

The Influence of Digital Marketing, Word of Mouth, and Quality of Service on Patients' Decisions to Visit Budi Medika Hospital Bandar Lampung

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Abstract

In the current era, hospitals face intense competition. To increase patient interest in visiting the hospital, marketing media is needed. One of the marketing media is Digital Marketing, apart from that, communication media for exchanging information is also needed through word of mouth where the experience of patients who have used services regarding the good quality of hospital services is very important. This research aims to determine and analyze the role of digital marketing, word of mouth, and service quality on patients' decisions to visit Budi Medika Hospital Bandar Lampung. This research was carried out using a quantitative approach. The sampling technique is accidental sampling with a cross-sectional method. Data analysis in this research uses multiple linear regression analysis using SPSS 29. The results of multiple linear regression show that the variables digital marketing, word of mouth, and service quality have a positive and significant effect, both partially and simultaneously, on the decision to visit. This then shows that the higher the digital marketing, word of mouth, and service quality, the higher the decision to visit.

Keywords: *Digital Marketing, Word of Mouth, Service Quality, Visiting Decision, Budi Medika Hospital Bandar Lampung.*



A. INTRODUCTION

A hospital is a health facility and a place for carrying out health efforts, as well as an organization with an open system and always interacting with its environment to achieve a dynamic balance and has the main task function of providing health services to the community. The higher a community's level of intelligence and socio-economics, the better their knowledge of disease, costs, administration, and healing efforts. Hospitals, as integral components of the healthcare subsystem, must persist in enhancing services characterized by superior quality and affordability for the public, aiming to attain optimal health outcomes (de La Garza & Lot, 2022).

According to the 2018 Indonesian Health Profile, the number of hospitals in Indonesia from 2014-2018 increased by 16.92%. The number of hospitals in Indonesia continues to grow, in 2021 it reached 3,112 and will increase in 2022 to 3,122. In Lampung Province, according to sources from the Lampung Provincial Health Service, in 2019 there were a total of 78 hospitals, of which in the city of Bandar Lampung itself there were 21 hospitals. From these data, it can be concluded that there is an increase in the number of hospitals. From this data, it is clear that hospitals in Indonesia are experiencing intense competition, so they need to increase marketing

through tools or media such as those that are currently advanced, namely Digital Marketing (Fahlevi et al., 2022).

In addition to employing digital marketing via social media, there is a requirement for Word of Mouth (WOM), involving interpersonal communication and information exchange. This sharing of positive experiences, in particular, can sway consumer choices and contribute to the success of a business. Naturally, enhancing the quality of service in hospitals also plays a crucial role, with the goal of ensuring consumer convenience (Anastasiei et al., 2023).

Technological advances are growing very rapidly, encouraging companies to enter the digital era. Companies in this case including hospitals that implement technology will find it easier to interact with consumers compared to traditional strategies which will slowly fall behind. Lately, numerous consumers, specifically patients, have adopted easily accessible information technology facilities, leading to alterations in consumer lifestyles (Oderanti et al., 2021). The evolving times have caused a shift in people's lifestyles from traditional to online platforms. Indonesia is currently in the era of society 4.0, where the industrial era is supported by digital technology, which is likely to enter society 5.0 in the future, where advanced technology such as Artificial Intelligence (AI) will be used. Every hospital is expected to be able to develop a marketing strategy to survive in the face of competition, one of which is digital marketing (Nguye & Tran, 2022).

Drawing from the aforementioned context, the researcher seeks to investigate the impact of digital marketing, word of mouth, and service quality on the decision-making process of patients choosing to visit Budi Medika Hospital in Bandar Lampung.

B. LITERATURE REVIEW

1. Digital Marketing

Promotion, constituting advertising, stands as a pivotal component within the marketing mix. The primary objective of advertising is to sustain an ongoing communication process with customers, providing them with information regarding the product, including its features, pricing, and sales terms. Presently, leveraging internet-based promotion proves highly beneficial, necessitating the utilization of available tools and innovations for the effective implementation of promotional services, ultimately contributing to business success (Othman et al., 2020).

