Analysis Of The Effect Of Digital Marketing In Increasing Public Interest In The Urology Polyclinic Of Al-Muchtar Islamic Hospital, Karawang

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Abstract

Background: Al-Muchtar Islamic Hospital Karawang faces challenges in increasing public interest in its urology clinic, which recently reopened after a temporary closure. Amid intense competition, high service quality demands, and technological advancements, digital marketing becomes a crucial strategy to restore public trust, boost visits, and ensure the sustainability of quality urology services. Method: This quantitative study uses a cross-sectional approach, analyzed with simple logistic regression for bivariate and multiple logistic regression for multivariate analysis. Data were collected through written questionnaires and literature studies during December 2024–January 2025, with a sample of 90 respondents.   Results: There is a significant influence of gender on interest in the urology clinic (p-value = 0.017), content (p-value = 0.032), accessibility (p-value = 0.016), and customer engagement (p-value = 0.033) at Al-Muchtar Islamic Hospital Karawang. Gender has a minor influence on interest in the urology clinic (OR: 0.227; 95% CI: 0.067–0.766). Content (OR: 12.726; 95% CI: 1.239–130.701) and accessibility (OR: 8.772; 95% CI: 1.487–51.752) significantly increase interest, while customer engagement (OR: 0.019; 95% CI: 0.001–0.729) has a smaller influence. Conclusion and Sugestion: Gender, content, accessibility, and customer engagement significantly influence interest in the urology clinic at Al-Muchtar Islamic Hospital Karawang, with content and accessibility being the primary factors. Improving digital marketing requires strengthening teams, training, providing necessary tools, ensuring accessibility, implementing follower growth strategies, and coordinated promotion efforts.

Keywords : Digital Marketing, Interest

Abstrak

Latar Belakang: Rumah Sakit Islam Al-Muchtar Karawang menghadapi tantangan meningkatkan minat masyarakat terhadap poliklinik urologi yang baru kembali beroperasi setelah sempat ditutup. Dalam menghadapi persaingan ketat, tuntutan mutu layanan, dan perkembangan teknologi, pemasaran digital menjadi strategi penting untuk memulihkan kepercayaan masyarakat, meningkatkan kunjungan, dan memastikan keberlanjutan layanan urologi yang berkualitas. Metode: Jenis penelitian ini bersifat kuantitatif dengan menggunakan pendekatan *cross sectional.* Dianalisis dengan uji regresi logistic sederhana untuk bivariat dan uji regresi berganda untuk multivariat. Data diambil berdasarkan kuesioner secara tertulis dan juga berupa studi Pustaka yang berasal dari literatur pada bulan Desember 2024 – Januari 2025 dengan pengambilan sampling sebanyak 90 responden. Hasil: Ada pengaruh antara jenis kelamin dengan minat terhadap poliklinik urologi (p value = 0,017), ada pengaruh antara konten terhadap minat terhadap poliklinik urologi (p value = 0,032), ada pengaruh antara aksesibilitas terhadap minat terhadap poliklinik urologi (p value = 0,016), dan ada pengaruh antara *customer engagement* terhadap minat terhadap poliklinik urologi (p value = 0,033) RS Islam Karawang. Jenis kelamin berpengaruh kecil terhadap minat ke poliklinik urologi (OR: 0,227; 95% CI: 0,067–0,766). Konten (OR: 12,726; 95% CI: 1,239–130,701) dan aksesibilitas (OR: 8,772; 95% CI: 1,487–51,752) secara signifikan meningkatkan minat, sementara *customer engagement* (OR: 0,019; 95% CI: 0,001–0,729). Kesimpulan dan Saran: Jenis kelamin, konten, aksesibilitas, dan *customer engagement* berpengaruh signifikan terhadap minat poliklinik urologi RS Islam Karawang, dengan konten dan aksesibilitas sebagai faktor utama. Peningkatan digital marketing memerlukan penguatan tim, pelatihan, perangkat, aksesibilitas, strategi follower, dan promosi terkoordinasi.

Kata Kunci: Pemasaran Digital, Minat

INTRODUCTION

According to the Regulation of the Minister of Health of the Republic of Indonesia No. 4 of 2018, a hospital is a healthcare institution that provides comprehensive individual healthcare services, including inpatient care, outpatient care, and emergency services. As an organization that provides service-based healthcare, hospitals have unique characteristics: in addition to having a social mission, they must also fulfill a business function in order to grow and develop. In carrying out their business function, hospitals must be prepared to compete with other hospitals.

