Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

THE INFLUENCE OF DIGITAL MARKETING COMMUNICATION AND SERVICE QUALITY ON PATIENT DECISIONS IN CHOOSING UKI GENERAL HOSPITAL (RSU) SERVICES

Fenny B.N.L Tobing[1a*], Rudy Sondang Sinaga[2b], Napoleon Sinaga[3c], Abdiel Putra Bago[4d]

[1234] Management Study Program, Faculty of Economics and Business, Indonesian Christian University, Jakarta, Indonesia

bundafenny@yahoo.com
rudy.sinaga@uki.ac.id
napoleon.sinaga@uki.ac.id
abdielputrabago@gmail.com

(*) Corresponding Author
bundafenny@yahoo.com

ARTICLE HISTORY

Received : 25-06-2025
Revised : 02-07-2025
Accepted : 03-07-2025

KEYWORDS

digital marketing communication, service quality, patient decision, hospital, SEM-PLS.

ABSTRACT
This study aims to analyze the influence of digital marketing communication and service quality on patient decisions in choosing healthcare services at the UKI General Hospital (RSU UKI), East Jakarta. In the rapidly growing digital era, the public increasingly relies on digital platforms to seek health information before deciding on a medical facility. This research uses a quantitative method with a Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach, involving 100 respondents selected through purposive sampling. The results show that digital marketing communication has a positive and significant impact on patient decision-making. Service quality also plays an essential role, with dimensions such as reliability, responsiveness, assurance, empathy, and tangibles determining patient satisfaction and choice. The combination of effective digital communication strategies and excellent service quality can enhance patient loyalty and strengthen RSU UKI's reputation. This research offers practical implications for hospital management to optimize digital marketing strategies and continually improve service quality to remain competitive in the healthcare industry.
Keywords: digital marketing communication, service quality, patient decision, hospital, SEM-PLS.
This is an open access article under the CC–BY-SA license.

INTRODUCTIONS

In the rapidly evolving digital era, hospitals must adapt to digital marketing technology and communication to remain competitive and reach patients effectively. Changing people's behavior, which now relies more on the internet and digital platforms such as social media, websites, and mobile applications to search for health information, encourages hospitals to utilize technology to build a positive image and expand the reach of services. In addition to

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

improving operational efficiency through data and service management, digital marketing strategies are also crucial in attracting the attention of patients, especially from those who are tech-savvy. Hospitals that do not keep up with the flow of digitalization risk losing competitiveness and patients, so technology adaptation is becoming an important element in an increasingly dynamic healthcare industry. (Pollack, 2008) (Theodorakopoulos et al., 2025)

The success of hospitals in the midst of fierce competition from the healthcare industry depends heavily on their ability to adapt to digitalization. Platforms such as Instagram, Facebook, X (Twitter), and TikTok provide great opportunities for hospitals to communicate more personally with patients, build *brand awareness*, and create direct interactions through comments or instant messaging features. A presence on social media also allows hospitals to share health information in real-time, educate the public, and increase public engagement with their healthcare services. (Boujena et al., 2009; Prendergast et al., 2010)

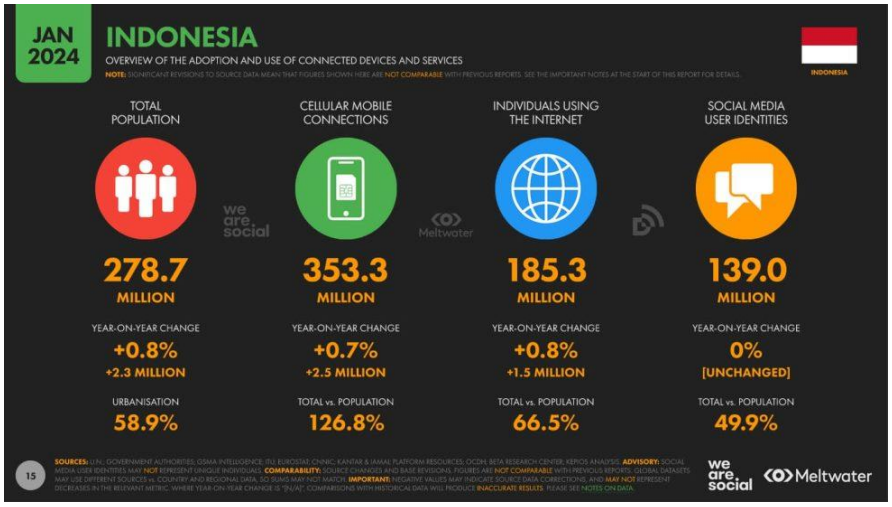

Figure 1. Internet Users in Indonesia
Source: https://datareportal.com/reports/digital-2022-indonesia

Active internet users continue to increase globally, including in Indonesia. In 2024, Data Reportal notes that there are 185.3 million internet users in Indonesia, which covers around 66.5% of the total population of 278.7 million people (2024). Indonesia has 139 million social media users as of January 2024, equivalent to 49.9 percent of the total population, A total of 353.3 million active mobile connections in Indonesia at the beginning of 2024, or equivalent to 126.8 percent of the total population. One person has 2 or more active cellular connections. (Alavi & Abel , 2021; Student et al., 2020)