Digital marketing, also known as online marketing, is a strategy aimed at promoting products through the internet. With the advancement of technology, an increasing number of companies are adopting digital marketing as a key approach to showcase their products. Various mediums encompassed within digital marketing techniques include websites, social media, online advertising, and email marketing (Pandey et al., 2020).

In accordance with Ridwan Sanjaya and Josua Tarigan, digital marketing encompasses marketing activities, including branding, utilizing diverse web-based media such as blogs, websites, email, Adwords, and social networks. It involves

leveraging internet facilities and interactive technologies to establish and foster a dialogue between companies and consumers, with identification playing a crucial role in the planning and execution of marketing ideas or concepts (Munir et al., 2023).

Eun Young Kim introduced four dimensions within the realm of Digital Marketing. These dimensions, serving as independent variables, play a pivotal role in contributing to business success as dependent variables. The four dimensions are identified as follows:

a. Interactive

It represents a connection between the company and consumers, enabling the effective and clear exchange of information.

b. Incentive Program

These programs are intriguing initiatives that offer a benefit in every promotional endeavor. The aspiration is that these programs can contribute additional value to the company.

c. Site Design

It is an interesting display in digital marketing media that can provide positive value for the company

d. Cost

This is a promotional technique that has a high level of efficiency so that it can reduce transaction costs and time.

Marketing products through digital marketing holds the advantage of being more personalized, as advertisements or messages are directly tailored to predetermined targets, specifically internet users. Additionally, marketers can easily gauge the accuracy of the media used in product marketing. Another benefit is the affordability of digital marketing, exemplified by platforms like Facebook, which provides the most cost-effective CPM (Cost Per Thousand Impressions) for all types of advertising (Febriyantoro, 2020).

Nevertheless, digital marketing comes with certain drawbacks. Firstly, the target audience needs to consist of individuals who are technologically literate and actively engaged in social media. Otherwise, if they are not technology users, the advertised product may prove ineffective. Additionally, some internet users often find the appearance of ads on social media platforms like YouTube to be intrusive or bothersome. Therefore, creating captivating and engaging advertisements, akin to Gojek's YouTube campaigns or Netflix's social media content featuring humorous insights about their series or films, becomes crucial to counteract potential annoyance (Dwivedi et al., 2021).

2. Word of Mouth

Word of Mouth involves the sharing of opinions or evaluations of a product or service, either on an individual basis or within groups, to convey personal information. It serves as an highly effective strategy that significantly influences consumer decisions regarding the utilization of products or services. Furthermore, Word of Mouth plays a pivotal role in establishing a sense of trust among customers

(Bartschat et al., 2022). As per Kotler and Keller, Word of Mouth is identified as a marketing activity facilitated through person-to-person communication, whether spoken, written, or via electronic means connected to the internet. This communication is rooted in personal experiences with products or services. Examining this definition, Word of Mouth can be broadly construed as an activity involving the sharing of evaluative information or opinions about a product or service with those in close proximity. This aims to guide other potential consumers in determining the suitability of the product or service for consumption (Schoner-Schatz et al., 2021).

Marketing serves as a crucial tool for companies to attain predetermined objectives. To realize these goals, every company must endeavor to manufacture and deliver goods or services in alignment with consumer preferences, offering delightful personal service and supportive facilities. Utilizing the word-of-mouth communication process via online media stands out as one of the most effective and efficient methods for marketing goods or services (Diaz et al., 2021).

Word of Mouth (WOM) plays a highly influential and effective role in the sustainability of a company. This is due to the rapid dissemination and trustworthiness of word-of-mouth information among potential consumers. The propagation of Word of Mouth extends beyond traditional communication methods and can also be facilitated through various internet-based social media platforms. The dissemination of Word of Mouth through internet social media is notably seamless, given its extensive reach and efficient accessibility. Platforms such as YouTube, WhatsApp, Line, Google, Facebook, and other applications on internet-connected devices contribute to the widespread distribution of Word of Mouth (Hai Ming et al., 2022).

