing to Possess the Product.

## **2. METHOD**

This study was conducted at the Aka Medical Center Primary Clinic from November 2022 to June 2023. To ensure a well-structured research process, the researcher devised a timeline for various activities, including proposal development, guidance, proposal seminars, revisions, and the acquisition of research permits. Subsequently, thesis guidance and thesis defense were conducted.

The research's population consisted of patients at the Aka Medical Center Primary Clinic, numbering 3,574 individuals, as of the year 2022. The sample size for this study was determined using Slovin's theory with a 10% margin of error, resulting in a sample size of approximately 97.28, which was rounded up to 100.

The method used to analyze the data in this study is called Partial Least Square (PLS). PLS is a type of analysis that helps us understand connections between different things in our data. It's really useful because it can be used with all sorts of data, doesn't need a lot of assumptions, and works even with smaller amounts of data. We mostly use PLS to figure out if there are connections between certain hidden things in our data (like predictions), but it can also help us check if our ideas about how things are connected are correct. But, before we could do all that, we had to make sure our data was good and reliable. We also looked at how well our ideas about the connections between things fit our data using tests like R-Square, F-Square, and f2 effect size.

## **3. RESULTS AND DISCUSSION**

### **a. Respondent Characteristics**

This section provides insights into the demographic characteristics of the study's participants, encompassing gender, age groups, highest educational attainment, and occupational backgrounds. Among the respondents, 55% were male, while 45% were female. In terms of age distribution, 2% fell under the category of less than 25 years old, 56% were between 25 and 35 years old, 37% belonged to the 36 to 45 age group, and 5% were over 45 years old. Regarding educational levels, 15% had completed high school or its equivalent, 16% held a diploma, 63% possessed a bachelor's degree (S1), and 6% had attained a master's degree (S2). Regarding occupations, 10% were civil servants (PNS), 4% served in the military or police (TNI/Polri), 33% were self-employed (Wiraswasta), 44% worked in the private sector (karyawan swasta), and 9% had various other occupations.

### **b. Descriptive Analysis of Research Variables**

Descriptive statistics were employed to examine the indicators used in the questionnaire for each research variable: service quality, digital marketing, corporate image, and patient visit interest at Aka Medical Center Primary Clinic. The Likert scale was utilized for this purpose. Data analysis procedures encompassed data categorization, tabulation, data presentation for each studied variable, calculations to address the research queries, and computations to test the proposed hypotheses. The results of the survey are summarized in the table below.

Table 1. Descriptive Analysis of Research Variables

No	Variable	Scor	Scale	Info
1	Service Quality (X <sub>1</sub> )	375	340 – 419,9	Good
2	Digital Marketing (X <sub>2</sub> )	376	340 – 419,9	Good
3	Corporate Image (M)	376	340 – 419,9	Good
4	Interest in Visiting (Y)	376	340 – 419,9	Good

**c. Results of the Reflective Measurement Model Test**

The measurement model helps us understand how different things we're studying are connected to the questions or measurements we use to study them. It checks if our measurements are trustworthy and make sense. We do this by looking at things like whether different questions about the same topic give us similar answers (convergent validity), whether different topics are really different from each other (discriminant validity), and how reliable our measurements are (Hair et al., 2017). The outer model in SmartPLS is depicted in the following figure:

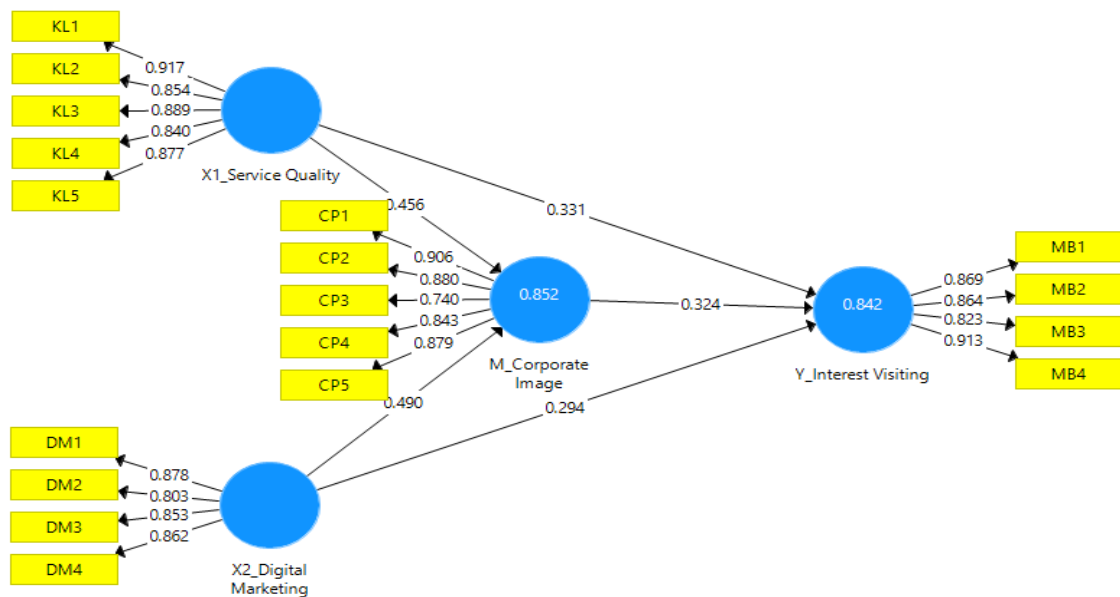


Figure 1. Research Outer Model in SmartPLS 3

Convergent validity tests check if the things we're measuring in a study are related to each other. If they're related, it means our measurements are working well. We do this by looking at numbers called loading factors. If these numbers are 0.7 or more and the average is over 0.5, it shows that our measurements are similar and give a clear picture of what we're studying (Hair et al., 2017).

Based on the figure above, it is evident that all indicators have outer loading values above 0.7, signifying high validity, and all outer loading values are significantly above 0.4 and above the AVE values. Hence, it can be concluded that all indicators meet the rule of thumb criteria. Consequently, no indicator elimination or re-estimation is required. Additionally, the results show that all constructs in this study exhibit reliability as indicated by the composite reliability values, all of which exceed 0.7, with the minimum value of 0.938 demonstrated by the service quality variable.

**d. Results of the Structural Model Test**

Once we've checked that our measurements are good (the outer model), the next step is to look at the connections between the things we're studying (the inner model). This helps us see if our theories about how things are related are supported by the data (Ghozali, 2015).

**1) R-Square Value**

We use something called the R-square value to show how much one thing can explain another. In our case, it helps us see how well our model predicts things (Hair et al., 2017). The results of the R-square values can be seen in the table below:

Table 2. R-Square Value

Variable	R Square	R Square Adjusted
<b>M_Corporate Image</b>	0,852	0,849
<b>Y_Interest Visiting</b>	0,842	0,837

Source: SmartPLS Output 3, 2023.

If the R-square is 0.75 or more, it means the model is strong. From the data we analyzed in the table, we found that the corporate image variable can be explained by service quality and digital marketing by 85.2%. Similarly, the visit interest variable can be explained by service quality, digital marketing, and corporate image by 84.2%. So, our model for corporate image and visit interest falls into the "strong" category.

**2) F-Square Value**

We use something called the F-square value to see if leaving out a particular thing from our model makes a big difference in our predictions. If the F-square is 0.02 or more, it means the thing we left out has a noticeable impact. Values of 0.02 or less suggest that the thing we left out doesn't really affect our predictions (Hair et al., 2017). The results of the F-square values are shown in the table below:

Table 3. F-Square Value

Variable	M_Corporate Image	Y_Interest Visiting
<b>X1_Service Quality</b>	0,259	0,101
<b>X2_Digital Marketing</b>	0,299	0,078
<b>M_Corporate Image</b>		0,098
<b>Y_Interest Visiting</b>		

Source: SmartPLS Output 3, 2023.

Based on the data processing results in the table above, it can be observed that two variables have a moderate contribution to the R-square value in the research model. These variables are service quality to corporate image (0.259 or 25.9%, moderate effect) and digital marketing to corporate image (0.299 or 29.9%, moderate effect). In contrast, the variables service quality, digital marketing, and corporate image to visit interest exhibit small effects, each with values of 0.101 (10.1%), 0.078 (7.8%), and 0.098 (9.8%), respectively.

**e. Hypothesis Testing Results**

Next, we wanted to check how important the connections we thought existed between our different factors really were. We used something called bootstrapping to do this. It also helped us figure out how big the T-statistic values were.