Digital marketing communication allows hospitals to build more personalized and interactive relationships with patients. By leveraging social media, websites, and mobile apps, hospitals can provide information about the services they offer in real-time and respond to patient complaints or queries more quickly. However, in the midst of these technological advancements, various challenges also arise, especially in terms of privacy and security of patient data. Digitizing patient data increases the risk of privacy breaches, which can undermine patients' trust in hospitals. The cases of data privacy breaches that have occurred in some healthcare facilities show how vulnerable digital data is, and how important a robust security system is to protect patients' personal information. (Catalá -López et al., 2022; Dugar & Chamola , 2021; Rahmani et al., 2024) (Caruana et al., 2000; Cheung et al., 2009)

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

In addition, the emergence of increasingly fierce competition between hospitals, both private and public, is another challenge. Many hospitals are starting to leverage digital technology to expand their marketing reach and increase the visibility of their services in the public eye. This competition is further exacerbated by the disparity in access to technology, especially in remote areas that do not have adequate digital infrastructure. Hospitals located in the area will have to face greater difficulties in competing in the digital world, due to the lack of access to technology that can support their marketing. (Cheung et al., 2009)

The AIDAS model describes five stages in the consumer buying process: attracting attention, generating interest, creating desire, encouraging action, and ensuring satisfaction. In digital marketing, this model is particularly relevant because each stage can be supported by visual content, online interaction, and direct consumer feedback. (de Vries et al., 2017; Sussman et al., 2023; Syaputra & Azhar , 2025)

Service quality refers to the company's ability to meet or exceed customer expectations for the services provided. According to , this quality depends not only on the service itself, but also on internal factors such as workforce, motivation, and leadership. Tjiptono & Chandra (2016) added that service quality includes reliability, responsiveness, certainty, empathy, and physical aspects of services. emphasizing the importance of service quality in building long-term customer satisfaction and loyalty. Riegner (2007) Reid (2002)

Patients' behavior in choosing health services is now more influenced by the information they find online. A study by Keshav (2020) showed that more than 70% of patients in major cities use the internet to search for information related to health services before visiting a hospital. This shows the importance for hospitals to provide accurate, transparent, and easily accessible information through digital platforms. Hospitals that are able to provide relevant and responsive information through digital marketing communications will have an advantage in capturing patients' attention and building their trust.

Quality service emerges when service providers are able to meet customer expectations through characteristics such as accessibility, effective communication, competence, courtesy, reliability, and responsiveness. According to , understanding consumer needs is also very important. The main principles in implementing service quality according to include strategic leadership, training, quality planning, continuous evaluation, and effective communication in the organization. Kotler (2013) Labrecque et al. (2013)

UKI General Hospital (RSU) as one of the health service providers in Indonesia must be able to adapt to this change. Competition in the health world is increasingly competitive, so hospitals are not only required to provide quality medical services, but must also be able to market these services effectively. By utilizing strategic digital marketing communication, UKI Hospital can increase its visibility in the eyes of the public and influence patients' decisions in choosing health services. Transparent and accurate information through digital media can help increase patient trust and attract the attention of potential patients.

Overall, UKI Hospital needs to position itself as a modern hospital that is adaptive to changes in the digital era. By using effective digital marketing communication strategies and strengthening service quality, UKI Hospital can increase its competitiveness in the increasingly competitive healthcare industry. Hospitals that are able to adopt digital technology and improve service quality will be better prepared to face future challenges, and have greater potential in winning the hearts of patients in this digital era.

From the description above, it can be concluded that the development of digital technology and changes in patient behavior force hospitals to adapt to remain competitive. The use of digital marketing communication and strengthening service quality is key to winning the competition and building patient trust. Based on this, this study entitled "The Influence of Digital Marketing Communication and Service Quality on Patients' Decisions in Choosing UKI General Hospital (RSU) Services" aims to analyze the extent to which these two factors affect patients' decisions in choosing services at UKI Hospital.

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

METHOD

This study examines three main variables: digital marketing communication (X1), service quality (X2), and purchase decision (Y). Digital marketing communication refers to interactions between companies and consumers through digital platforms, aiming to boost brand awareness and sales. It involves audience segmentation and analytics tools to measure campaign effectiveness. Service quality assesses whether services meet or exceed customer expectations, evaluated through reliability, responsiveness, assurance, empathy, and physical evidence. Purchase decision describes the consumer decision-making process, influenced by psychological, social, and situational factors (Judijanto et al., 2024) .

The population for this study consists of patients visiting the General Hospital of the Christian University of Indonesia (RSU UKI), selected using purposive sampling. The sample includes 100 patients aged 21 years and older, regularly visiting UKI Hospital, undergoing outpatient treatment, and with prior experience with the hospital's services.

Data collection involved both primary and secondary sources. Primary data was gathered via online questionnaires distributed to UKI Hospital patients, using a five-point Likert scale to measure attitudes and perceptions. Secondary data was sourced from relevant books, journals, and documents. The questionnaire's validity was tested by comparing calculated r values with the table values, while reliability was assessed using Cronbach's Alpha, with values above 0.6 deemed reliable.

Data analysis included grouping and tabulating the responses, followed by hypothesis testing using smartPLS SEM (Partial Least Square - Structural Equation Modeling). This method was chosen for its ability to handle latent variables and test relationships between variables in one model. Hypothesis testing was done through partial (t-test) and simultaneous (F-test) tests, with an additional determination coefficient (R-Squared) test to evaluate the contribution of independent variables to explaining variations in dependent variables. The closer R^2 is to 1, the greater the influence of the independent variable on the dependent variable.