Word of Mouth is deemed more effective in marketing activities because it is grounded in an individual's firsthand experience with a company's product or service. The level of satisfaction or dissatisfaction experienced by a consumer significantly shapes the impact of Word of Mouth, whether it is positive or negative, thereby influencing the company. Recommendations can be communicated through social media or traditional Word of Mouth channels. This form of communication involves the exchange of information, particularly positive experiences, aiming to influence consumer decisions and contribute to the success of the business (Kang et al., 2020).

Motivational factors influencing the occurrence of Word of Mouth, as outlined by Sutisna, encompass several bases for consumer motivation to discuss a product. These factors include:

- a. When an individual becomes deeply engaged with a specific product or activity and has the intention to share their thoughts with others, the Word of Mouth process comes into play.
- b. An individual, possessing extensive knowledge about a product, may use conversations as a means to inform others. In this scenario, Word of Mouth can serve as a tool to convey the impression to others that the person possesses specific knowledge and skills.

- c. An individual might initiate a discussion by bringing up a topic that is tangential to the main focus of the conversation. In such cases, this behavior could stem from an urge or desire to ensure that others avoid making mistakes in selecting goods or services. The intention may be to save others the time and effort of researching information about a specific product brand.
- d. Word of Mouth serves as a method to diminish uncertainty. By seeking input from friends, family, neighbors, or other close acquaintances, the information obtained is considered more reliable. Consequently, this approach reduces the need for extensive brand searches and evaluations (Akbari et al., 2022).

3. Service Quality

Product quality, as defined by Kotler and Keller, encompasses the overall features and characteristics of a product or service that determine its ability to meet stated or implied needs. Lupiyoadi adds that consumers experience satisfaction when their evaluations indicate that the products they use are of high quality. Evelina, DW, and Listyorini elaborate that product quality involves the perception that the seller's product possesses unique selling value not found in competitors' products. Consequently, companies strive to emphasize and compare product quality. To maintain product quality, certain elements must be fulfilled (Isnaini et al., 2021).

As per Tjiptono, product quality is gauged through eight indicators: 1) Performance: This pertains to the operational characteristics and the core functionality of the purchased product. Examples include speed, ease, and comfort in use; 2) Additional Characteristics or Features: These are secondary or complementary attributes that accompany the core product; 3) Reliability: This indicator measures the likelihood of damage or failure, emphasizing the product's consistency in performance; 4) Conformance to Specifications: This dimension assesses the extent to which the design and operating characteristics align with previously established standards; 5) Durability: This refers to how long the product can continue to be used, encompassing both the technical life and economic life of the product (Cagno et al., 2022); 6) Repairability (Serviceability): This involves the speed, competence, comfort, ease of repair, and satisfactory handling of complaints associated with the product; 7) Aesthetics: Aesthetic considerations involve the product's appeal to the five senses, encompassing aspects such as an attractive physical form, artistic design, color, and other sensory elements; 8) Perceived Quality: This relates to the image and reputation of the product, as well as the company's responsibility towards it. Buyers often form perceptions of quality based on factors such as price, brand name, advertising, company reputation, and the country of manufacture. (Godfrey et al., 2022).

In the decision-making process for purchases, the quality of service holds significant importance. The company's focus on delivering high-quality service is geared towards ensuring convenience for consumers. Each instance of engaging in a business process, whether for goods or services, necessitates the provision of excellent service. This emphasis on service quality is closely tied to the decisions consumers make when making purchases. Companies can sustain their business and effectively

compete with rivals by consistently offering good service. The central mission in the service sector is to provide customer satisfaction, making good and fulfilling customer service the primary priority (Akhmedova et al., 2020).

Parasuraman defines service quality as a concept that aptly captures the core of service performance, specifically comparing the reliability (excellence) in service encounters observed by 20 consumers. According to Parasuraman, two factors shape the perceived quality of service. When the service received aligns with expectations, it leads to the perception of good and satisfactory service. Wahyu Ariani further elucidates that service quality is an ongoing process involving marketing and operations. This process takes into account the engagement of people, both internal and external customers, and strives to fulfill diverse requirements in service delivery (Mwiya et al., 2022).

