

DEVELOPING SOCIAL MEDIA MARKETING AND CONTENT MARKETING STRATEGIES TO IMPROVE BRAND AWARENESS AND PATIENT VOLUME AT MAZA CLINIC

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ABSTRAK

Jawa Barat memiliki jumlah klinik terbanyak, dengan total 2.580 klinik, yang mengindikasikan sebuah provinsi dengan tingkat persaingan yang tinggi untuk layanan kesehatan. Tingginya jumlah klinik ini mencerminkan kebutuhan yang tinggi akan layanan kesehatan yang disebabkan oleh padatnya populasi di Jawa Barat, namun juga menunjukkan persaingan yang ketat di antara klinik-klinik tersebut. Persaingan yang semakin ketat membuat setiap klinik harus dapat menonjolkan namanya kepada masyarakat agar masyarakat dapat sampai pada tahap mengetahui nama klinik tersebut. Berbagai strategi diperlukan agar dapat bersaing untuk mendapatkan kesadaran masyarakat akan brand mereka sehingga akan memancing kunjungan pasien. Sayangnya, tidak semua klinik memahami bagaimana merancang strategi yang efektif untuk pada akhirnya dapat meningkatkan kesadaran merek dan jumlah kunjungan pasien, salah satunya adalah Klinik Maza yang mengalami kurangnya kesadaran masyarakat sehingga mengindikasikan adanya masalah, salah satunya terkait efektifitas pemasaran klinik tersebut saat ini, terutama dengan semakin meningkatnya penggunaan platform digital untuk mencari layanan kesehatan. Tujuan dari penelitian ini adalah untuk memberikan strategi pemasaran digital yang tepat untuk Klinik Maza dalam rangka meningkatkan kesadaran merek dan kunjungan pasien. Pendekatan kualitatif dilakukan, begitupun data sekunder, menilai aspek internal dan eksternal dengan menggunakan metode seperti STP (Segmentation, Targeting, Positioning), Analisis VRIO, Analisis PESTEL, dan Analisis Pesaing. Hasil penelitian menunjukkan bahwa kekuatan internal klinik termasuk dokter yang berpengalaman, layanan yang efisien dan lokasi strategis, sementara kelemahannya termasuk kurangnya kehadiran digital dan manajemen merek yang belum berkembang. Studi di masa mendatang perlu meneliti faktor-faktor tambahan yang memengaruhi perilaku pasien dalam lingkungan perawatan kesehatan digital, seperti bagaimana elemen digital dan non-digital berinteraksi untuk memengaruhi pengambilan keputusan, persepsi merek, dan kepercayaan. Penelitian terhadap berbagai model atau teknik analitis untuk mendokumentasikan partisipasi pasien dan transformasi digital dalam lingkungan perawatan kesehatan juga disarankan.

Kata kunci: Pemasaran Media Sosial, Pemasaran Konten, Kesadaran Merek, Niat Beli

ABSTRACT

West Java has the most clinics, with a total of 2,580, indicating a province with a high degree of competitiveness for health services. This high number of clinics reflects the strong need for healthcare services caused by West Java's dense population, but it also suggests fierce competition among clinics. The tighter competition means each clinic must be able to highlight

its name to the public so that people can get to the stage of being aware of the name of the clinic. Various strategies are needed in order to compete to gain public awareness of their brand so that it will provoke patient visits. Unfortunately, not all clinics understand how to design effective strategies to ultimately increase brand awareness and the number of patient visits, one of which is Maza Clinic, which experienced a lack of public awareness, indicating a problem, one of which is regarding the clinic's present marketing effectiveness, especially given the increasing use of digital platforms to look for healthcare services. The purpose of this study is to provide appropriate digital marketing strategies for Maza Clinic in order to increase brand awareness and patient visits. A qualitative approach was taken, as well as secondary data, assessing both internal and external aspects using methods such as STP (Segmenting, Targeting, Positioning), VRIO Analysis, PESTEL Analysis, and Competitor Analysis. The results suggest that the clinic's internal strengths include its experienced doctor, efficient service, and strategic location, while its weaknesses include a lack of digital presence and undeveloped brand management. Future studies should examine additional factors that affect patient behavior in digital healthcare environments, such as how digital and non-digital elements interact to affect decision-making, brand perception, and trust. Investigating various analytical models or techniques for documenting patient participation and digital transformation in healthcare environments is also advised.

Keywords: Social Media Marketing, Content Marketing, Brand Awareness, Purchase Intention

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I. INTRODUCTION

The healthcare industry in Indonesia has experienced rapid growth in recent years. According to data from Nurhayati-Wolff (2024), in 2023, there were about 1,545 private general hospitals in Indonesia. While the growth of the healthcare industry looks promising, competition among healthcare providers is intensifying, especially in urban areas. Healthcare institutions, both large-scale ones such as hospitals and smaller ones such as clinics, must be able to adapt to the increasingly dynamic needs and preferences of patients.