RESULT AND DISCUSSIONS

Testing *Goodness of fit model*

The evaluation of *goodness of fit* in the Partial Least Squares (PLS) model includes several key parameters used to assess the extent to which the model is able to explain and predict empirical data effectively. One of its main indicators is the value of R Square (R^2), which measures the proportion of variance of endogenous (dependent) variables that can be explained by exogenous (independent) variables. The higher the R^2 value, the greater the model's ability to explain changes in endogenous variables based on the exogenous variables used.

In addition, Q Square (Q^2) serves as an indicator of the model's predictive validity, which is calculated through *cross-validation* techniques. A positive Q^2 value indicates that the model has good predictive capabilities and is aligned with the data used in the test. Another parameter, namely Standardized Root Mean Square Residual (SRMR), is used to assess the suitability of the model with the correlation matrix or data covariance. A low SRMR value indicates a better degree of model suitability to empirical data.

By combining the evaluation results of R^2, Q^2, and SRMR, the researcher was able to gain a comprehensive understanding of the quality of the model and its ability to represent the relationships between variables in structural analysis. This evaluation is an important aspect to ensure that the model built is not only theoretical valid, but also has strong interpretability and applicability in the context of the research being conducted.

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

R2 *Model Rating*

The assessment of the R^2 value is an important step in determining the extent to which the model is able to explain variations in endogenous variables using the exogenous variables involved. Hair et al. (2017) mentioned that R^2 is the main indicator in PLS analysis that shows the proportion of variance of endogenous variables that are successfully explained by exogenous variables. A high R^2 value indicates that the PLS model has a good ability to describe the relationships between variables, while a low value may indicate that the model is less able to explain the variations that occur in the data.

According to Ghozali (2021), PLS is used in research to analyze the influence between independent and dependent variables, with R^2 as the primary measure in evaluating model strength. The interpretation of R^2 values is usually divided into three categories: a value of 0.67 indicates that the model has a strong clarity power, a value of 0.33 reflects a moderate or moderate level of explanation, and a value of 0.19 indicates that the model has weak explanatory ability. This classification helps researchers in understanding the strength of relationships between variables in the model being analyzed. Therefore, the evaluation of the R^2 value is a crucial aspect in assessing *the goodness of fit*, in order to ensure that the PLS model is not only conceptually valid, but also accurate in explaining the dynamics of variable relationships in the context of the research conducted.

Table 4.11 Assessment *of R2 Models*

Variable	R2 adjusted	Criterion
Selection Decision	0,782	*Strong*

Source: Processed by the author

Based on the table displayed, the R^2 adjusted value for the Voting Decision variable is 0.782, which according to the criteria is categorized as "strong". This value shows that 78.2% of the variation in the Voting Decision can be explained by independent constructs in the model, namely Digital Marketing Communication and Service Quality, while the remaining 21.8% is explained by other variables outside the research model.

According to Hair et al. (2017), the interpretation of R^2 values in the context of the PLS-SEM structural model is divided into three categories, namely:

a) The R^2 value of 0.75 is categorized as substantial (strong),
b) A value of 0.50 as a moderate,
c) And the value of 0.25 as weak.

Thus, the value of 0.782 in this study indicates that the model has excellent predictive power, with a strong influence of independent variables on dependent variables.

Furthermore, according to Ghozali (2021), R^2 is a measure to assess the model's ability to explain dependent variables, where the higher the R^2 value, the better the model. Ghozali also emphasized that R^2 adjusted is used when there is more than one independent variable, because it is able to correct for potential bias due to too many predictor variables. In this case, the R^2 adjusted value of 0.782 shows that the model has high predictive feasibility, as well as practical relevance in explaining the phenomenon of the decision to choose UKI hospital.

Thus, based on the theory of Hair et al. and Ghozali, it can be concluded that the R^2 adjusted value of 0.782 shows that the structural model in this study is very strong in explaining the influence of digital marketing communication and service quality on the decision to choose, and is suitable as a basis for managerial decision-making and the development of service strategies for UKI hospitals.

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

Q2 Model *Rating*

The assessment of the Q^2 value in the evaluation of *the goodness of fit* of the Partial Least Squares (PLS) model is an important stage to measure the predictive ability of the model, which is carried out through *cross-validation* techniques. Hair et al. (2017) stated that Q^2 is used to assess the extent to which the PLS model is able to accurately and validly predict endogenous variables. A positive Q^2 value indicates that the model has good predictive capabilities and is consistent with the retested data.

Meanwhile, Ghozali (2021) added that Q^2 *predictive relevance* is one of the important indicators in evaluating the quality of structural models. A Q^2 value greater than zero indicates that the model has good predictive relevance, while a value below zero indicates that the model's predictive ability is still weak. This Q^2 *predictive relevance* serves to find out how effective the model is in predicting new data based on information from previous data. Thus, the evaluation of Q^2 values provides a significant picture of the reliability of the PLS model in predicting the relationships between variables, while strengthening confidence in the validity of the model in the context of ongoing research.

Table 4.12 Q2 *Model Assessment*

Variable	Q^2predict	RMSE	MAE	Criterion
Selection Decision	0,765	0,499	0,328	*Predictive relevance*

Source: Processed by the author

Based on the results of the model prediction evaluation in the table above, *the Q^2 predict* value for the Voting Decision variable is 0.765, which indicates that the model has high predictive relevance. This value exceeds the threshold of 0, which according to shows that the model has the ability to predict (Fam et al. (2022; Yang et al., 2025) *predictive relevance*) to the indicators in the endogenous construct. Hair et al. also add that Q^2 values above 0.35 are already classified as highly predictive, so a value of 0.765 indicates that the model is not only good at explaining variance (as reflected by R^2 values), but also reliable at predicting new data.

