

## THE EFFECT OF DIGITAL MARKETING STRATEGY SEO, CONTENT MARKETING AND SOCIAL MEDIA MARKETING ON BED OCCUPANCY RATIO THROUGH THE QUALITY OF HEALTH SERVICES AS INTERVENING VARIABLE AT ROYAL PRIMA HOSPITAL MEDAN

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### ABSTRACT

*In today's era of globalization where free market competition requires us to look at the hospital aspect in a different way. Initially the hospital was established with social and religious purposes but over time, the house's goal shifted toward profit oriented but it is still expected that the hospital can maintain in existence in providing satisfactory services and be able to respond to growing demand in order to compete with competitors. So, the purpose of this study was to examine the effect of Digital Marketing SEO Strategy, Content Marketing and Social Media Marketing on Bed Occupancy Ratio (BOR) with Health Service Quality as an intervening variable at Royal Prima Hospital Medan. This research uses descriptive quantitative research method. The sampling method used the Slovin's formula method with a sample of 399 inpatients at Royal Prima Hospital Medan. Hypothesis testing is done by path analysis. The test results show that Search Engine Optimization (SEO), Content Marketing, and Quality of Health Services have a positive effect on BOR at Royal Prima Hospital Medan, but Social Media Marketing has no effect on BOR at Royal Prima Hospital Medan. SEO and Social Media Marketing have a positive effect on the Quality of Health Services at Royal Prima Hospital Medan but Content Marketing has no effect on Quality of Health Services at Royal Prima Hospital Medan. Quality of Health Services is an intervening variable between SEO and Social media Marketing on BOR at Royal Prima Hospital Medan, but Quality of Health Services is not an intervening variable between Content Marketing and BOR at Royal Prima Hospital Medan.*

Keywords: BOR, SEO, Content Marketing, Social Media Marketing, Quality of Health Services

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### INTRODUCTION

Hospital is a service institution in the health sector that can improve the level of public health which includes disease prevention, disease healing and disease recovery. In today's era globalization we see aspects of the hospital in a different way. By the first, hospital was founded with social and religious purposes but during the time, the hospital's goals have led to commercial goals. Even through the majority of hospital in Indonesia have shifted toward profit oriented, in order to compete with their competitors, hospitals are competing to be at the forefront in providing services and responding to growing demands in society.

The Bed Occupancy Ratio (BOR) of a hospital is an indicator of the hospital's financial health and a reference for patient satisfaction with the quality of hospital's health services.

In 2016 the total BOR of Royal Prima Hospital Medan was 55 percent, in 2017 it was 51 percent, in 2018 it was 49 percent, in 2019 it was 39 percent and in 2020 it was 38 percent.

Royal Prima Hospital Medan utilizes digital information and communication technology in marketing promotion efforts and conveys information about the hospital to the wider community. The digital marketing strategy carried out by Royal Prima Hospital Medan is utilize SEO (Search Engine Optimization), Content Marketing, and Social Media Marketing. In 2016 Royal Prima Hospital Medan only used SEO technique. In 2017 the use of SEO techniques was 80 percent and Content Marketing was 20 percent, where the media platform used were 90 percent Facebook and 10 percent Instagram. In 2018 the use of SEO techniques was 70 percent and Content Marketing was 30 percent, where the media platform used were 80 percent Facebook and 20 percent Instagram. In 2019 the use of SEO techniques was 40 percent and Content Marketing was 60 percent, where the media platform used were 80 percent Facebook and 20 percent Instagram. In 2020 the use of SEO techniques is 55 percent and Content Marketing is 45 percent, where the media platform used are Facebook 70 percent and Instagram 30 percent.

The transformation in information technology bring a competitive advantage for business to effectively reach customer, diversify revenue streams and increase profits. However, the challenges of implementing the digital marketing in business are inadequate skills or training, and lack of investment in digital infrastructure.