The increase in the number and even distribution of hospitals across Indonesia is an aspiration of the government. However, on the other hand, it poses a challenge for hospitals, as more hospitals are emerging with various advantages in terms of technology, pricing, and service. The intense competition in the hospital industry, the aggressive promotion of overseas healthcare services, the rising public demands and awareness regarding the quality of healthcare services, and the rapid advancement of technology—which in turn drives the rapid development of science—must all be addressed with appropriate and effective marketing strategies to enable hospitals to survive and grow their services.

Digital transformation plays an important role in revolutionizing various industries, particularly in healthcare. In today's era of globalization, many healthcare institutions utilize technology not only as infrastructure but also as a strategic asset. Optimally utilized technology can provide insights that advance business development in Indonesia. Furthermore, the use of health technology offers convenience for consumers by providing patients and their families with access to information and education about diseases, ease in choosing treatment options, and ease in selecting hospitals or healthcare facilities that meet their needs (Chilukuri, 2017). The Ministry of Health has supported the digitization of hospitals, as seen in various innovations such as telemedicine (smart e-health), Hospital Management Information Systems (SIMRS), the National Health Insurance System (JKN), and electronic medical records (E-Medical Records) (Admin.persi, 2020).

Digital marketing is an effort to deliver information and promote products or services and brands offered by an institution using digital media. This approach allows organizations to reach their consumers quickly, accurately, and effectively. Companies require supportive strategies to facilitate interaction between producers and consumers—whether they produce goods or provide services.

Hospitals must be able to identify opportunities to attract potential patients or those in need of treatment. A marketing unit must be present to address this challenge. In Indonesia, many hospital marketers have adopted customer-focused marketing concepts. Services offered must be both innovative and of high quality, ensuring that patients have a positive patient experience. The right marketing strategy is crucial in determining the success of marketing activities and enabling hospitals to survive and grow.

Al-Muchtar Islamic Hospital Karawang is a general hospital providing both general and specialist healthcare services, including emergency care, inpatient services, and 24-hour medical support, with a capacity of 104 beds. The urology polyclinic recently resumed operations after being closed for five months due to the departure of its specialist doctor and the suspension of its partnership with BPJS (Indonesia's National Health Insurance). Currently, the clinic only serves general patients while awaiting BPJS partnership reinstatement. The hospital's main challenge is to regain patient trust and increase clinic visits.

Digital marketing at the hospital remains limited, with no dedicated team and managed by a single staff member who also has other responsibilities. The budget is allocated more toward merchandise and banners than digital strategies. Social media is managed in-house, the website is handled by the IT team, and supporting tools are limited. Content production is sporadic, mainly for national health days, with collaboration with

specialist doctors constrained by their busy schedules.

This study aims to explore more effective digital marketing strategies to raise public awareness of the urology polyclinic services.

METHOD

Type of Research
This study used a quantitative research method with a cross-sectional approach, in which research subjects were measured only once within the same time frame for all variables (Wibowo, 2014).

Research Subjects
The respondents in this study were 90 visitors to Al-Muchtar Islamic Hospital Karawang.

Data Collection
The data consisted of primary and secondary sources. Data were collected using questionnaires distributed to respondents. The questionnaire was designed to suit the variables studied and aimed to gather relevant information to the research objectives. The questions covered factual information, respondents' opinions, and additional insights. The responses obtained were then analyzed to answer the research hypothesis.

Data Analysis
Data from the questionnaires were compiled in Excel and analyzed using SPSS through the following steps: editing (checking data completeness), coding (assigning numeric codes), scoring (evaluating answers), tabulating (organizing into tables), processing (inputting into the software), and cleaning (error checking). The SPSS analysis included univariate (single-variable), bivariate (two-variable), and multivariate (multiple-variable) analyses to address the research problem and test the hypotheses.

Based on Table 1, the demographic profile of the community around Al-Muchtar Islamic Hospital Karawang is dominated by young adults (ages 18–44), accounting for 83.3%. In this age range, most individuals are already actively engaged with digital platforms in their daily lives. By gender, males make up 70% of respondents, while females comprise 30%. In terms of domicile, 97% of respondents live in Karawang, while the remaining 3% live outside Karawang. Regarding education, the majority have completed senior high school (SMA/SMU/SMK or equivalent), at 43.3%, while the smallest proportion holds a master's degree (S2), at only 1.1%.

Regarding employment, most respondents work as private-sector employees (47.8%). Marital status data shows that 54.4% of respondents are married, while 45.6% are unmarried. In terms of monthly income, the majority earn IDR 5–10 million per month (43.3%), followed by IDR 1–5 million (37.8%), IDR 10–20 million (8.9%), less than IDR 1 million (7.8%), and more than IDR 20 million (2.2%).