In addition, the RMSE (*Root Mean Square Error*) value of 0.499 and MAE (*Mean Absolute Error*) of 0.328 are in the low category, which reinforces the evidence that the prediction errors in this model are relatively small. These error values indicate that the predictions made by the model are close to the actual values, so the model is reliable in an applicative context.

According to , the value of Q^2 is used to assess how well the observation value is reconstructed by the model and its estimation parameters. If the value of Q^2 is greater than zero, then the model is considered to have adequate predictive capabilities. In this context, a Q^2 value of 0.765 indicates that the model has excellent predictive capabilities, which means that the constructs of digital marketing communication and quality of service are able to significantly explain and predict the decision to choose a hospital. Thus, based on the theory, this model is not only valid and reliable, but also has high predictive power, which is very important in the implementation of managerial and marketing strategies of healthcare services. Zang et al. (2025) Hair, M. Hult, et al. (2021)

c. SRMR *Model Assessment*

The evaluation of the SRMR (*Standardized Root Mean Square Residudual*) value in the *goodness of fit analysis* in the Partial Least Squares (PLS) model is an important step to assess the extent to which the model is in accordance with the empirical data used. states that SRMR is one of the key measures in assessing model suitability, which measures the rate of default prediction errors that have been normalized. The lower the SRMR value, the better the model is at reflecting the relationships between variables based on the covariance matrix or correlation of the data used. Pacheco & Rahman (2015)

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

This opinion is also supported by , who states that SRMR is an effective indicator of model suitability because it is quite sensitive to scale differences in data. Correspondingly, explaining that several criteria are used to assess the feasibility of a structural model. A model is declared to have Valette-Florence et al. (2011) Nevatia et al. (2024) a good fit if the SRMR value is below 0.10. Conversely, if the SRMR value exceeds 0.15, then the model is considered unfeasible. In addition to SRMR, the model fit evaluation also includes Chi-Square significance values (preferably more than 0.05) as well as the Normal Fit Index (NFI) which is ideally above 0.90.

Thus, the SRMR assessment provides a clear indication of how well the PLS model describes the relationships between variables in the study. This evaluation also helps assess whether the model is relevant and appropriate to the underlying theory as well as the empirical data analyzed.

Table 4.13 SRMR *Model Assessment*

Component	**SRMR**	***Estimated Model***
Saturated model	0,081	*Fit*
Estimated model	0,081	

Source: Processed by the author

Based on the results of the model evaluation above, the SRMR (*Standardized Root Mean Square Residue*) value in the saturated model and the estimated model are both 0.081. This value is below the threshold of 0.10, which according to indicates that the model has Hair, Hult, et al. (2021) a good fit. SRMR is an absolute measure of goodness-of-fit, which indicates how close the model's predicted covariance is to the actual covariance matrix. The smaller the SRMR value, the better the model's fit for the data.

Meanwhile, according to , SRMR is used to measure Roberts et al. (2023) *overall model fit* in the *Partial Least Squares Structural Equation Modeling* (PLS-SEM) approach. The model is considered to have an adequate fit if the SRMR value is below 0.10, and even more ideal if it is close to or below 0.08. Therefore, the SRMR value of 0.081 is still in the acceptable category, and shows that the model used is able to represent the empirical data quite well.

Thus, according to , the SRMR value of 0.081 in this model indicates that the structural model has an Hair, Hult, et al. (2021) *acceptable model fit* and can be used to validly test the relationship between variables in this study.

2. Hypothesis Testing

Hypothesis testing is an important stage in statistical analysis to assess the compatibility between sample data and hypotheses about populations. In Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), this test focuses on the relationships between latent variables by utilizing statistical values such as *t-value* and *p-value*. A t-value indicates the significance of the path coefficient in the model—the higher the value, the stronger the influence between variables statistically These values are calculated using *the bootstrapping* technique, which allows accurate estimation of the distribution of coefficients and standard errors.

According to , Hair, M. Hult, et al. (2021) *t-value* is used to determine whether the relationships between variables in the model differ significantly from zero. If the *t-value* is high and *the p-value* is low (less than 0.05), then the relationship is considered significant. In addition to significance, Ghozali also emphasized the importance of the validity and reliability of the model in the overall evaluation. These tests help researchers confirm or reject hypotheses as well as understand the strength of the relationship and the model's contribution in explaining endogenous variables. In summary, hypothesis testing in SEM PLS involves analyzing *t-values* and *p-values* to assess the significance of relationships between variables, providing a solid basis for empirically and reliably testing theoretical assumptions.