### THEORETICAL BASIS

#### Bed Occupancy Ratio ( BOR )

BOR includes available beds, both vacant and occupied, but does not include beds for delivery rooms, emergency rooms, recovery rooms and operating rooms. Separate calculations for baby bed IFHIMA (2012).

The input factors in the BOR consist of the availability of services, medical personnel, paramedic care, medical support, tariffs and public facilities Heru (1999)

### Digital Marketing Strategy

The marketing strategy applied to increase brand awareness consistently uses electronic media in the business development of an organization, company or individual Chaffey (2015)

#### Search Engine Optimization (SEO)

The process of optimizing online content so that search engines display as the top result for certain keyword searches NeilPatel (2017) Search Engine are becoming one of the newest and most dynamic online marketing promotion channels, because they are the main source for getting more customers Olbrich and Schultz (2008) Bernes (2007)

### Content Marketing

Content Marketing combines paid channels to create, inspire and share brand message and consumer conversations simultaneously Kotler Armstrong (2016)

Bill Gates in 1996 essay stated 'Content is King'. In the essay, Gates said that content on the internet has more promising opportunities than ordinary broadcast advertising.

### Social Media Marketing

Media used by consumers to share text, image, audio and video information with other people and businesses, and vice versa Philip Kotler and Kevin Lane Keller (2016).

Compared to traditional marketing, social media marketing is more profitable, as consumers are independent of industry discipline or business eMarketing Institute (2017)

### Quality of Health Services

Perfection of medical services to satisfy every patient. The more perfect patient satisfaction, the better quality of health services Satrianegara (2009)

## RESEARCH METHODS

The method used in this research is descriptive quantitative research method. Descriptive research is research that uses observations, interviews or questionnaires about the current state of the subject study Ruseffendi (2010). The quantitative approach gives more meaning to the interpretation of statistical figures than linguistic and cultural meaning with a view to testing theories, establishing facts, showing relationships and effects, and comparisons between variables, providing statistical descriptions and predicting result Siregar (2014). The sample collection method used the Slovin's formula method with sample of 399 inpatients from total population of 117.574 inpatients at the Royal Prima Hospital Medan from 2016 to 2020. Hypothesis testing use path analysis. The purpose of this study was to examine the effect of Digital Marketing SEO Strategy, Content Marketing, and Social Media Marketing on BOR with health Services Quality as an intervening variable at Royal Prima Hospital Medan. The variables of this research are Search Engine Optimization (SEO), Content Marketing and Social Media Marketing as independent variables. Bed Occupation Ratio (BOR) as the dependent variable. Quality of Health Services as an intervening variable.

**Table 1. List of Variables Operations**

No.	Variables	Indicator	Measurement Scale
1	BOR (Bed Occupancy Ratio)	Public Facilities, Medical Facilities, Medical Support Facilities, Service availability, Medical personnel, Paramedic, Attitude of the doctor, Attitude of the nurse.	Scala Likert
2	SEO (Search Engine Optimization)	Structure URL, SSL, Content topic, Search intent, metatags, backlink, website speed.	Skala Likert
3	Content Marketing	Consumption Lead, Sharing, Sales	Skala Likert
4	Social Media Marketing	Online community, Interaction, Sharing Content, accessibility	Skala Likert
5	Quality of Health services	BOR (Bed Occupancy Ratio), LOS (Length of Stay), BTO (Bed Turn Over), TOI (Turn Over Interval)	Skala Likert

**RESEARCH RESULT**

**Instrument Test**

**Validity Test**

The purpose of the validity testing is to determine whether an item is suitable for use in a study. The sample comes from 30 respondents who are not a sample of the data in this study. The analysis technique uses Pearson Correlation with the help of SPSS for window version 2.2. It can be seen that the entire Pearson Correlation or r count of the question items for the variables BOR (Y), SEO (X1), Content Marketing (X2), Social Media marketing (X#), and Quality of Health Services (Z) are greater then r table with N=30 at the significance level  $\alpha=0.05$ , which is 0,361. So, it can be concluded that all question items for variables are valid.

