

IMPROVEMENT CUSTOMER RETENTION THROUGH DIGITAL MARKETING WITH HOSPITAL BRAND IMAGE

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ABSTRACT

Customer retention as one of the One method in Retaining customers in the business world. Well-maintained business relationships between companies and consumers will positively impact the company in converting customers into repeat buyers. One example of a business that is also a basic need for the community is healthcare. Therefore, hospitals are one of the important service facilities for the community. So that hospitals can provide quality healthcare services. sick can endure life and develop, quality service Hospital marketing strategies must be continually developed. Digital marketing plays a crucial role in the marketing world today, as the digital era has shifted. This article aims to analyze hospital brand image in increasing customer retention through digital marketing. Based on data analysis, the results obtained are Digital Marketing through Accessibility, Interactivity, and Informativeness can provide an increase in Customer Retention with Hospital Brand Image.

Key words: Digital Marketing; Customer Retention; Hospital Brand Image

INTRODUCTION

Marketing is one of the activities companies need to undertake to maintain their business's viability, as it directly connects with consumers. Companies can introduce their business to consumers in various ways, including through social media or the internet. Social media is a powerful tool for engaging customers by enriching their experience by providing quality products and offering them products (Arora et al., 2021).

A marketing strategy that can be implemented in this era and thus trigger business success is a digital marketing strategy (Ichsana et al., 2019). Kannan's (2018) article states that digital marketing has become an important tool in market competition strategies. Because society that has switch enter to in era digital. Strategy this is the method that much more fast, flexible, practical, and efficient. Good customer relationships can thrive if a service provider consistently considers customers in its product development process. Ultimately, this relationship will leave a positive impression on customers, leading to long-term retention (Sibarani & Riani, 2017). Furthermore, another important factor contributing to increased customer trust and retention is website reputation (Curras-Perez et al., 2017).

Based on Statista data, Indonesia is among the ten countries with the largest internet users in the world, ranking fifth with 143.26 million internet users as of March 2019. In the following year, internet users in Indonesia numbered 196.7 million as of November 2020. The annual increase in internet users in Indonesia will increase with an average growth of 10.2% in the period 2018 - 2023 (<https://databoks.katadata.co.id/>). Bolat, Kooli, and Wright (2016) stated that consumers use technology internet to increase the number and presents business opportunities to reach and connect with more people through websites and social media sites. Smith and Shaw (2017) stated that 69% of consumers use social media to share information about products and services. Clairine's (2020) article states that the lack of technology utilization is a barrier to digital marketing, so changes and digitalization are needed to increase customer retention. The article also explains that the implementation of digital marketing own impact positive on customer retention with a projected rate of 57.4%. Meanwhile, another study conducted by Yang and Wuisan (2021) found that website design had no significant positive effect on customer retention.

Today's medical services emphasize the importance of customer-oriented marketing, so hospitals strive to establish strategies to promote their brand image among patients to increase patient satisfaction and retention, and further improve performance. These two key factors can build and maintain lasting relationships with customers (Arora et al., 2021). retention plays a crucial role in marketing (Arora et al., 2021). An article by the Paramedicine Board of Australasia (2018) stated that paramedic competence is one of the hospital marketing strategies for attracting customer retention. in their article demonstrated a positive influence between brand image and brand image.

Branding is a valuable asset for companies in today's highly competitive marketing world. Consumers view a brand as an essential part of a product or service. Consumers who consistently reuse a brand will the same, knowing that they will get the same features, benefits, and quality every time they repurchase. Starting from consumer satisfaction with the service consumed, then a sense of curiosity and consumer assessment of the company that produces the service will arise, which will later influence consumer assessment of the company's brand image.

The characteristics of a good brand are that it is easily remembered by its customers and has different attributes compared to other competitors (Kotler et al., 2019). Found that brand consideration has a high level of positive relationship with brand preference. Kotler et al., 2019 in the article, found that corporate image can influence customer retention decisions. Brand image plays a role in good customer retention decisions. This study supports the study conducted, which stated that brand image has a positive and significant effect on customer retention. Similarly, results article Ngguyen et al. (2009) Also state that Brand image has a positive and significant effect on customer retention.

Based on the above background, the researcher is interested in examining how to increase customer retention through digital marketing with hospital brand image. marketing in article This use dimensions interactivity, accessibility, and informativeness.

METHOD

The literature review was conducted through a systematic search of academic databases to identify relevant studies. The databases searched included PubMed, Scopus, Web of Science, and Google Scholar. The search terms used were "Customer retention," "Digital marketing," "Hospital brand image," Boolean operators (AND, OR) were employed to refine the search results and ensure comprehensive coverage of the topic.