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

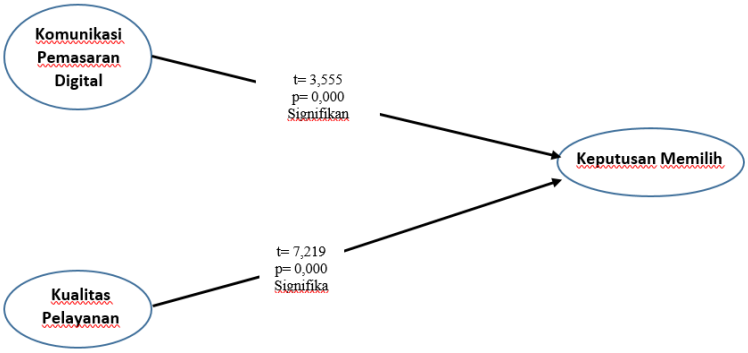

Figure 4.1 Results of Analysis *of t statistics* and *p value*

Table 4.14 Hypothesis Test Results

Yes	Hypothesis Test	Regression Coefficients			Result
		Path Coefficients	*t statistic*	*p values*	
1	Digital Marketing Communication has a significant effect on Voting Decisions	0,335	3,555	0,000	Accepted
2	Quality of Service has a significant effect on the Choosing Decision	0,628	7,219	0,000	Accepted

Source: Processed by the author

According to Ghozali (2021), the criteria for determining the acceptance or rejection of a hypothesis are as follows:

1. An independent variable is declared to have a partial significant influence on the dependent variable if the *calculated t-value* exceeds *the t table* or its significance value (p-value) is below 0.05.
2. On the other hand, independent variables are considered to have no significant effect in part on the dependent variable if *t is* calculated less than *t of the table or* the significance value is greater than 0.05.

From the explanation and the results of hypothesis testing based on the table above, the results of the research can be concluded as follows:

1. The results of the first hypothesis test in this study show that digital marketing communication has a significant influence on the decision to choose. The analysis showed that the p-value for the influence of digital marketing communication on the decision to choose was 0.000, the T-statistic was 3.555, and the positive path coefficient was 0.335. Due to the p-value of <0.05, T-statistic >1.96, and positive coefficients, it can be concluded that digital marketing communication has a significant influence on the decision to choose. This supports the first hypothesis in this study, so the first hypothesis is acceptable.
2. The results of the second hypothesis test in this study show that the quality of service has a significant influence on the decision to choose. The analysis showed that the p-value for the effect of service quality on the decision to choose was 0.000, the T-statistic was 3.555, and the positive path coefficient was 0.335. Because the p-value is <0.05, the T-statistic >1.96, and the positive coefficient, it can be concluded that the

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

quality of service has a significant influence on the decision to choose. This supports the first hypothesis in this study, so the second hypothesis is acceptable.

Simultaneous Tests

Simultaneous testing is a statistical method used to assess the collective influence of a number of independent variables on one dependent variable in an analysis model. This method aims to find out whether together, independent variables have a significant impact on the dependent variables. In regression analysis, for example, simultaneous tests help determine whether the combination of the overall predictor variables makes a meaningful contribution to the variables to which the response is made.

Table 4.15 Simultaneous Tests

	Sum square	**Df**	***Mean square***	**F**	***P value***
Total	116,743	204	0,000	0,000	0,000
Error	31,686	197	0,161	0,000	0,000
Regression	85,057	7	12,151	75,546	0,000

Source: Processed by the author

Based on the results of the simultaneous ANOVA (*Analysis of Variance*) test above, an F value of 175.25 was obtained with a significance value (p-value) of 0.000. This significance value is much smaller than the commonly used significance level of 0.05, so it can be concluded that the regression model is simultaneously statistically significant. This means that independent variables (i.e. Quality of Service and Digital Marketing Communication) together have a significant effect on the dependent variable, namely the Voting Decision.

According to , the decision-making criteria in the ANOVA test are as follows: Kumar et al. (2021)

1. If the significance value (p-value) < 0.05 then H_0 is rejected and H_1 is accepted, which means that there is a significant influence of all independent variables on the dependent variables simultaneously.
2. Conversely, if the significance value > 0.05 then H_0 is accepted, which means that there is no significant effect simultaneously.

In this case, since the significance value is 0.000 < 0.05, the decision taken is to reject H_0 and accept H_1, which means that the regression model is significant simultaneously. This is also reinforced by a much larger Sum of Squares value for regression (36,493) compared to the *Sum of Squares* for error (10,099), suggesting that the model is able to explain considerable variation in the Choosing Decision variable. Thus, based on Ghozali's theory and the results of the ANOVA test, the regression model built is feasible and can be used to predict patients' decisions in choosing hospital services.

Digital marketing communication has a significant effect on patients' decisions in choosing UKI General Hospital services.

Based on the results of the first hypothesis test in this study, it is known that digital marketing communication has a significant effect on patients' decisions in choosing UKI General Hospital services. The test results showed that the p-value was 0.000, the statistical T-value was 3.555, and the positive path coefficient was 0.335. These three indicators have met the recommended statistical criteria, namely p-value < 0.05 and T-statistic > 1.96 as explained by . A very small p-value indicates that the probability of error in rejecting the null hypothesis is very low, and a statistical

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

T-value greater than 1.96 indicates a statistically significant influence. Meanwhile, a positive path coefficient value of 0.335 indicates that the higher the intensity of digital marketing communication, the greater the likelihood of patients to decide to choose UKI RSU services. Guo & Jiang (2025)

Theoretically, these findings are supported by the concept from Kotler and Keller (2016) which states that digital marketing communication is an important tool in building relationships with consumers, increasing brand awareness, and influencing purchasing decisions or choosing a service. Digital marketing communication includes various digital channels such as social media, official websites, e-mail marketing, and digital advertising that allow hospitals to reach potential patients faster, on target, and interactively. In the context of healthcare, digital marketing communication can be used to convey important information related to medical services, doctor profiles, facility quality, and patient testimonials, all of which contribute to the positive perception of potential patients.