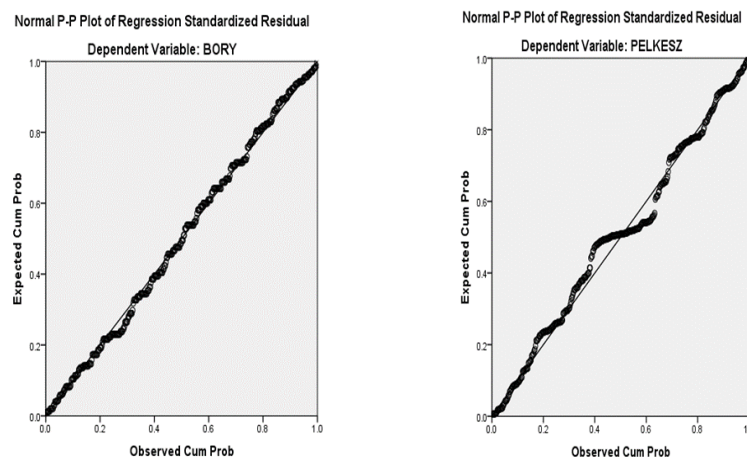
**Reliability test**

The basis for decision making in the reliability test is if the Cronbach’s Alpha value > 0.60 then the questionnaire item is declared reliable or consistent. Meanwhile, if Cronbach’s Alpha value < 0.60 then the questionnaire item is declared unreliable or inconsistent. Cronbach’s Alpha value of variables BOR (0.894), SEO (0.838), Content Marketing (0,712), Social Media Marketing (0.724) and Quality of Health Services (0.774) is > 0.60 then the questionnaire items are reliable.

**Assumption Test**

**Normality Test**

In normality test research using the normal graph method P-P Plot of Regression Standardized Residual where the data is declared normally distributed if the distribution of point is around the line and follow the diagonal line then the value is normal



**Picture 1. Data Normality**

The P-P Plot graphs above show that the data is normally distributed and meets the assumption of normality test

**Multicollinearity Test**

The multicollinearity test was conducted to determine the presence or absence of multicollinearity symptoms that can be seen in the Variance Inflation Factor (VIF) and Tolerance

**Table 2. Multicollinearity Test Coefficients<sup>a</sup>**

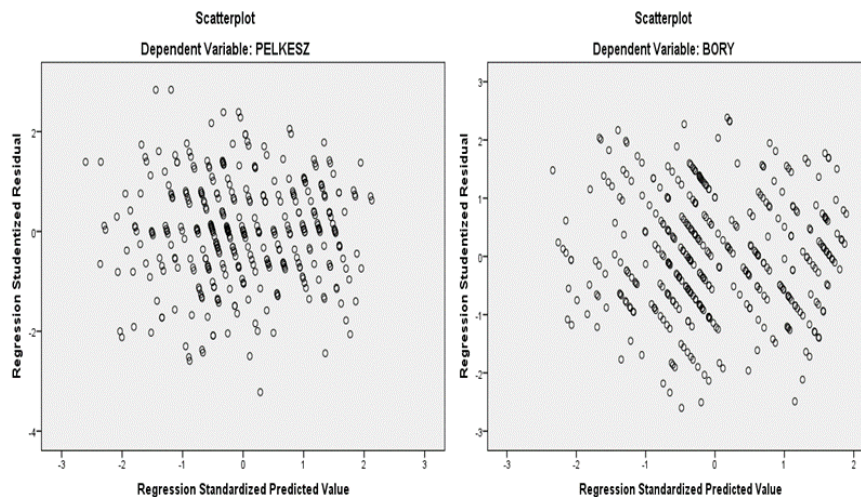
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.276	.580		3.925	.000		
1 SEOX1	.996	.013	.936	77.326	.000	.970	1.030
CMX2	.039	.026	.019	1.468	.143	.813	1.230
SMMX3	.325	.026	.163	12.406	.000	.826	1.211

The result of the multicollinearity test show that the correlation value for the SEO (X1) has a tolerance value (0.970) > 0.10 and a VIF value (1.030) < 10, for the Content Marketing (X2) has a tolerance value (0.813) > 0.10 and the VIF value (1.230) < 10, and

for the social Media Marketing (X3) has a tolerance value (0.826) > 0.10 and the VIF value (1.211) < 10. This indicates that there is no symptom of multicollinearity among the independent variables in this study.

