

MARKETING SERVICES USING SOCIAL MEDIA FOR SIAGA RAYA HOSPITAL (SRH), JAKARTA, INDONESIA

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Abstract

The past few years, social media has evolved from just being a basic tool for collaborative creation and the sharing of content to becoming an important part of the present media landscape. Running hospital business in Jakarta, Indonesia, at the moment has a very tight competition. With government policy to allow international hospitals operating in Indonesia, local hospitals need a good marketing strategy to maintain its existence. One of the strategies to be used using social media marketing. Although, management cannot determine the effectiveness of the use of social media for marketing services. Research design will be using cross sectional - chi square test. The result from the data collection will be coded and input into Statistical Package for Social Science (SPSS). This statistical test will be carried out by the researcher to test the effect of social media in hospital marketing services. The study expects that social media will significantly improve marketing services in SRH at $p < 0,05$. Analysis of relationship between Internet Use and decision to select hospital shows that patients who decided to select SRH were 54 (62.8%) patients saying that they were used/better to use internet (social media) and 21 (32.8%) patients saying that they were poor to use social media (facebook, twitter, blog, blog and youtube). There is significant correlation between Internet Use (p value = 0.001; OR = 3.455), price (p value = 0.003; OR = 2.839), product (p value = 0.001; OR = 3.500_ with Decision to Select SRH ($p < a$).

Keywords: Facebook, Social Media, Marketing, Social Media Marketing, Hospital Marketing, Marketing Mix