

## **DIGITAL MARKETING STRATEGIES TO IMPROVE HOSPITAL QUALITY & PATIENT SATISFACTION : A LITERATURE REVIEW**

**Andi Yunita Himawan<sup>1</sup>, Widya Ayu Shantika<sup>2</sup>, Rian Andriani<sup>3</sup>**

<sup>1,2,3</sup> Master Program in Management, ARS University Bandung, Indonesia

E-mail: [andiyunitahimawan@gmail.com](mailto:andiyunitahimawan@gmail.com), [widyaayushantika90@gmail.com](mailto:widyaayushantika90@gmail.com), [rian\\_andriani@ars.ac.id](mailto:rian_andriani@ars.ac.id)

### **ABSTRACT**

One of the most widely used marketing tools today is digital marketing. As with more digital marketing, the healthcare industry is employing it as a digital marketing strategy to upgrade their quality. This study utilizes a descriptive literature review to examine how digital marketing strategies intersect with and influence hospital quality. Relevant publications were identified through comprehensive searches in major academic databases, including PubMed, Scopus, and Google Scholar. Priority was given to studies published within the last five years, although articles up to the past ten years were also considered when the subject matter remained relevant and unchanged. Journal articles from 2020 to 2025 were assessed to ensure alignment with the research topic. The study relies on secondary data sources. The results of this study indicate that some information related that digital marketing significantly impact to hospital quality and patient satisfaction.

**Key words:** digital marketing; hospital quality; patient satisfaction

### **INTRODUCTION**

In recent years, the healthcare sector has seen a growing shift toward digital marketing as a tool not only for patient acquisition but also for improving hospital quality. With patients increasingly using online platforms to access health information, book appointments, and evaluate healthcare providers, hospitals are adopting digital marketing strategies to improve patient satisfaction, service delivery, and trust.

Digital marketing has emerged as a necessary way through which firms can create differentiation from the competition and engage more meaningfully with their audience (Al Aziz et al., 2022). Digital marketing is one of the factors that should be considered by all health centers (Rana et al., 2024). Information in healthcare services should be easily, practically, and quickly accessible to the public. Healthcare providers that implement digital marketing are able to achieve greater visibility and effectiveness than those relying solely on traditional approaches. The goal of health marketing is to identify and meet the needs of prospective patients while ensuring improved service quality. Beyond increasing exposure, digital marketing also supports long-term sustainability by enabling effective information management and fostering better communication with consumers (Rana et al., 2024). Digital marketing in the healthcare sector is highly complex due to rapidly changing market conditions beyond providers control. Digital marketing in healthcare facilities often utilizes websites, social media, and mobile health applications.

The utilization of various digital platforms can be one of the right choices for communication in the field of health (Berliana & Ernawaty, 2024). Compared to traditional offline approaches, digital marketing provides a range of distinct advantages. First, the costs required for digital marketing tend to be lower. This makes digital marketing a more budgetefficient choice, especially for healthcare providers who want to promote their services without incurring high expenses. Second, digital marketing can eliminate distance barriers among providers and consumers, especially in promoting healthcare services, so that information about these services can be accessed by consumers in various locations without geographical limitations. Third, investing in the development of an interactive and user-friendly website can greatly facilitate user access to the information they need by simply using specific keywords. This accelerates the search process and enhances user comfort in accessing information related to healthcare services (Shaikh et al., 2024). This literature review explores how digital marketing contributes to hospital quality improvement, focusing on patient engagement.

Seven articles have been evaluated and meet the inclusion criteria. The results of the article, a search can be seen in Table 1.

**Table 1. Selected Study of Digital Marketing in Healthcare Services**

No	Author and Year	Title	Objectives	Research Findings
1.	Al-Weshah, Kakeesh, and Al-Ma'aitah (2021)	Digital Marketing Strategies and International Patients' Satisfaction: An Empirical Study in Jordanian Health Service Industry	Examining how digital marketing strategies contribute to improving the satisfaction of international patients within Jordan's healthcare sector.	A strong association is evident between the implementation of digital marketing strategies and patient satisfaction in Jordanian healthcare institutions. When examined separately, approaches such as search engine optimization, engagement