From the data in Table 2, interest levels by age group are as follows: adults (76.0% interested, 24.0% not interested), pre-elderly (54.6% interested, 45.4% not interested), and elderly (100% interested). The Chi-Square test results show a p-value of 0.153 ($p > 0.05$), indicating that Ho is accepted and Ha is rejected. Therefore, there is no significant relationship between age and interest.

RESULT

Table 1. Respondent characteristic

Characteristic	Frequency	Percentage
Age		
Adult (18 - 44 yo)	75	83.3%
	11	12.2%
Pre Elderly (45 – 59 yo)		
Elderly (>60 yo)	4	4.4%
Total	90	100%
Gender		
Male	63	70%
Female	27	30%
Total	90	100%
Domicile		
Karawang	87	96.7%
Luar Karawang	3	3.3%
Total	90	100%
Last education		
SD/ elementary school	2	2.2%
SMP/ junior high school	11	12.2%
SMA /senior high school	39	43.3%
Diploma	9	10%
Bachelor	28	31.1%
Master	1	1.1%
Other		
Total	90	100%
Occupation		
Government employee	10	11.1%
Businessman	26	28.9%
Retired	0	0%
Housewife	10	11.1%
Private sector employee	43	47.8%
Lain-lain	1	1.1%
Total	90	100%
Marital Status		
Married	49	54.4%
Not married yet	41	45.6%
Total	90	100%
Income status		
<1 million / mo	7	7.8%
1 – 5 million/mo	34	37.8%
5-10 million/mo	39	43.3%
10-20 million/mo	8	8.9%
>20 million/mo	2	2.2%
Total	90	100%

Source: primary data, 2024

Table 2. Bivariate Analysis Results of the Relationship Between Age and Interest

Umur	Minat				P Value
	Tidak Minat		Minat		
	$\sum$	%	$\sum$	%	
Dewasa (18-44 tahun)	18	18.0	57	57.0	
%	24	24%	76	76%	
Total				100%	
Pra Lansia (45-59 tahun)	5	5.0	6	6.0	
%	45.4	45.4%	54.6	54.6%	0.153
Total				100%	
Lansia (>60 tahun)	0	0	4	4.0	
%	0	0%	100	100%	
Total				100%	
Total	23	23.0	67	67.0	90

Source: SPSS processed, 2025

Table 3. Bivariate Analysis Results of the Relationship between Gender and Interest

Jenis Kelamin	Minat				P Value
	Tidak Minat		Minat		
	$\sum$	%	$\sum$	%	
Laki-laki	12	12.0	51	51.0	
%	19	19%	81	81%	
Total				100%	0.031
Perempuan	11	11.0	16	16.0	
%	40.7	40.7%	59.3	59.3%	
Total				100%	
Total	23	23.0	67	67.0	90

Source: SPSS processed, 2025

Based on the data analysis, interest by gender is as follows: males (81.0% interested, 19.0% not interested) and females (59.3% interested, 40.7% not interested). The Chi-Square test shows a p-value of 0.031 (p < 0.05), thus Ho is rejected and Ha is accepted. Therefore, there is a relationship betwee gender and interest.

Table 4. Bivariate Analysis Results of the Relationship between Last Education and Interest

Pendidikan Terakhir	Minat				P Value
	Tidak Minat		Minat		
	$\sum$	%	$\sum$	%	
SD	1	1.0	1	1.0	
%	50	50%	50	50%	
Total				100%	
SMP	3	3.0	7	7.0	
%	30	30%	70	70%	
Total				100%	
SMA / SMU / SMK / Sederajat	7	7.0	19	19.0	
%	26.9	26.9%	73.1	73.1%	
Total				100%	0.723
Diploma	2	2.0	5	5.0	
%	28.6	28.6%	71.4	71.4%	
Total				100%	
S1	10	10.0	29	29.0	
%	25.6	25.6%	74.4	74.4%	
Total				100%	
S2	0	0	6	6.0	
%	0	0%	100	100%	
Total				100%	
Total	23	23.0	67	67.0	90

Source: SPSS processed, 2025

Based on the data analysis, interest by last education level varied, with elementary school (50.0%), junior high school (70.0%), senior high school/vocational school (73.1%), diploma (71.4%), bachelor's degree (74.4%), and master's degree (100.0%). The Chi-Square test produced a p-value of 0.723 (p > 0.05), thus the null hypothesis was accepted and the alternative hypothesis was rejected. Therefore, there is no relationship between the last education level and interest.