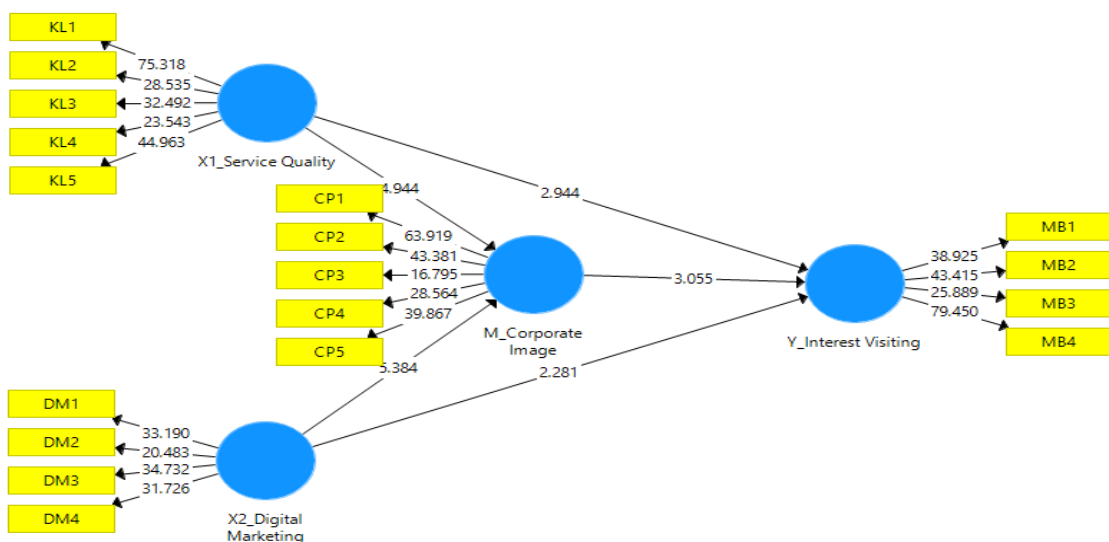


Figure 2. Research Construct Relationship Model Using Bootstrapping Method

**1) Direct Effect**

Direct effect analysis helps us see if one thing directly affects another thing in our study. Below, you'll see the results of our data analysis:

Table 4. Direct Impact Results

Hypothesis	Path Coefficient	T-Statistics	P Value	Information
H1 : X1 -> M	0,456	4,944	<b>0,000</b>	Accepted
H2 : X2 -> M	0,490	5,344	<b>0,000</b>	Accepted
H3 : X1 -> Y	0,331	2,944	<b>0,003</b>	Accepted
H4 : X2 -> Y	0,294	2,281	<b>0,023</b>	Accepted
H5 : M -> Y	0,324	3,055	<b>0,002</b>	Accepted

Source: SmartPLS Output 3, 2023.

Note: X1 = Service Quality; X2 = Digital Marketing; M = Company Image; Y = Interest in Visiting.

The numbers in the table above show how different things relate to each other in our study. To see if these relationships are important, we looked at something called T Statistics. In this study, we used a significance level of 5% (two-tailed) and a confidence level of 95%. This resulted in a value of 2.003 from the t-table. If the T-statistic value is bigger than this table value, we consider the result important (Ghozali, 2015).

Looking at the results in the table, we had five ideas (hypotheses), and all of them turned out to be true because the T-statistic values were bigger than 1.9847. Here are the results for each idea:

- a) Service Quality and Corporate Image: The number that shows the relationship is 0.456, and the T-statistic is 4.944 with a P Value of 0.000. Since the P Value is less than 5% ( $0.000 < 0.05$ ), we can say that the quality of service really affects how people see the company. So, idea 1 (H1) is right.
- b) Digital Marketing and Corporate Image: The number here is 0.490, and the T-statistic is 5.344 with a P Value of 0.000. Just like before, because the P Value is less than 5% ( $0.000 < 0.05$ ), we can say that digital marketing really affects the company's image. So, idea 2 (H2) is right.
- c) Service Quality and Visit Interest: Here, the number is 0.331, and the T-statistic is 2.944 with a P Value of 0.004. Again, because the P Value is less than 5% ( $0.003 < 0.05$ ), we can say that service quality really affects whether people want to visit. So, idea 3 (H3) is right.
- d) Digital Marketing and Visit Interest: This time, the number is 0.294, and the T-statistic is 2.281 with a P Value of 0.024. Even though the P Value is small ( $0.023 < 0.05$ ), it's still less than 5%, so we can say that digital marketing affects whether people want to visit. So, idea 4 (H4) is right.
- e) Corporate Image and Visit Interest: Here, the number is 0.324, and the T-statistic is 3.055 with a P Value of 0.002. The P Value is small ( $0.002 < 0.05$ ), so corporate image really affects whether people want to visit. So, idea 5 (H5) is right.