**Heteroscedasticity Test**

The result of the heteroscedasticity test in this study used Scatterplot graph techniques, where from the result obtained that there was no clear pattern, as well as the points above and below the number 0 on the Y axis, means there was no heteroscedasticity in these two models for this study.



Picture 2. Scatterplot Graphic

**Hypothesis Test**

**t-Test (Partial Test)**

t-test is used to test whether the statement in the hypothesis can be accepted which basically shows the influence of an independent variable is significant on the dependent variable individually.

Table 3. t-Test First Regression Model Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.276	.580		3.925	.000
1 SEOX1	.996	.013	.936	77.326	.000
1 CMX2	.039	.026	.019	1.468	.143
1 SMMX3	.325	.026	.163	12.406	.000

a. Dependent Variable: QHSZ

Thus, it can be seen that the calculated t-value for the SEO (X1) and Social Marketing (X3) are 77.326 and 12.406, which is greater than t-table 1.622 so it can be concluded that SEO (X1) and Social Media Marketing (X3) has a positive effect on the Quality of Health Services (Z) in the first regression model. Meanwhile, for the variable Content Marketing (X2) with t-count 1.468 is smaller than t-table 1.622 or it can be concluded that Content Marketing (X2) has no significant effect on Quality of Health Services.

Table 4. t-Test Second Regression Model Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.453	1.115		7.580	.000
1 SEOX1	.681	.098	.759	6.979	.000
1 CMX2	.196	.050	.117	3.930	.000
1 SMMX3	.057	.058	.034	.988	.324
1 QHSZ	.683	.025	.810	27.516	.000

b. Dependent Variable: BORY

For the second regression model, it seen that the t-count for SEO (X1), Content Marketing (X2) and Quality of Health Services (Z) is 6.979, 3.930, and 27.516 are greater than t-table 1.622 it can be concluded that SEO (X1), Content Marketing (X2) and Quality of Health Services (Z) has a positive effect on the BOR (Y). While Social Media Marketing with t-count 0.988 is smaller than t-table 1.622, it can be concluded that Social Media Marketing has no significant effect on the BOR (Y).

**F-Test (Simultaneous Test)**

**Table 5. Simultaneous Test (F-Test)**  
ANOVA <sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3085.298	1	3085.298	757.138	.000 <sup>b</sup>
	Residual	1617.755	397	4.075		
	Total	4703.053	398			

a. Dependent Variable: BORY

b. Predictors: (Constant), QHSZ

The F-Test in this study also compares the F-table value obtained by determining the degrees of freedom of the numerator and denominator (df=4-1)/(df=399-1), so the F-table value is 2.83. While the calculated F-Value was obtained at 757.138 or greater than 2.83, it can be concluded that together The Digital Marketing Strategy of SEO (X1), Content Marketing (X2) and Social Media Marketing (X3) has a positive effect on the Quality of Health Services (Z) and BOR (Y)

**Coefficient Determination (R<sup>2</sup>)**

The Coefficient of determination in the first regression model shows the influence of SEO (X1), Content Marketing (X2), Social Media Marketing (X3) on Quality of Health services (Z) by using the Adjusted R square (R<sup>2</sup>) value, which is the coefficient of determination that adjusted or has been correlated with the number of variables. Thus, it can be stated that the ability of the first regression model in explaining the Quality of Health Services (Z) variable is 94,3 percent, while the remaining 5.7 percent is explained by outside the variable used in this study.