Tabel 5. Bivariate Analysis Results of the Relationship between Work and Interest

Pekerjaan	Minat				P Value
	Tidak Minat		Minat		
	$\sum$	%	$\sum$	%	
Ibu Rumah Tangga	2	2.0	8	8.0	
%	20	20%	80	80%	
Total				100%	
Karyawan	12	12.0	32	32.0	
%	27.3	27.3%	72.7	72.7%	
Total				100%	0.418
PNS	3	3.0	7	7.0	
%	30	30%	70	70%	
Total				100%	
Wiraswasta	6	6.0	26	26.0	
%	23.1	23.1%	76.9	76.9%	
Total				100%	
Total	23	23.0	67	67.0	90

Source: SPSS processed, 2025

Based on the data analysis, interest by type of occupation shows the following variations: housewives (80.0%), employees (72.7%), civil servants (70.0%), and entrepreneurs (76.9%). The Chi-Square test resulted in a p-value of 0.418 (p > 0.05), thus Ho is accepted and Ha is rejected. Therefore, there is no relationship between type of occupation and interest.

Tabel 6. Bivariate Analysis Results of the Relationship between Marital Status and Interest

Status Pernikahan	Minat				P Value
	Tidak Minat		Minat		
	$\sum$	%	$\sum$	%	
Sudah Menikah	17	17.0	32	32.0	
%	34.7	34.7%	65.3	65.3%	
Total				100%	0.030
Belum Menikah	6	6.0	35	35.0	
%	14.6	14.6%	85.4	85.4%	
Total				100%	
Total	23	23.0	67	67.0	90

Source: SPSS processed, 2025

Based on the data analysis, interest by marital status shows that respondents who are married have an interest level of 65.3%, while those who are unmarried reach 85.4%. The Chi-Square test yielded a p-value of 0.030 (p < 0.05), thus Ho is rejected and Ha is accepted. Therefore, there is a relationship between marital status and interest.

Table 7. Bivariate Analysis Results of the Relationship between Monthly Income and Interest

| Pendapatan Sebulan | Minat | | | | P Value |
| | Tidak Minat | | Minat | | |
	∑	%	∑	%	
< 1 jt/bulan	1	1.0	6	6.0	
%	14.3	14.3%	85.7	85.7%	
Total				100%	
1 – 5 jt/bulan	10	10.0	24	24.0	0.841
%	29.4	29.4%	70.6	70.6%	
Total				100%	
5 – 10 jt/bulan	10	10.0	29	29.0	
%	25.6	25.6%	74.4	74.4%	
Total				100%	
10 – 20 jt/bulan	2	2.0	6	6.0	
%	25	25%	75	75%	
Total				100%	
>20 jt/bulan	0	0	2	2.0	
	0	0%	100	100%	
				100%	
Total	23	23.0	67	67.0	90

Source: SPSS processed, 2025

Based on the data analysis, interest by monthly income shows variations as follows: < Rp1 million (85.7%), Rp1–5 million (70.6%), Rp5–10 million (74.4%), Rp10–20 million (75.0%), and > Rp20 million (100.0%). The Chi-Square test yielded a p-value of 0.841 (p > 0.05), thus Ho is accepted and Ha is rejected. Therefore, there is no relationship between monthly income and interest.

Table 8. Bivariate Analysis Results of the Relationship between Content and Interest

| Konten | Minat | | | | P Value |
| | Tidak Minat | | Minat | | |
	∑	%	∑	%	
Tidak Menarik	6	6.0	4	4.0	0.008
Menarik	17	17.0	63	63.0	
Total	23	23.0	67	67.0	90

Source: SPSS processed, 2025

In Table 8, the data analysis shows that for unappealing content, 60% of respondents were not interested and 40% were interested. Meanwhile, for appealing content, 21.3% were not interested and 78.8% were interested. The Chi-Square test yielded p = 0.008 (p < 0.05), thus the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates a significant relationship between content and audience interest.

Table 9. Bivariate Analysis Results of the Relationship between Accessibility and Interest

| Aksesibilitas | Minat | | | | P Value |
| | Tidak Minat | | Minat | | |
	∑	%	∑	%	
Tidak Mudah	6	6.0	3	3.0	0.003
Mudah	17	17.0	64	64.0	
Total	23	23.0	67	67.0	90

Source: SPSS processed, 2025

In Table 9, the data analysis shows that for difficult accessibility, 66.7% of respondents were not interested and 33.3% were interested. Meanwhile, for easy accessibility, 21.0% were not interested and 79.0% were interested. The Chi-Square test yielded p = 0.003 (p < 0.05), thus the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates a significant relationship between accessibility and audience interest.