According to SITB (2025), West Java has the most clinics, with a total of 2,580 clinics, indicating a province with a high degree of competitiveness for health services. The tighter competition means each clinic must be able to highlight its name to the public so that people can get to the stage of being aware of the name of the clinic.

Adha, Mas'ud, & Erwin (2024) also stated that various strategies are needed in order to compete to gain public awareness of their brand so that it will provoke patient visits. Unfortunately, not all clinics understand how to design effective strategies to ultimately increase brand awareness and the number of patient visits (Akın & Gürbüz, 2024), one of which is Maza Clinic, which experienced a lack of public awareness, indicating a problem, one of which is regarding the clinic's present digital marketing effectiveness, especially given the increasing use of digital platforms to look for healthcare services.

This research aims to propose a relevant digital marketing strategy that can be practically implemented by Maza Clinic to increase brand awareness and patient visits. By analyzing the needs of the audience, selecting the right digital platform, and developing engaging content, it is expected that the clinic can be more competitive in this digital era and have a positive impact on society.

Social Media Marketing

Social media marketing is a type of digital marketing that involves promoting products and services through social media channels (Anwer et al., 2022). With the impact of social media on businesses, social media marketing is one of the most prominent marketing strategies today (Kaplan & Haenlein, 2010, in Durucasu, 2025).

Content Marketing

Rahmawati (2024) define content marketing as creating and distributing shareable, persuasive, and accessible material on websites and social media for both existing and prospective customers. The primary purpose of content marketing is to teach and educate consumers in order to establish a trustworthy relationship with them and assess their level of brand loyalty (Mushi, 2024).

Brand Awareness

According to Liu et al. (2020), in Šakytė-Statnickė (2024), brand awareness is the ability of customers to remember and associate with a brand, creating the basis between customers and brand for future long-term relationships. Moreover, brand awareness is also the process of forming a general perception of the brand by combining its name, symbol, and other components that will help consumers remember it (Sari, 2023).

Purchase Intention

Consumer purchasing intention is an individual desire of consumers who are directly involved in acquiring and using the things offered (Syafaruddin and Kumadji, 2016, in Indiani et al., 2024). Purchase intention is also related to ongoing purchasing behavior and evaluates a person's willingness to buy. It also reflects the extent to which people are willing to spend money (Indiani et al., 2024).

Patient volume refers to the total number of patients served by a healthcare facility within a specific period and is commonly used as an indicator of service utilization and operational performance (Zhu et al., 2021). In the context of healthcare marketing, patient volume represents actual demand that arises from individuals' decisions to utilize healthcare services. Thus, higher levels of purchase intention can lead to an increase in patient volume as intentions are converted into real patient visits (McKinsey & Company, 2022).

II. RESEARCH METHODOLOGY

This study adopts a qualitative approach using a case study method to gain an in-depth understanding of the clinic's marketing strategy. Primary and secondary data are collected through interviews with the clinic's internal management, as well as company reports, publications, and relevant literature. The data are analyzed using qualitative data analysis, which includes internal analysis (STP and VRIO) and external analysis (PESTEL and competitor analysis) to evaluate both internal capabilities and the external market environment.

III. RESULTS AND DISCUSSION

Morgunova and Bolkina (2021) stated that the examination of the external environment is the first step in strategic management since it serves as the foundation for identifying the organization's mission and goals, as well as developing behavioral strategies that allow the firm to fulfill the mission and achieve its objectives.

PESTEL Analysis

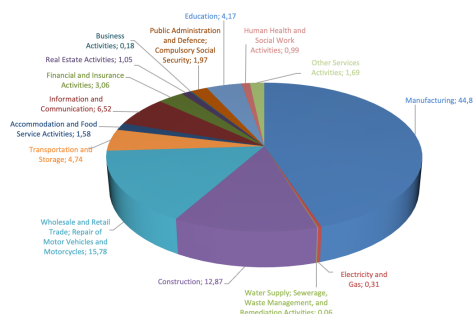
PESTEL represents Political, Economic, Sociocultural, Technological, Environmental, and Legal is a framework for examining the macroenvironmental elements that may

have a favorable or unfavorable impact on players' actions and tactics. (Gurel and Tat, 2017, in Bayissa et al., 2024).

Political factors influence industries and economies, including business-affecting developments and political stability. Indonesia's clinic regulations, including Permenkes No. 9 of 2014 and Permenkes No. 14 of 2021, regulate business activities, standards, and risk-based licensing in the health sector. Primary and main types of clinic must comply with standards, obtain operational licenses, undergo accreditation, and undergo government oversight. Permenkes No. 24 of 2022

promotes digital transformation in healthcare services, aiming to increase patient expectations for easily accessible information, service convenience, and two-way contact.