**2) Indirect Effect**

Indirect effect analysis was conducted to test the hypothesis of indirect influence of exogenous variables on endogenous variables through intervening variables or variables that mediate the influence of exogenous variables on endogenous variables. The results of path coefficient tests using SmartPLS 3 are presented in the table below.

Table 5. Indirect Effect Results

Hypothesis	Path Coefficient	T-Statistics	P Value	Information
H6 : X1 -> M -> Y	0,148	3,136	<b>0,002</b>	Accepted
H7 : X2 -> M -> Y	0,159	2,293	<b>0,022</b>	Accepted

Source: SmartPLS Output 3, 2023.

- a) Service Quality to Visit Interest via Corporate Image: The path coefficient has a value of 0.148 with a T-statistic of 3.136 and a P Value of 0.002. Since the P Value is  $< 5\%$  ( $0.002 < 0.05$ ), it can be concluded that service quality, through corporate image, significantly influences patient visit interest. Therefore, hypothesis 6 (H6) is accepted.
- b) Digital Marketing to Visit Interest via Corporate Image: The path coefficient has a value of 0.159 with a T-statistic of 2.293 and a P Value of 0.022. Since the P Value is  $< 5\%$  ( $0.022 < 0.05$ ), it can be concluded that digital marketing, through corporate image, significantly influences patient visit interest. Therefore, hypothesis 7 (H7) is accepted.

#### **4. CONCLUSION**

This study draws several conclusions based on the research findings and discussions outlined previously:

- a. Service Quality Has a Significant and Positive Impact on Corporate Image: It can be interpreted that when the management of the Aka Medical Center Primary Clinic delivers higher-quality services, this leads to an enhanced perception of the clinic's image. Conversely, lower service quality adversely affects the company's image. The survey results indicate a limited influence on the assurance dimension when coupled with quality, suggesting that this aspect of service quality has not substantially improved the company's image. influence on the assurance dimension when coupled with quality, suggesting that this aspect of service quality has not substantially improved the company's image.
- b. Digital Marketing Significantly Influences Corporate Image: When a company's management effectively leverages digital marketing, it creates a favorable impression among customers when assessing the company. Easy access to information and other related needs through digital channels enhances the company's image in the eyes of the public. The survey results indicate a limited impact on the website design dimension in conjunction with quality, implying that website design within digital marketing has not significantly improved the company's image.
- c. Service Quality Has a Significant and Positive Impact on Visitor Interest: This indicates that if the management of the Aka Medical Center Primary Clinic can elevate the quality of its services, it will result in heightened interest among the public to visit the clinic and select it as their healthcare provider. The survey results indicate a limited impact on the assurance dimension in relation to visitor interest. This suggests that the assurance dimension of service quality has not substantially increased public interest in visiting the Aka Medical Center Primary Clinic.
- d. Digital Marketing Significantly Influences Visitor Interest: The results suggest that more effective management of digital marketing at the Aka Medical Center Primary Clinic leads to increased interest among the public to visit the clinic. The survey results indicate a limited impact on the website design dimension in relation to visitor interest. This implies that the website design dimension within digital marketing has not significantly boosted public interest in visiting the Aka Medical Center Primary Clinic.
- e. Corporate Image Significantly Influences Visitor Interest: If the management of the Aka Medical Center Primary Clinic can build a positive image in the eyes of the public, it will lead to increased patient visits. The survey results indicate a limited impact on the quality dimension in relation to visitor interest. This suggests that the quality dimension within the corporate image has not substantially increased public interest in visiting the Aka Medical Center Primary Clinic.
- f. Service Quality, Mediated by Corporate Image, Influences Visitor Interest: This indirectly implies that the corporate image can mediate the impact of service quality on visitor interest. The corporate image serves as an intervening variable because exceptional service quality can shape a positive corporate image, which, in turn, attracts public interest in visiting the Aka Medical Center Primary Clinic.
- g. Digital Marketing, Mediated by Corporate Image, Influences Visitor Interest: This indirectly suggests that the corporate image can mediate the impact of digital marketing on visitor interest. The corporate image acts as an intervening variable because it encompasses both functional and emotional aspects, representing past interactions between consumers and the company. Positive experiences with the company generate interest, while negative experiences can reduce satisfaction due to a perceived negative image.

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