**Table 6. Coefficient Determination First Model**  
Model Summary <sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972 <sup>a</sup>	.944	.943	.969

a. Predictors: (Constant), SMMX3, SEOX1, CMX2

b. Dependent Variable: QHSZ

The ability for the second regression model in explaining the BOR variable (Y) is 71.7 percent, while the 28,3 percent is explained by outside variable used in this study

**Table 7. Coefficient Determination Second Model**  
Model Summary <sup>b</sup>

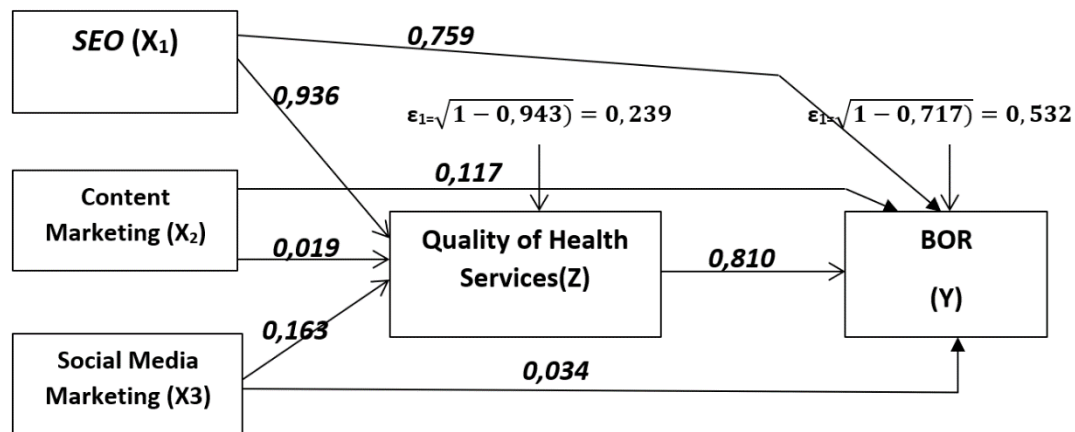
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 <sup>a</sup>	.720	.717	1.829

a. Predictors: (Constant), QHSZ, CMX2, SMMX3, SEOX1

b. Dependent Variable: BORY

**Path Analysis**

The result of the path analysis using all the information, namely the magnitude of the coefficients in the first and second regression models that have been presented previously, are shown in the following path analysis picture below:



Picture 3. Path Analysis

Direct Effect and Indirect Effect

Table 8. Direct effect and Indirect Effect

Variable	Direct	Indirect	criteria	Total effect	Conclusion
Search Engine Optimization (X <sub>1</sub> )	0,759	0,938 x 0,810 =1,043	D. Effect < Indirect Effect	1.802	Quality of Health Services (Z) is capable of being an intervening variable
Content Marketing (X <sub>2</sub> )	0,117	0,019 x 0,810 =0,015	D. Effect > Indirect Effect	0.132	Quality of Health Services is incapable of being an intervening variable
Social Media Marketing (X <sub>3</sub> )	0,034	0,163x0,810 = 0,132	D. Effect < Indirect Effect	0.166	Quality of Health Services (Z) is capable of being an intervening variable

DISCUSSION

Based on the test have been carried out, the research result obtained:

1. Effect of Search Engine Optimization (SEO) on Bed Occupancy Ratio (BOR) at Royal Prima Hospital Medan.

The result showed that SEO had a positive effect on Bed Occupancy Ratio at Royal Prima Hospital Medan. This is caused by the Royal Prima Hospital Medan active in uploading positive news on its website. The use of SEO at Royal Prima Hospital Medan has been able to help companies to improve rankings in search engine result. This potential has subsequently had an impact on increasing patient visits at Royal Prima Hospital Medan. This finding is in line with the research of Hartanto, et.al. (2017) who found that SEO implementation strategies had a positive effect on increasing visitor traffic and increasing sales.