				through social media, and email-based marketing each exhibit a significant positive influence on improving patient satisfaction with healthcare services.
2.	Arqub, S et al. (2023)	Social Media Use Among Orthodontic Professional: Present and Future	To investigate how social media is utilized for professional marketing in the field of orthodontics.	Social media is becoming an essential tool in orthodontic marketing. Practices that maintain active social media accounts tend to attract more new patients compared to those lacking an online presence.
3.	Hung et al. (2023)	Enhancing Healthcare Services and Brand Engagement Through Social Media Marketing: Integration of Kotler's 5A Framework with IDEA process	Creating a social media marketing method by integrating Kotler's 5A consumer experience framework (Aware, Appeal, Ask, Act, Advocate), the IDEA content marketing framework (Identify, Develop, Engage, Assess), and principles of social media design for marketing planning and content design	Studies show that social media marketing has a positive relationship with both healthcare services and brand engagement. The application of the 5A-IDEA model provides a structured framework and assessment criteria for implementing social media marketing within the healthcare sector. Principles to consider in social media marketing include ensuring posted topics are relevant to the target audience, designing posts to be visually appealing to create resonance and curiosity, using engaging text and interactive elements, and scheduling publications to enhance the likelihood of audience attention.
4.	Sobon (2023)	Hospital Website as an Element of Digital Transformation Comparative Analysis of 2014,2018, and 2022	Analyzing changes in website-based communication at government hospitals	The research findings indicate a rapid growth in the utilization of websites, aligned with technological advancements over the years. Hospital websites should ideally facilitate two-way communication (providerconsumer). They are not limited to providing general information about the hospital. In the digital era, website development allows patients to schedule consultations, order medications, and access medical records. Digital marketing strategies that optimize hospital websites can enhance patient satisfaction and loyalty
5.	Rana et al. (2024)	Impact of Digital Marketing on Hospital Marketing Strategies: A Comprehensive Literature Review	This research utilizes a descriptive literature review approach to examine the influence of digital marketing on hospital marketing practices.	Online marketing has become one of the most important forces to reshape hospital marketing strategies, offering advantages like greater patient engagement, increased exposure, and higher-quality services. Research suggests that hospitals leveraging digital platforms and technologies such as social media, search engine optimization, and online advertising achieve greater effectiveness in attracting and retaining patients, broadening their outreach, and fostering deeper engagement with their target audiences.
6.	Wiguna, P. K., & Losoiyo, S. R. (2024)	Analysis of the Influence of Digital Marketing on the Use of Online Social Media As A Strategy to Improve Service Quality	The aim of this research is to analyze the influence of digital marketing as a strategy to improve service quality at referral hospitals in Maluku province.	There is an influence of digital marketing on the strategy to improve service quality at the Maluku Province Referral Hospital. Digital Marketing is the use of digital technology to strengthen the brand image of health facilities while making it easier for customers to find hospital locations and determine the choice or type of hospital service they want.
7.	Berliana Oktavia Setyawati, & Ernawaty. (2024)	Digital marketing strategies in healthcare services: literature review. <i>International Journal of Health Science and Technology</i> , 6(2), 89–99. <a href="https://doi.org/10.31101/ijhst.v6i3.3690">https://doi.org/10.31101/ijhst.v6i3.3690</a>	This study seeks to examine the digital marketing strategies applied in healthcare services, employing a literature review as its research method.	The review emphasizes a range of influential digital marketing techniques such as targeted email initiatives, promotional activities via social media, and website enhancement through search engine optimization that play a critical role in fostering higher levels of patient engagement while simultaneously reinforcing the digital presence and visibility of healthcare providers. In addition, the application of digital twin technology allows for individualized patient experiences by utilizing real-time data, which in turn refines service recommendations and enhances operational performance.

## RESULTS AND DISCUSSION

Digital marketing within the healthcare sector can be executed through a wide range of approaches, encompassing both internally developed hospital initiatives and externally managed channels. These include search engine marketing (SEM), targeted email communication, search engine optimization (SEO) for websites, social media outreach, display advertisements, referral and affiliate programs, content-driven marketing, online advertising, as well as viral campaigns. Platforms like Facebook, Twitter, Instagram, and YouTube provide hospitals with diverse opportunities to engage patients and cultivate long-term relationships. To build and maintain a strong global brand reputation, healthcare institutions must stay aligned with evolving advertising and marketing trends. Through consistent monitoring, evaluation, and dedication to quality improvement, hospitals can maximize the effectiveness of digital marketing beyond traditional educational efforts (Francesca Chandra, A., & Nadjib, M., 2023).