The support of this theory is in line with the empirical results in this study which prove that the digital marketing strategy implemented by UKI Hospital has been able to have a significant impact on patient perception and preferences. The availability of easily accessible information through digital channels allows patients to compare, assess, and ultimately decide on the service they consider best suited their needs. This is also strengthened by the information technology approach in the health sector which is said to be able to increase the effectiveness of marketing communication because it is real-time, personalized, and supports data-driven consumer decision-making. Hasan et al. (2025)

Thus, based on the results of statistics and underlying theories, it can be concluded that digital marketing communication has a strategic role in influencing patients' decisions in choosing UKI RSUs. The success of digital communication that hospitals do not only increases the visibility of services, but also creates trust and emotional connection with patients, which ultimately contributes to increased patient visits and loyalty.

The quality of service has a significant effect on the patient's decision in choosing UKI General Hospital services.

Based on the results of the second hypothesis test in this study, it can be concluded that the quality of service has a significant influence on the patient's decision to choose services at the UKI General Hospital (RSU). The results of the analysis showed that the p-value was 0.000, the T-statistic was 3.555, and the positive path coefficient was 0.335. These three values show statistically significant results, as they have met the decision-making criteria according to , namely: the p-value must be less than 0.05 and the statistical T-value must be greater than 1.96. The positive pathway coefficient also shows that improving the quality of service will have a direct impact on the increasing tendency of patients to choose UKI Hospital as their health service provider. Noor et al. (2024)

Theoretically, these results are strengthened by a theory that introduces five main dimensions of service quality (SERVQUAL): tangibles, reliability, responsiveness, assurance, and empathy. In the context of hospitals, the quality of service includes aspects of cleanliness and comfort of facilities, professionalism of medical personnel, accuracy in handling patients, and friendly and caring attitude to patients. If the hospital succeeds in providing superior service in these five dimensions, then the positive perception of patients will increase and directly influence their decision to choose and stick with the hospital's services. Abbas (2024)

Furthermore, stating that in the service industry such as healthcare, service quality is a key factor in shaping customer satisfaction and loyalty. Patients not only judge the service from the final results of treatment, but also from the overall experience while in the hospital, from registration, interaction with medical staff, to support facilities such as waiting rooms, parking, and pharmacies. Therefore, the higher the quality of service that a patient feels, the higher the likelihood that the patient will choose or recommend the hospital to others. Kotler (2013)

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

In the context of UKI Hospital, these findings indicate that the hospital's efforts in maintaining service standards both in terms of medical personnel, facilities, and operational systems have succeeded in having a positive impact on patient decisions. The positive coefficient value indicates that any improvement in service quality will be in line with an increase in patient preference for UKI Hospital. This reinforces the importance of hospital management in conducting continuous evaluation and innovation in the existing service system.

Thus, both in terms of empirical results and underlying theory, it can be concluded that the quality of service is an important determinant in patient decision-making in choosing UKI Hospital. Hospitals that are able to provide high-quality services will not only win the trust of new patients, but also retain old patients and build a positive image amid healthcare competition.

Digital marketing communication and service quality simultaneously have a significant effect on patients' decisions in choosing UKI General Hospital services

Based on the results of the simultaneous ANOVA (Analysis of Variance) test displayed, an F-value of 175.25 was obtained with a significance value (p-value) of 0.000. These results show that the significance value is much smaller than the commonly used significance threshold of $\alpha = 0.05$, as explained by Ghozali (2021). In the context of multiple linear regression testing, the F test is used to find out whether all the independent variables included in the regression model simultaneously have a significant influence on the dependent variables. Thus, it can be concluded that the variables of Service Quality and Digital Marketing Communication together have a significant effect on the Patient's Decision in choosing UKI Hospital.

Theoretically, these results reinforce the view that consumers' decisions in choosing services, especially health services, are greatly influenced by various interrelated factors. In this case, digital marketing communication plays a role in shaping the initial perception of patients through the delivery of relevant, interactive, and reliable information, while service quality plays an important role in creating a hands-on experience that affects patient satisfaction and loyalty. affirms that the combination of effective communication and superior service quality will form a positive image of the institution and strengthen consumers' decision to choose such services. Ivanov (2023)

This research shows that RSU UKI has successfully integrated digital marketing strategies with high-quality service practices. Digital communication allows hospitals to reach the community at large, convey service information, introduce medical personnel, and build emotional closeness with patients. Meanwhile, professional, responsive, and empathetic medical services increase patient trust and satisfaction. This collaboration between communication and service aspects is crucial in shaping patients' decisions to choose or return to using hospital services.

Furthermore, it states that in multivariate analysis, significant simultaneous test results indicate that the regression model constructed has a good ability to explain the dependent variables. In this context, the results of the very high and significant F test confirm that the research model has strong validity, so that it can be used as a basis for hospital management to formulate the right strategy to increase the number of patient visits. Yulia & Sanusi (2021)

Thus, both in terms of empirical results, theoretical approaches, and practical implications, it can be concluded that digital marketing communication and service quality simultaneously have a significant influence on patients' decisions in choosing UKI RSU. A strategy that combines effective digital promotion and high-quality services is a comprehensive approach that can improve the competitiveness of hospitals in today's digital era.