4. Buying Decision

Complex decision-making typically entails the consideration of multiple choices. A decision, fundamentally, is the act of choosing between two or more alternative actions or behaviors. Therefore, decisions invariably necessitate a selection from several available and distinct behaviors or courses of action (Lent & Brown, 2020).

According to Setiadi, consumer decision-making is described as an integration process that involves synthesizing knowledge to assess two or more alternative behaviors and ultimately selecting one of them. Meanwhile, according to Kotler and Armstrong, consumer purchasing decisions are intricately tied to the various stages consumers go through, ranging from recognizing the issues they encounter to the actual occurrence of the consumer purchasing transaction (Mele et al., 2021).

The stages of the purchasing decision process according to Kotler and Armstrong are as follows:

a. Recognition of needs

The purchasing process initiates when there is a problem or unmet need perceived by consumers. Consumers identify the gap between their desired state and the current situation, prompting the initiation and activation of the decision process. This need may have been recognized and felt by consumers well in advance of the actual decision-making process.

b. Information search

Following the recognition of a need for a product or service, consumers proceed to seek information. This involves accessing information stored in memory as well as obtaining information from the external environment.

c. Evaluate alternatives

After the information is obtained, consumers evaluate various alternative options to meet these needs.

d. Purchase decision

If there are no intervening factors after the consumer has made a predetermined choice, the actual purchase represents the final outcome of the search and evaluation process.

e. Behavior after purchase

Typically, if an individual experiences strong interest or satisfaction in fulfilling a need, that experience tends to be well-remembered. Post-purchase behavior encompasses elements such as post-purchase satisfaction, post-purchase actions, and product usage (Tjahjono et al., 2021).

According to Kotler and Armstrong, the factors that influence purchasing decisions are:

a. Cultural factors

Cultural factors constitute intricate elements such as science, beliefs, art, morals, customs, habits, and norms, most of which are widely applicable in society. These factors exert the most pervasive and profound influence on consumer behavior. Examining the role of culture, subculture, and the social class of the buyer provides insights into these cultural influences on consumer decision-making.

b. Social factors

Social factors, encompassing reference groups, family, and social roles and status, comprise all groups that exert a direct or indirect influence on an individual's attitudes or behavior within their social interactions. The roles or statuses individuals occupy in various groups, including families, clubs, and organizations, help define their positions within these social structures.

c. Personal factors

A buyer's decision is additionally shaped by personal characteristics, which include the buyer's age and stage in the employment cycle, economic situation, lifestyle, personality, and personal beliefs.

d. Psychological factors

A person's purchasing decision is influenced by four primary psychological factors, namely motivation, perception, knowledge, and beliefs (Butnaru et al., 2022).

C. METHOD

This research was carried out using a quantitative approach. The research design used in this study is cross-sectional using measurements of the independent and dependent variables carried out at the same time, with a quantitative descriptive approach by describing and analyzing the influence of digital marketing, word of mouth, and service quality on the patient's decision to visit Budi Medika Hospital Bandar Lampung. The sampling technique in this research is the incidental sampling method, namely a sampling technique based on chance, that is, anyone who meets the researcher by chance can be used as a sample if the person they happen to meet is deemed suitable as a data source and meets the criteria as a respondent.

D. RESULT AND DISCUSSION

1. Instrument Test

The validity test involves correlating the factor scores with the total score, and if the correlation for each factor is positive, then the research instrument can be deemed valid. A valid instrument is one that effectively measures what it is intended to measure. The level of validity indicates the degree to which the collected data aligns with the description of the variable under consideration.

- a. If $r_{count} > r_{table}$ or $sig < 0.05$, then the statement item is valid
- b. If $r_{count} < r_{table}$ or $sig > 0.05$, then the statement item is invalid

The validity test results show that all statement items have a calculated r value $> r_{table}$ or $Sig < 0.05$, so it can be concluded that all statement items are valid.