2. Effect of Content Marketing on Bed Occupancy Ratio (BOR) at Royal Prima Hospital Medan

The result of the study found that Content Marketing had a positive effect on the Bed Occupancy Ratio at Royal Prima Hospital Medan. This is caused by the content posted on website and social media provides information that can be increase the credibility of the hospital. This finding is in line with research of Abiyuansyah, et.al. (2011) which concluded that Content Marketing has a positive effect on high customer ratings related to customer engagement, a form of customer loyalty to a brand in service sector so that repurchase occurs from consumers.

3. Effect of Social Media Marketing on Bed Occupancy Ratio (BOR) at Royal Prima Hospital Medan

The result showed that Social Media Marketing had no effect on Bed Occupancy Ratio at Royal Prima Hospital Medan. This could happen as the majority patients of Royal Prima Hospital is a BPJS referral patient, where in this case social media does not contribute to choosing a hospital. However, this is not in line with research of Rosyida (2018) which states that Facebook has a positive effect on increasing interest outpatient visits at Ibnu Sina Bojonegoro Hospital. The difference in these findings can be caused by differences object under study and the time of the research conducted.



#### **4. Effect of Quality Health Services on Bed Occupancy Ratio (BOR) at Royal Prima Hospital Medan**

The result of the study found that the Quality of Health Services had a positive effect on Bed Occupancy Ratio at Royal Prima Hospital. This is caused by the Royal Prima Hospital Medan continuously improves and enhances existing resources in providing maximum health services to the community. This finding is in line with research of Akbar (2019) which states that physical facilities, reliability, responsiveness, assurance and empathy have a positive and significant effect on BOR at Klaten Hospital, Central Java. Likewise, with research of Nababan (2009) which states that health services have a positive effect on BOR at Sukamara Regional General Hospital, Central Borneo.

#### **5. Effect of Search Engine Optimization (SEO) on Quality of Health Services at Royal Prima Hospital Medan**

The result showed that SEO had a positive effect on the quality of health services at Royal Prima Hospital Medan. Based on these finding, it can be seen that the information on the quality of health services at Royal Prima Hospital Medan is the most people look for when using SEO as a medium to find health services. As said before, medical practice does take time, but with the right and optimal SEO placement, it can help patients to find health service information easily, quickly and precisely. This is in line with Kristopher Jones (2021) who stated that SEO is fundamental to growing medical services.

#### **6. Effect of Content Marketing on Quality of Health Services at Royal Prima Hospital Medan**

The result showed that Content Marketing had no effect on the Quality of Health Services at Royal Prima Hospital Medan. This is caused by the Quality of Health Services can only be directly felt when the patient is in the hospital. This is in line with prof. Eng. Victor L.P. PHD (2019) who stated that Content Marketing in health services is not only about content that is made good and interesting but must be real, because hospitals are connected between patients and the hospital.

#### **7. Effect of Social Media Marketing on Quality of Health Services at Royal Prima Hospital Medan**

The result of the study indicate that Social Media marketing has a positive effect on the Quality of Health Services at Royal Prima Hospital Medan. This happens because Social Media Marketing which is currently being carried out by Royal Prima Hospital Medan is able to inform the quality of health services available in a professional manner. This finding is also consistent with the research by Edin (2016), which states that social media as a positive effect on professional health services and patient relationship

#### **8. Quality of Health Services as Intervening Variable between SEO and BOR at Royal Prima Hospital Medan**

The result showed that the Quality of Health Services is capable of being an intervening variable between SEO and BOR at Royal Prima Hospital Medan. This implication places the Quality of Health Services as an important variable in the marketing strategy policy aimed at increasing BOR at Royal Prima Hospital Medan. This is due to the satisfaction of patients who have been treated well at Royal Prima Hospital Medan for the quality of the hospital's services. This is in line with the finding of Kristopher Jones (2021) who stated that the implementation of SEO as Digital Marketing Strategy in health services is important.