Table 10. Bivariate Analysis Results of the Relationship between Trust and Interest

| Kepercayaan | Minat | | | | P Value |
| | Tidak Minat | | Minat | | |
	∑	%	∑	%	
Tidak Yakin	3	3.0	0	0.0	0.001
Yakin	7	7.0	80	80.0	
Total	10	10.0	80	80.0	90

Source: SPSS processed, 2025

The data analysis shows that in the unsure group, 100% of respondents were not interested. Meanwhile, in the confident group, only 8.0% were not interested and 92.0% were interested. The Chi-Square test yielded p = 0.001 (p < 0.05), thus the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates a significant relationship between trust and audience interest.

Table 11. Bivariate Analysis Results of the Relationship between Customer Engagement and Interest

Customer Engagement	Minat				P Value
	Tidak Minat		Minat		
	∑	%	∑	%	
Tidak ada *engagement*	4	4.0	7	7.0	0.004
Ada *engagement*	6	6.0	73	73.0	
Total	10	10.0	80	80.0	90

Source: SPSS processed, 2025

The data analysis shows that in the group without customer engagement, 36.4% of respondents were not interested and 63.6% were interested. Meanwhile, in the group with customer engagement, only 7.6% were not interested and 92.4% were interested. The Chi-Square test yielded p = 0.004 (p < 0.05), thus the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates a significant relationship between customer engagement and audience interest.

Table 12. Initial Model of Logistic Regression Test

Variabel	Coef	P Value	OR	95 % CI	
				Lower	Upper
Umur	,531	,396	1,700	,499	5,800
Jenis kelamin	-1,535	,014	,215	,063	,735
Status Pernikahan	-1,196	,064	,302	,085	1,074
Konten	1,843	,052	6,314	,985	40,474
Akses	18,839	,999	151970146,586	,000	.
Kepercayaan	-21,709	,998	,000	,000	.
Customer Engagement	2,487	,055	1,700	,499	5,800

Source: SPSS processed, 2025

Table 13. Final Model of Logistic Regression Test

Variabel	P Value	OR	95 % CI	
			Lower	Upper
Jenis Kelamin	.017	,227	,067	,766
Konten	.032	12,726	1,239	130,701
Aksesibilitas	.016	8,772	1,487	51,752
Customer Engagement	.033	,019	,001	,729

Source: SPSS processed, 2025

Multivariate analysis was conducted to determine the effect of independent variables on the dependent variable using logistic regression. Variables with p ≤ 0.25 from the bivariate analysis were included as candidates, and the final model only included variables with p ≤ 0.05. From the table, there were seven independent variables with p > 0.005—namely age, gender, marital status, content, accessibility, trust, and customer engagement—which were subsequently eliminated one by one. The final model included only variables with p < 0.05, with the most influential variable being content (OR = 12.726). This indicates that content influences respondents' interest in the Urology Polyclinic at Al-Muchtar Islamic Hospital Karawang 13 times more than other variables.

CONCLUSION AND RECOMMENDATIONS

Conclusion
This study shows that the majority of respondents were adults (18–44 years old) totaling 75 people (83.3%), male (63 people or 70%), held a bachelor's degree (39 people or 43.3%), worked as employees (44 people or 48.8%), were married (49 people or 54.4%), and had a monthly income of IDR 5–10 million (39 people or 43.3%). Al-Muchtar Islamic Hospital Karawang already has digital marketing channels in the form of a website and social media. Out of 90 respondents, 67 people (74.4%) were interested in the urology polyclinic, while 23 people (25.6%) were not interested.

This study analyzed various variables—content, accessibility, trust, customer engagement, and individual characteristics such as gender and marital status—that affect public interest in RSIK services, except for age, last education, occupation, and income. Bivariate analysis using logistic regression showed that there was a significant influence from content, accessibility, trust, customer engagement, and certain individual characteristics on public interest in choosing the urology polyclinic at RSIK. The most influential factor was content, which had 13 times the impact, followed by accessibility with a 9-fold impact.

Recommendations

To improve the digital marketing of Al-Muchtar Islamic Hospital Karawang, it is necessary to form a dedicated team with a clear structure and regulations, supported by training in digital marketing, writing engaging content, as well as graphic design and content creation skills. Supporting tools such as digital cameras are also needed. The website and social media should be managed consistently with high-quality content,

fast responses, and follower growth strategies using patient data and involvement from all stakeholders.

Online registration should be optimized, while engagement can be improved through human-interest content, humor, and active interaction. Popular social media platforms such as Facebook, Instagram, and YouTube should be maximized, and hospital events can be complemented with Instagrammable booths and patient testimonials. This study can serve as a reference for further research related to digital marketing in hospitals.

CLOSING

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