RESULTS AND DISCUSSION

Influence Hospital Brand Image to Customer Retention

Hospital brand image has been proven to play a role in increasing customer retention, meaning that brand image directly has a significant influence on customer retention. The better a hospital is at building its brand image, the more it will influence consumer behavior in making decisions about the hospital, thereby increasing consumer retention and continuing to seek treatment at that hospital. This is reinforced by previous articles, Tyas and Kenny (2016), Nasib and Amelia (2018), Indawati Lestari (2019), and Fadli (2020), which state that when A better brand image will also increase customer retention. A valuable brand can influence consumer choices, and a good brand can also signal superiority to consumers, leading to consumer attitudes that benefit the company.

According to Arora et al (2021), in the technological era Increasingly, social media technology allows customers to actively participate through communication between companies and customers so that it can be established through various social media and involve each other which will lead to customer retention. Customer retention can be measured through the form of loyal consumer behavior based on desires indicated by the high frequency of consumers in purchasing or using products or services. service the. Purchase return by consumer means show flavor

the satisfaction felt by consumers regarding the quality of their first purchase.

Customer retention strategies focus on techniques used to retain customers and prevent them from switching to other service providers. If a company has customers who trust its brand image, it's likely they'll seek out its products or services again. Therefore, maintaining a company's brand image is crucial for customer retention. Customer retention will have several benefits. benefits for a company, where these benefits can be enjoyed both financially and non-financially.

Influence Accessibility to Hospital Brand Image

Accessibility can play a role in providing a positive contribution to the hospital's brand image, providing an understanding of easy access and fast service response from both the website and social media. can attract customers. This is supported by the previous article Such as Monica (2019) and Fransisca (2018) revealed that ease of access to information (accessibility) in digital marketing has a positive influence on a company's brand image. Digital marketing is a marketing activity that is included in the branding strategy that uses various media, for example Instagram, website, e-mail, And various other social media networks.

The high level of competition in the business world demands that a company be more creative and have a competitive advantage compared to its competitors. other companies to be able to compete in global business. The use of internet media in the marketing sector today is very important. This is interesting because it's based on the rapid growth of internet users, which is increasing significantly every year. This can encourage companies to start considering using the internet as a medium to promote their products or services.

Influence Informativeness to Hospital Brand Image

Based on the results of the article, it is proven that informativeness can contribute to the hospital's brand image, related to the accuracy of the hospital's digital media information. This shows that in order to form a good perception in the minds of consumers about online media information, in delivering online information, attention must be paid to how the information is delivered easily understood by consumers and the completeness of the information provided. The results of this article support the theory put forward who stated that one of the approaches to consumers that dominates consumer behavior is information processing, namely the way in which consumers collect, process, store, and use information. as well as Using this information in making decisions.

According to Arora et al (2021), the most important thing in marketing, especially digital marketing, is the quality of information about the products or services provided.

The accuracy of information regarding a product or service is a crucial element of a site's credibility. Consumers expect to benefit from information if they perceive it to be accurate. The more comprehensive the information provided by the media, the more likely it is to be accurate. The more social media a company provides, the greater the benefits users receive from the site. An informative site can encourage consumer satisfaction in finding products or services online, which in turn leads to increased customer retention and increased recognition of the company's brand image

CONCLUSION

The results of the article discussion indicate that the higher the accessibility, interactivity, and informativeness, the higher the hospital brand image. The results also indicate that hospital brand image influences customer retention, indicating that the higher the hospital brand image, the higher the customer retention.

Based on the results of the article, it shows that in order to increase customer retention, there should be efforts from the hospital marketing department.

improving its marketing strategy through social media, which is increasingly developing over time. Digital marketing for hospitals can provide benefits in introducing the hospital to the wider community, informing the public about facilities and service capabilities, shaping the hospital's image through public trust and experience in the hospital's capabilities, and optimally utilizing hospital resources, which is expected to increase customer retention. Hospital strategies in digital marketing can pay more attention to accessibility, informativeness, and interactivity, which are equally important in direct contact with patients. Based on the conclusions presented above, several suggestions can be offered, which are expected to be useful for the hospital's progress. These suggestions are:

1. In terms of accessibility, both the hospital's website and social media can provide easy access through various electronic media (cellphones, laptops, tablets) and without any fees, so that the public can easily find and be helped by the easy access provided by the hospital.
2. Informativeness plays a role in providing comprehensive information about various hospital services through digital marketing. It's crucial for hospitals to provide service information in language that's easy to understand and clear to the public, making it easier for them to find information when searching for hospital services on social media.
3. The interaction that can be carried out via social media aims to create a feeling of closeness or positive bond. This is established through interactive communication between the hospital and the patient. This interaction fosters a sense of closeness, reflecting a strong relationship and fostering a positive rapport between the patient and the hospital, enabling more accurate, effective, and satisfying communication.
4. In order to increase customer retention for hospitals, it is important for hospitals to provide good service and customer experience. which can feltsatisfied by patients so they can still choose to return to the hospital if the patient requires health services

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