#### **9. Quality of Health Services as Intervening Variable between Content Marketing and BOR at Royal Prima Hospital Medan**

The result showed that the Quality of Health Services is incapable of being an intervening variable between Content Marketing and BOR at Royal Prima Hospital Medan. This is caused by the Quality of Health Services does not depend on how good the content is stretched but on the direct experience of patients at Royal Prima Hospital Medan. This is in line with Prof. Eng. Victor L.P. PHD. (2019) who stated that content Marketing must be real, because hospitals are connected between patients and the hospitals.

#### **10. Quality of Health Services as Intervening Variable between Social Media Marketing and BOR at Royal Prima Hospital Medan**

The result showed that the Quality of Health Services is capable of being an intervening variable between Social Media Marketing and BOR at Royal Prima Hospital Medan. This finding places the Quality of Health Services as an important variable in the Social Media Marketing policy aimed at increasing BOR at Royal Prima Hospital Medan. This is caused by the Royal Prima Hospital Medan understands that the most important of health services is the quality of the service itself. With good service quality, it is automatically part of an indirect promotion in the community. Royal Prima Hospital Medan continuous to improve the quality of its services so that it remains a part of respected hospital in Medan. This is in line with the findings of Akbar (2019) which states that the quality of good health services affects the hospital occupancy rate.

### **CONCLUSION**

Based on the result of the study, some conclusions that can be drawn in this study are:

1. Search Engine Optimization (SEO) has a positive effect on BOR at Royal Prima Hospital Medan.
2. Content Marketing has a positive effect on BOR at Royal Prima Hospital Medan.

3. Social Media Marketing has no effect on BOR at Royal Prima Hospital Medan.
4. Quality of Health Services has a positive effect on BOR at Royal Prima Hospital Medan.
5. Search Engine Optimization (SEO) has a positive effect on Quality of Health Services at Royal Prima Hospital Medan
6. Content Marketing has no effect on Quality of Health Services at Royal Prima Hospital Medan.
7. Social Media Marketing has a positive effect on Quality of Health Services at Royal Prima Hospital Medan.
8. Quality of Health Services is capable of being an intervening variable between *Search Engine Optimization (SEO)* and BOR at Royal Prima Hospital Medan.
9. Quality of Health Services is incapable of being an intervening variable between *Content Marketing* and BOR at Royal Prima Hospital Medan.
10. Quality of Health Services is capable of being an intervening variable between *Social Media Marketing* and BOR at Royal Prima Hospital Medan.

### SUGGESTION

1. At the time this research was conducted, the Corona Virus Disease-19 Pandemic was occurring, with a high level and out of control of BOR, Digital Marketing Strategy did not greatly affect the BOR at Royal Prima Hospital Medan. However, it is still expected to continue to actively carry out the Digital Marketing Strategy, because as a Listed Company on the Stock Exchange Market, the Digital Marketing Strategy implemented can attract investors.
2. Together, Search Engine Optimization (SEO), Content Marketing, Social Media Marketing, and Quality of Health Services have an influence on BOR at Royal Prima Hospital Medan, and it is recommended to the marketing department of Royal Prima Hospital Medan to actively implement strategies digital marketing comprehensively and thoroughly with the available techniques and facilities.
3. The implementation of SEO must be maintained or improved through the use of other media related to SEO, where visitors can be handled and more easily converted into customers by providing communication media such as live chat. Therefore, it is recommended to the Royal Prima Hospital Medan to build a reliable IT team to continue to present positive news about the Royal Prima Hospital Medan to the top-ranked website, and also open two-way communication between the hospital and prospective patients.
4. Improving the Quality of Health Services, especially at the forefront, namely competent nurses and paramedic personnel. Continuous training and evaluation in the field must be carried out whether the nurses and medical personnel have served well.
5. Content marketing can be done actively and continuously so that quality and accurate of health information can be easily accessed by the public.
6. Social Media Marketing can be carried out widely by utilizing various existing social media platforms to reach patient segments outside of BPJS's patients.
7. For the next researcher, they can conduct research using other Digital Marketing variables that have not been studied such as Email Marketing, etc. and other intervening variables such as Performance of Employee

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