Conclusion

Based on the results of data analysis and discussions that have been conducted, this study concludes that digital marketing communication and service quality have a significant influence on patient decisions in choosing services at

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

UKI General Hospital (RSU). Digital marketing communication has proven to play a crucial role in shaping patients' initial perception and interest in hospital services. Digital channels such as social media, websites, and online advertising are becoming strategic tools for conveying information, building relationships, and increasing patient trust. Meanwhile, the quality of service—which includes the dimensions of reliability, responsiveness, assurance, empathy, and physical evidence—is also a major factor in patient decisions. Quality service directly increases satisfaction and drives decisions to choose and stick with hospital services. Simultaneously, these two variables complement each other and contribute significantly to patient decision-making. These findings not only strengthen existing theories, but also provide empirical evidence that effective communication strategies and excellent service quality are strategic combinations in improving hospital competitiveness in today's digital era. This study also shows that the regression model built has strong validity and can be used as a basis for hospital managerial decision-making in developing marketing and service strategies oriented to patient needs and expectations.

Reference

Abbas, Q. (2024). The Impact of Personalization Strategies on Consumer Engagement and Conversion Rates in Digital Marketing. *International Journal of Advanced Multidisciplinary Research and Studies* , *4*(1), 452–454. www.multiresearchjournal.com

Alavi, S., & Habel, J. (2021). The Human Side of Digital Transformation in Sales: Review & Future Paths. *Journal of Personal Selling & Sales Management*, *41*(2), 83–86. https://doi.org/10.1080/08853134.2021.1920969

Boujena, O., Johnston, W. J., & Merunka, D. R. (2009). The Benefits of Sales Force Automation: A Customer's Perspective. *Journal of Personal Selling & Sales Management*, *29*(2), 137–150. https://doi.org/10.2753/PSS0885-3134290203

Caruana, A., Money, A. H., & Berthon, P. R. (2000). Service Quality and Satisfaction – The Moderating Role of Value. *European Journal of Marketing*, *34*(11/12), 1338–1353. https://doi.org/10.1108/03090560010764432

Catalá-López, F., Hutton, B., Page, M. J., Driver, J. A., Ridao, M., Alonso-Arroyo, A., Valencia, A., Macías Saint-Gerons, D., & Tabarés-Seisdedos, R. (2022). Mortality in Persons with Autism Spectrum Disorder or Attention-Deficit/Hyperactivity Disorder. *JAMA Pediatrics*, *176*(4), e216401. https://doi.org/10.1001/jamapediatrics.2021.6401

Cheung, C. M. K., Lee, M. K. O., & Thadani, D. R. (2009). The Impact of Positive Electronic Word-of-Mouth on Consumer Online Purchasing Decision. *Visioning and Engineering the Knowledge Society. A Web Science Perspective*, 501–510. https://doi.org/10.1007/978-3-642-04754-1_51

de Vries, L., Gensler, S., & Leeflang, P. S. H. (2017). Effects of Traditional Advertising and Social Messages on Brand-Building Metrics and Customer Acquisition. *Journal of Marketing*, *81*(5), 1–15. https://doi.org/10.1509/jm.15.0178

Dugar, A., & Chamola, P. (2021). Retailers with Traits of Consumer: Exploring the Existence and Antecedents of Brand Loyalty in Small Unorganized Retailers. *Journal of Retailing and Consumer Services*, *62*, 102635. https://doi.org/10.1016/j.jretconser.2021.102635

Fam, K.-S., Richard, J. E., McNeill, L. S., Waller, D. S., & Zhang, H. (2022). Sales Promotion: The Role of Equity Sensitivity. *Asia Pacific Journal of Marketing and Logistics*, *34*(9), 1827–1848. https://doi.org/10.1108/APJML-04-2021-0249

Guo, B., & Jiang, Z. (2025). Influence of Personalised Advertising Copy on Consumer Engagement: a Field Experiment Approach. *Electronic Commerce Research*, *25*(2), 1281–1310. https://doi.org/10.1007/s10660-023-09721-5

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. https://doi.org/10.1007/978-3-030-80519-7

Hair, J. F., M. Hult, G. T., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications Ltd. https://uk.sagepub.com/en-gb/eur/a-primer-on-partial-least-squares-structural-equation-modeling-pls-sem/book270548

Hasan, R., Abdullah, M. S., Tasnim, K., & Karim, M. Z. (2025). Artificial Intelligence in Digital Marketing Enhancing Personalization and Consumer Engagement. *Business & Social Sciences*, *3*(1), 1–9. https://doi.org/10.25163/business.3110209

Ivanov, D. (2023). The Industry 5.0 Framework: Viability-Based Integration of The Resilience, Sustainability, and Human-Centricity Perspectives. *International Journal of Production Research*, *61*(5), 1683–1695. https://doi.org/10.1080/00207543.2022.2118892

Judijanto, L., Wibowo, G. A., Karimuddin, K., Samsuddin, H., Patahuddin, A., Anggraeni, A. F., Raharjo, R., & Simamora, F. M. A. (2024). *Research Design: Pendekatan Kualitatif dan Kuantitatif"*. Sonpedia Publishing Indonesia.

Kotler, P. (2013). *Marketing* (9th ed.). Pearson Higher Education.