Reliability testing is used to measure the consistency of a variable in research. If the Cronbach's alpha value is > 0.60 , then the variable is reliable. Meanwhile, if the Cronbach's alpha value is < 0.60 , then the variable is not reliable

The results of this research reliability test are shown in table 1:

Table 1. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Description
Digital Marketing (X1)	0.851	0.60	Reliable
Word of Mouth (X2)	0.936	0.60	Reliable
Service Quality (X3)	0.966	0.60	Reliable
Purchase/Visit Decision (Y)	0.949	0.60	Reliable

The results of the reliability test show that all variables have a Cronbach's alpha value > 0.60 , so it can be concluded that all variables are reliable, so they can be used to conduct research.

2. Classic Assumptions Test

Basic decision-making for probability plot normality test. The regression model is said to have a normal distribution if the plotting data (dots) that depict the actual data follow a diagonal line. An alternative normality test is carried out using One-Sample Kolmogorov-Smirnov statistical analysis, namely by comparing the calculated Kolmogorov-Smirnov with a significance value of 0.05. One-Sample Kolmogorov-Smirnov on non-parametric tests.

- a. If the sig value is > 0.05 , then the data is normally distributed
- b. If the sig value < 0.05 , then the data is not normally distributed

If the data normality assumption is not met in the asymptotic approach, you can use the Monte Carlo approach.

Table 2. Normality Test (One-Sample Kolmogorov-Smirnov)

	Unstandardized Residual
N	200
Asymp. Sig. (2-tailed)	0.000c
Monte Carlo. (2-tailed)	0.070

Based on the normality test carried out using One-Sample Kolmogorov-Smirnov, it shows that the Monte Carlo Sig. (2-tailed) is 0.070. The significant Monte Carlo value of 0.070 is greater than the significance value of 0.05, so it can be concluded that the data is normally distributed.

The multicollinearity test is conducted to examine whether there is a perfect correlation among the independent variables utilized. This test involves analyzing tolerance values and VIF (Variance Inflation Factor) values. Tolerance values and VIF values are employed to gauge the variability of independent variables or the relationships between them. The interpretation of the results is as follows:

- a. If the tolerance value is > 0.10 or the VIF value is < 10 , then it passes the multicollinearity test
- b. If the tolerance value is < 0.10 or the VIF value is > 10 , then it does not pass the multicollinearity test

Table 3. Multicollinearity Test (Tolerance and Variance Inflation Factor)

Variable	Collinearity Statistics	
	Tolerance	VIF
Digital Marketing (X1)	0.435	2.300
Word of Mouth (X2)	0.386	2.589
Service Quality (X3)	0.399	2.504

Based on table 3 above, the results of the multicollinearity test show that all variables have a tolerance value > 0.10 or a VIF value < 10 , so it can be concluded that there are no symptoms of multicollinearity or have passed the multicollinearity test.

Heteroscedasticity testing was conducted using visual methods such as glazing and scatterplot graphs. The absence of clear patterns, such as waves or consistent widening and narrowing, in the scatterplot, with points evenly distributed above and below the number 0 on the Y axis, indicates the absence of heteroscedasticity. Another approach involves utilizing the Glesjer method, which entails regressing the residual values obtained from the regression model. The residual values are then subjected to an absolute transformation, and the regression is performed with other independent variables. If any independent variable significantly influences the absolute residual, it suggests the presence of heteroscedasticity in the regression model.

- a. If the sig value is > 0.05 , then it passes the heteroscedasticity test
- b. If the sig value is < 0.05 , then it does not pass the heteroscedasticity test

Table 4. Heteroscedasticity Test (Glejser Test)

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.325	0.651		5.106	< 0.001
Digital Marketing (X1)	-0.064	0.035	-0.179	-1.825	0.069
Word of Mouth (X2)	-0.405	0.060	-0.073	-0.754	0.452
Service Quality (X3)	0.002	0.001	0.123	1.758	0.80

Based on the information provided in table 4, the results of the heteroscedasticity test indicate that all variables have a significance value (sig value) greater than 0.05 or 5%. Consequently, it can be concluded that there are no signs of heteroscedasticity, passing the heteroscedasticity test. This implies that the independent variables used in this research do not have a significant effect on the dependent variable, namely the absolute error.