The selection of digital marketing media or strategy depends on the objectives and goals the hospital seeks to achieve. Having set these objectives, the hospital looks at suitable digital media platforms, establishes quantifiable objectives for each, analyzes the market situation and audience, and appropriates funds. All the chosen media must possess tangible and attainable objectives. On top of that, successful implementation requires having qualified personnel being deployed, as well as systematic monitoring and evaluation of the employed strategies to ensure that the hospital's objectives are attained efficiently and effectively

## CONCLUSION

The union of online marketing techniques is crucial to magnify the functionality of healthcare marketing in the new age; however, patient privacy and data security must be handled with sensitivity (Berliana & Ernawaty, 2024). Hence, health innovation comes into the spotlight, because new technologies yield not just improved quality patient treatment but also efficient and cost-effective creation of healthcare systems. The progress of medical technology and scientific inquiry has transformed the health sector with the development of medical informatics applications that present new and more effective solutions, as well as new opportunities for healthcare with lasting effects on individuals and society. Moreover, the rapid expansion of digital information has resulted in the emergence of healthcare services that are faster, more transparent, more efficient, more tailored to individual needs, and cheaper. The findings of this study reveal that the use of digital marketing is still facing some hurdles, reflecting the necessity of continuous innovation. Hospital apps can function as tools for online registration as well as marketing. Thus, electronic marketing media serve a significant role in sales promotion, business growth, and service excellence.

## REFERENCES

- Al-Weshah, G. A., Kakeesh, D. F., & Al-Ma'aitah, N. A. (2021). Digital marketing strategies and international patients' satisfaction: An empirical study in Jordanian health service industry. *Estudios de Economia Aplicada*, 39(7). <https://doi.org/10.25115/eea.v39i7.4811>
- Arqub, S. A., Al-Moghrabi, D., Alkadhimi, A., & Fleming, P. S. (2023). Social media use among orthodontic professionals: Present and future. *Seminars in Orthodontics*, 29(4), 342–345. <https://doi.org/10.1053/j.sodo.2023.08.002>
- Berliana Oktavia Setyawati, & Ernawaty. (2024). Digital marketing strategies in healthcare services: literature review. *International Journal of Health Science and Technology*, 6(2), 89–99. <https://doi.org/10.31101/ijhst.v6i3.3690>
- Francesca Chandra, A., & Nadjib, M. . (2023). Digital Marketing in The Hospital: A Scoping Review. *Journal of World Science*, 2(1), 46–51. <https://doi.org/10.58344/jws.v2i1.178>
- Hung, C. L., Wu, J. H., Chen, P. Y., Xu, X., Hsu, W. L., Lin, L. M., & Hsieh, M. C. (2023). Enhancing healthcare services and brand engagement through social media marketing: Integration of Kotler's 5A framework with IDEA process. *Information Processing and Management*, 60(4), 103379. <https://doi.org/10.1016/j.ipm.2023.103379>
- Norberta, N. A., & Prayoga, D. (2024). Marketing 4.0 dalam Pelayanan Kesehatan: Tinjauan Literatur terhadap Transformasi Digital dan Strategi Pemasaran: Literature Review. *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)*, 7(4), 744–751. <https://doi.org/10.56338/mppki.v7i4.4909>
- Rana, S., Sikder, N. F., Shahin, H. R., & Ali, R. (2024). Impact of Digital Marketing on Hospital Marketing Strategies : A Comprehensive Literature Review. 2024.
- Shaikh, A., Harita, Mullick, A., & Gadia, V. (2024). Revolutionizing Healthcare: the Pivotal Role of Digital Marketing in the Modern Healthcare Industry. *International Journal For Multidisciplinary Research*, 5(6). <https://doi.org/10.36948/ijfmr.2023.v05i06.10963>

- Sobon, M. (2023). Hospital Website as an Element of Digital Transformation - Comparative Analysis of 2014, 2018 and 2022. *Procedia Computer Science*, 225, 693–702. <https://doi.org/10.1016/j.procs.2023.10.055>
- Wiguna, P. K., & Losoiyo, S. R. (2024). Analysis of the Influence of Digital Marketing on the Use of Online Social Media As A Strategy to Improve Service Quality. *Indonesian Journal of Global Health Research*, 6(S5), 485-490. <https://doi.org/10.37287/ijghr.v6iS5.4637>