Kumar, V., Ramachandran, D., & Kumar, B. (2021). Influence of New-Age Technologies on Marketing: A Research Agenda. *Journal of Business Research*, *125*, 864–877. https://doi.org/10.1016/j.jbusres.2020.01.007

Labrecque, L. I., vor dem Esche, J., Mathwick, C., Novak, T. P., & Hofacker, C. F. (2013). Consumer Power: Evolution in the Digital Age. *Journal of Interactive Marketing*, *27*(4), 257–269. https://doi.org/10.1016/j.intmar.2013.09.002

Nevatia, A., Shiney, C., Deshpande, S., & Agrawal, L. (2024). Exploring the Key Determinants of Social Media Content Creation: Analyzing Their Influence on Content Virality. *Library of Progress-Library Science, Information Technology & Computer*, *44*(2), 1767. https://openurl.ebsco.com/EPDB%3Agcd%3A1%3A12204673/detailv2?sid=ebsco%3Aplink%3Ascholar&id=ebsco%3Agcd%3A180786757&crl=c&link_origin=scholar.google.com

Noor, U., Mansoor, M., & Shamim, A. (2024). Customers Create Customers!–Assessing The Role of Perceived Personalization, Online Advertising Engagement and Online Users' Modes in Generating Positive e-WOM. *Asia-Pacific Journal of Business Administration*, *16*(2), 392–409. https://doi.org/10.1108/APJBA-11-2021-0569

Pacheco, B. G., & Rahman, A. (2015). Effects of Sales Promotion Type and Promotion Depth on Consumer Perceptions: The Moderating Role of Retailer Reputation. *The International Review of Retail, Distribution and Consumer Research*, *25*(1), 72–86. https://doi.org/10.1080/09593969.2014.918047

Pollack, B. L. (2008). The Nature of The Service Quality and Satisfaction Relationship. *Managing Service Quality: An International Journal*, *18*(6), 537–558. https://doi.org/10.1108/09604520810920059

Prendergast, G., Ko, D., & Siu Yin, V. Y. (2010). Online Word of Mouth and Consumer Purchase Intentions. *International Journal of Advertising*, *29*(5), 687–708. https://doi.org/10.2501/S0265048710201427

Rahmani, M., Foroudi, P., Tabaghdehi, S. A. H., & Behbehani, R. (2024). The Role of Technology in Customer Purchase Intention in the UK Market. In *Business Strategies and Ethical Challenges in the Digital Ecosystem* (pp. 163–195). Emerald Publishing Limited. https://doi.org/10.1108/978-1-80455-069-420241008

Reid, M. (2002). Building Strong Brands Through the Management of Integrated Marketing Communications. *International Journal of Wine Marketing*, *14*(3), 37–52. https://doi.org/10.1108/eb008745

Sosioedukasi
JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL
ISSN: 2086-6135 E-ISSN: 2541-612x
Volume 14 No. 1. May 2022 5 https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index

Riegner, C. (2007). Word of Mouth on the Web: The Impact of Web 2.0 on Consumer Purchase Decisions. *Journal of Advertising Research*, *47*(4), 436–447. https://doi.org/10.2501/S0021849907070456

Roberts, M., Colley, K., Currie, M., Eastwood, A., Li, K.-H., Avery, L. M., Beevers, L. C., Braithwaite, I., Dallimer, M., Davies, Z. G., Fisher, H. L., Gidlow, C. J., Memon, A., Mudway, I. S., Naylor, L. A., Reis, S., Smith, P., Stansfeld, S. A., Wilkie, S., & Irvine, K. N. (2023). The Contribution of Environmental Science to Mental Health Research: A Scoping Review. *International Journal of Environmental Research and Public Health*, *20*(7), 5278. https://doi.org/10.3390/ijerph20075278

Siswadi, F., Hari, M., & Sufrin, H. (2020). Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan. *Jurnal Pustakawan Indonesia*, *18*(1), 42–53. https://doi.org/10.29244/jpi.18.1.42-53

Sussman, K. L., Bright, L. F., & Wilcox, G. B. (2023). Digital Consumer Engagement: Examining The Impact of Native Advertising Exposure in a Social Network. *Journal of Research in Interactive Marketing*, *17*(4), 544–561. https://doi.org/10.1108/JRIM-10-2021-0265

Syaputra, R., & Azhar, A. (2025). The Effectiveness of Personalized Advertising on Consumer Engagement Through Emotional Attachment on Social Media. *Pedagogic Research-Applied Literacy Journal*, *2*(1), 101–113. https://doi.org/10.70574/5v2pd952

Theodorakopoulos, L., Theodoropoulou, A., & Halkiopoulos, C. (2025). *Big Data and Business Intelligence in Tourism: Analyzing Trends and Enhancing Customer Satisfaction Through Online Review Analytics* (pp. 507–536). https://doi.org/10.1007/978-3-031-87019-4_35

Valette-Florence, P., Guizani, H., & Merunka, D. (2011). The Impact of Brand Personality and Sales Promotions on Brand Equity. *Journal of Business Research*, *64*(1), 24–28. https://doi.org/10.1016/j.jbusres.2009.09.015

Yang, H.-P., Elgendi, R., Saadeldin, M. M. K., & Samir, R. (2025). Consumer Culture, Sub-cultures, and the Dynamics of the Contemporary Branding. In *Brands, Branding, and Consumerism* (pp. 183–221). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-80859-3_5

Yulia, L., & Sanusi, F. (2021). Perceived Organizational Support dan Task Performance : Peran Mediasi Work Engagement. *Jurnal Riset Bisnis Dan Manajemen Tirtayasa*, *5*(2), 117–125. https://doi.org/10.48181/jrbmt.v5i2.13079

Zang, L., Wang, L., Zhang, D., & Bai, Q. (2025). Data-Driven Review of Customer Engagement: Key Research Themes and Future Directions. *Electronic Commerce Research*, 1–31. https://doi.org/10.1007/s10660-025-09967-1