3. Hypothesis Testing

The multiple linear regression analysis model is employed to derive regression coefficients, providing insight into whether the formulated hypotheses will be accepted or rejected. The analysis results indicate the impact of the Digital Marketing variable (X1), Word of Mouth variable (X2), and Service Quality variable (X3) on purchasing decisions, specifically in the form of patient visits (Y) at Budi Medika Hospital Bandar Lampung. The detailed outcomes of the regression analysis using the SPSS version 29.0 program are presented in the following table:

Table 5. Summary of Multiple Linear Regression Analysis Results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.207	0.991		-1.218	0.225
Digital Marketing (X1)	0.170	0.053	0.183	3.224	0.001
Word of Mouth (X2)	0.465	0.097	0.287	4.772	0.000
Service Quality (X3)	0.705	0.089	0.468	7.900	0.000

The explanation is as follows:

- The constant coefficient value is -1.207, indicating that if digital marketing, word of mouth, and service quality are equal to 0 (zero), purchasing decisions in the form of patient visits to Budi Medika Hospital in Bandar Lampung will decrease.
- The beta coefficient value of the Digital Marketing variable (X1) is + 0.170, indicating that digital marketing has a positive effect on purchasing decisions in the form of patient visits to Budi Medika Hospital in Bandar Lampung.
- The beta coefficient value of the Word of Mouth variable (X2) is + 0.465, indicating that word of mouth has a positive effect on purchasing decisions in the form of patient visits to Budi Medika Hospital Bandar Lampung.
- The beta coefficient value of the Service Quality variable (X3) is + 0.705, indicating that service quality has a positive effect on purchasing decisions in the form of patient visits to Budi Medika Hospital Bandar Lampung.

Then, the following table contains the results of the coefficient of determination test (R^2):

Table 6. Analysis of the Determination Coefficient (R^2)

Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	0.852 ^a	0.725	0.721	1.84444

The Adj R Square value is 0.725 or 72.5%. The coefficient of determination value shows that the Digital Marketing (X1), Word of Mouth (X2), and Service Quality (X3) variables can explain the Purchase Decision variable in the form of visits to Budi Medika Hospital Bandar Lampung (Y) by 72.5% while the remaining 27.5% explained by other variables.

The F test is used to determine whether simultaneously (simultaneously) all the independent variables (Digital Marketing variables, Word of Mouth variables, and Service Quality variables) influence the dependent variable (decision to visit), namely as follows:

- a. If the calculated F value $>$ F Table or $\text{sig} < \alpha$ then H_0 is rejected and H_a is accepted
- b. If the calculated F value $<$ F Table or $\text{sig} > \alpha$ then H_a is rejected and H_0 is accepted

Table 7. F Test Results

Model		Sum of squares	df	Mean Square	F	Sig.
1	Regression	1762.095	3	587.365	172.655	0.000 ^b
	Residual	666.785	196	3.402		
	Total	2428.880	199			

Based on the analysis results, the calculated F value is 172,655 $>$ table F value, namely 2,650 (obtained from calculated F in Microsoft Excel (attachment)) and the sig value is 0.000, namely < 0.05 , then H_0 is rejected and H_a is accepted. This means that the variables Digital Marketing (X1), Word of Mouth (X2), and service quality (X3) at Budi Medika Hospital Bandar Lampung have a significant influence on purchasing decisions in the form of patient visits to the hospital which are feasible and can be used for subsequent analysis.

