Efektifitas Digital Marketing Terhadap
Niat Kunjungan Ulang Rawat Jalan RSUD Brebes

ABSTRAK

Wabah Covid-19 berubah menjadi pandemi di Indonesia tahun 2020. Niat kunjungan pasien ke rumah sakit karena masa pandemi namun dapat dipengaruhi oleh strategi pemasaran rumah sakit. RSUD Brebes sebelum pandemi Covid-19 menggunakan marketing konvensional dan dalam upaya meningkatkan jumlah kunjungan ulang pada pasien di era pandemi dan industri 5.0 yaitu melalui strategi pemasaran paling efektif yaitu digital marketing. Tujuannya untuk mengetahui pengaruh dan efektifitas digital marketing ditinjau dari people, physical evidence, process dan promotion terhadap niat kunjungan ulang pasien rawat jalan di RSUD Brebes. Menggunakan metode Quasi Eksperimental Pre dan postest pada kelompok digital dan kelompok konvensional dan metode Regresi Logistik. Hasil penelitian menunjukan bahwa terdapat perbedaan dan terdapat efektifitas pada kelompok digital marketing pada variabel promosi (0.45), process (0.56), physical evidence (0.37) dan niat (0.54). Terdapat perbedaan dan efektifitas pada kelompok konvensional pada variabel process (0.35). Terdapat Pengaruh Secara Simultan Variabel 4P terdapat niat kunjungan ulang sebesar 70.5%.

Kata Kunci: Niat , Promosi, Process, People, Physical Evidence, Marketing.

**Effectiveness of Digital Marketing on Revisit Intention
Outpatient at Brebes Regional General Hospital**

ABSTRACT

The Covid-19 outbreak turned into a pandemic in Indonesia in 2020. The patient's intention to visit the hospital due to the pandemic but can be influenced by the hospital's marketing strategy. Brebes Regional General Hospital before the Covid-19 pandemic used conventional marketing and in an effort to increase the number of repeat visits to patients in the pandemic era and industry 5.0, namely through the most effective marketing strategy, namely digital marketing. The aim is to determine the influence and effectiveness of digital marketing in terms of people, physical evidence, process and promotion on the intention to revisit outpatients at Brebes Regional General Hospital. Using the Quasi Experimental Pre and postest method in digital groups and conventional groups and the Logistic Regression method. The results showed that there was a difference and there was effectiveness in the digital marketing group on the promotion variable (0.45), process (0.56), physical evidence (0.37) and intention (0.54). There is a difference and effectiveness in the conventional group on the process variable (0.35). There is a simultaneous influence of 4P variables on the intention to revisit by 70.5%.

Keywords: Intention, Promotion, Process, People, Physical Evidence, Marketing.