The partial test (t test) is used to test the influence of each independent variable (Digital Marketing (X1), Word of Mouth (X2), and service quality (X3) on the dependent variable Purchase Decision (Visit), which is as follows:

If the calculated t value $>$ t table or $\text{sig} < \alpha$ then H_0 is rejected and H_a is accepted

If the calculated t value $<$ t table or $\text{sig} > \alpha$ then H_a is rejected and H_0 is accepted

Table 8. T Test Results

Variable	Unstandardized Coefficients Beta	t count	Sig.
Digital Marketing (X1)	0.171	3.224	0.001
Word of Mouth (X2)	0.465	4.772	0.000
Purchase Decision (Visit) (X3)	0.705	7.900	0.000

The influence of the independent variable on the dependent variable is as follows:

- a. The calculated t value of the Digital Marketing variable (X1) is 3.224 $>$ the t table value is 1.972 and the sig value is 0.001 which is < 0.05 , then H_0 is rejected and H_1 is accepted, meaning that digital marketing influences the decision to visit Budi Medika Hospital Bandar Lampung.

- b. The calculated t value for Word of Mouth (X2) is $4.772 >$ the t table value is 1.972 and the sig value is 0.000, namely < 0.05 , then H_0 is rejected and H_2 is accepted, meaning that word of mouth influences the decision to visit Budi Medika Hospital Bandar Lampung.
- c. The calculated t value for Service Quality (X3) is $7.990 >$ the t table value is 1.972 and the sig value is 0.000, namely < 0.05 , then H_0 is rejected and H_3 is accepted, meaning that the Service Quality variable influences purchasing decisions in the form of visits to Budi Medika Hospital in Bandar Lampung.

4. Digital Marketing on Purchasing Decisions (Visiting)

Based on SPSS data processing, a significance level of $0.001 < 0.005$ was produced. Based on this test, it can be seen statistically that H_0 is rejected and H_a is accepted for the first hypothesis (H_1). This states the acceptance of the hypothesis that there is a positive and significant influence between Digital Marketing on purchasing decisions in the form of patient visits to Budi Medika Hospital Bandar Lampung. The coefficient for the variable X1 is positive 0.171, meaning that Digital Marketing has a positive effect on purchasing decisions. If digital marketing increases while word of mouth and service quality remain constant, then purchasing decisions (visits) will increase. This is following research on the influence of digital marketing, service quality, and brand image on purchasing decisions for telemedicine products. In this research, Digital Marketing has a significant influence both partially and simultaneously.

This research shows that digital marketing is carried out by Halodoc by creating several social media as a means for Halodoc to convey health-related information and offer its products more easily for consumers to access. The information provided by Halodoc on Instagram, Facebook, YouTube, and so on tends to be more informative and liked by consumers. This illustrates that the majority of Halodoc consumers who use smartphones or other electronic devices more often open Halodoc social media to get health information and the products offered by Halodoc. Social media is the first door for consumers to find information and products on offer. The information presented is interesting and easy to access and is not necessarily capable of providing information that is precise and appropriate to what consumers need. Again, health services are services that are still traditional. Traditional services where people tend to trust and understand health information more if they get it directly from a doctor, check, diagnosis, etc.

5. Word of Mouth on Purchasing Decisions (Visiting)

Based on SPSS data processing, a significance level of $0.000 < 0.005$ was produced. Based on this test, it can be seen statistically that H_0 is rejected and H_a is accepted for the second hypothesis (H_2). This states the acceptance of the hypothesis that there is a positive and significant influence between Word of Mouth on purchasing decisions in the form of patient visits to Budi Medika Hospital Bandar Lampung. The coefficient for the variable X2 is positive 0.465, meaning that Word of

Mouth has a positive effect on purchasing decisions. If word of mouth increases while digital marketing and service quality remain constant, then purchasing decisions (visits) will increase. Word of mouth is one of the promotional mixes. Word-of-mouth information is an effective promotional strategy because those who will inform it are users or consumers voluntarily without realizing it because of satisfaction with the service or product provided.

Sitorus and Utami stated that viral marketing can be said to be a word-to-mouth marketing technique using social networking to increase brand awareness by adopting a multi-level marketing system, namely by spreading one person's marketing information until it spreads to many people quickly, like the pattern of spreading a virus. This research is in line with previous research, namely the role of word of mouth in mediating the effectiveness of social media-based digital marketing and patient satisfaction regarding outpatient decisions to visit the Waluyo Jati Regional General Hospital in 2022. Hypothesis testing in this study proved that word of mouth had a significant influence on the decision to visit. In this study, it was suspected that word of mouth as measured by talker, topic, tools, talking part, and tracking had a significant positive influence on the patient's decision to visit. This means that the more positive information there is from patient word of mouth, the higher the public's desire to visit.

Word-of-mouth marketing is oral, written, and electronic communication between people related to excellence or experience using services. Word of mouth triggers a chain reaction so that it reaches everyone quickly. Word of mouth is the most powerful medium for communicating services to two or more patients. Positive word of mouth will encourage people to visit Budi Medika Hospital. Dissemination of large amounts of information from one person and continuing to grow will become viral, positive virality will have a positive impact on hospitals thereby increasing people's desire to visit Budi Medika Hospital Bandar Lampung.

6. Service Quality on Purchasing Decisions (Visiting)

Based on SPSS data processing, a significance level of $0.001 < 0.005$ was produced. Based on this test, it can be seen statistically that H_0 is rejected and H_a is accepted for the third hypothesis (H_3). This states the acceptance of the hypothesis that there is a positive and significant influence between Service Quality on purchasing decisions in the form of patient visits to Budi Medika Hospital Bandar Lampung. The coefficient of variable X_3 is positive 0.705, meaning that service quality has a positive effect on purchasing decisions. If service quality increases while digital marketing and word of mouth remain constant, then purchasing decisions (visits) will increase. Good quality service will provide customer satisfaction, which in turn will result in customers using it again and recommending the health service to people around them. Good and quality service will increase the number of visits which will ultimately increase the hospital's income. Intention to revisit is a behavior that appears as a response to an object that shows the customer's desire to repurchase products that have been purchased previously. Customers will consciously and unconsciously

evaluate the transactions that have been carried out. The level of consumer satisfaction or dissatisfaction will influence their behavior.

The quality of service holds paramount significance in an intensely competitive market, particularly in the present-day context. The way hospitals present themselves, their reliability, and the assurances they provide in delivering services to patients are pivotal factors that shape the impression patients develop during their utilization of hospital services. Consequently, the perception of service users, specifically patients, is shaped by their experiences, contributing to their overall assessment of the perceived quality of service. Customer satisfaction can increase the company's profitability by retaining customers by always providing maximum service to obtain customer satisfaction so that when consumers feel satisfied, consumers will make repeat visits when they need services or products, thereby supporting the implementation of the company's strategy and achieving company goals.

E. CONCLUSION

This research found that Digital Marketing has a positive and significant influence on purchasing decisions in the form of visits to Budi Medika Hospital in Bandar Lampung. This means that when Digital Marketing performance is improved, purchasing decisions in the form of patient visits to Budi Medika Hospital will increase. Then Word of Mouth has a positive and significant influence on purchasing decisions in the form of visits to Budi Medika Hospital Bandar Lampung. This shows that when there is more positive word of mouth, purchasing decisions in the form of patient visits to Budi Medika Hospital will increase. Furthermore, Service Quality has a positive and significant influence on purchasing decisions in the form of visits to Budi Medika Hospital Bandar Lampung. It can be concluded that when the quality of service is improved to be excellent and high quality, purchasing decisions in the form of patient visits to Budi Medika Hospital will increase. Apart from that, this research also found that Digital Marketing, Word of Mouth, and Service Quality simultaneously have a positive and significant influence on Purchasing Decisions in the form of patient visits to Budi Medika Hospital Bandar Lampung. Therefore, together it is necessary to improve the three variables above so that the services provided by Budi Medika Hospital Bandar Lampung will provide satisfaction to patients so that purchasing decisions in the form of visits will increase.

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