Economic factors refer to the state of the economy, which has a direct impact on the market and may have long-term implications. Cimahi City experienced the highest economic growth in the Greater Bandung region, with 5.19% in 2024, according to the Central Bureau of Statistics. The health service category contributes 0.99% to the economy.



Source: BPS Cimahi, 2025

Figure 1. Distribution of Gross Regional Domestic Product in Cimahi 2024

Gross Regional Domestic Product (GRDP) significantly influences economic growth. Cimahi's health and social services sector experienced a decline in 2023-2024, indicating slower production. Despite this, Cimahi's 2024

economic growth remains the highest in Greater Bandung, outperforming other regions that may experience a larger downturn.

Table 1. Growth Rate of GRDP by Business Fields

Business Field	Year	
	2023	2024
Health and Social Services	6.95%	5.3%
Average Growth of All Fields	7.88%	6.28%

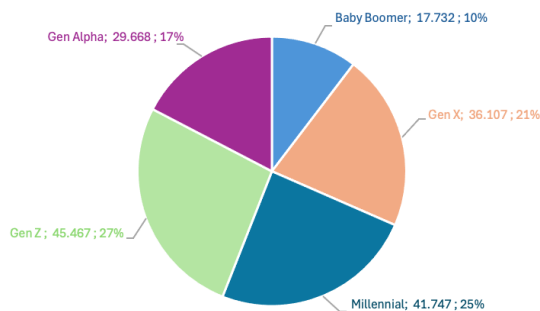
Source: BPS Cimahi, 2025

Cimahi City's positive economic growth rate reflects the increasing purchasing power of the community,

thus opening up opportunities for clinics to reach more patients who can afford quality health services.

The social environment of a market is influenced by factors like population dynamics, demography, and cultural trends. Maza Clinic operates in Cimahi Utara district, which has a population of 172,573 people, with Gen Z being the highest generation. Gen Z and Millennials are particularly interested in

wellness spending, with early exposure to health and wellness information indicating an adequate awareness and interest in healthcare services. The annual growth rate in Cimahi Utara is 0.99, compared to the average of all districts in Cimahi city.

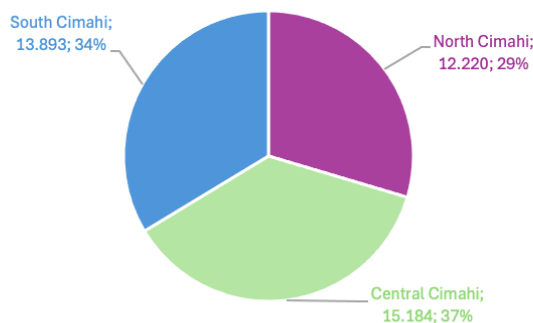


Source: Disdukcapil Cimahi, 2024

Figure 2. Generation Distribution in Cimahi Utara District 2024

North Cimahi, despite being one of the most densely populated districts in Cimahi City, still accounts for 29% of the overall population density. This high density can lead to complex health issues if not adequately expanded. Without

adequate healthcare facilities, the load on existing facilities will fall on few existing facilities, posing various problems. Therefore, it is crucial to ensure population growth is proportional to healthcare facility expansion.

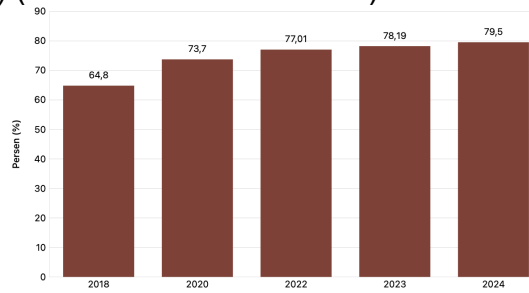


Source: Disdukcapil Cimahi, 2024

Figure 3. Population Density of Cimahi City 2024

Technological factors are technological breakthroughs that can have either a positive or negative effect on market activities. Indonesia's internet penetration rate has steadily increased from 64.8% in 2018 to 79.5% in 2024, with 221,563,479 individuals out of the total population. This trend presents an

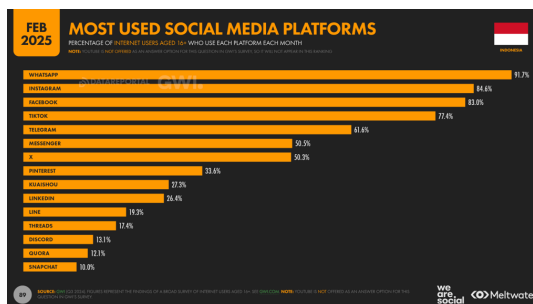
opportunity for industries, particularly the health industry, to reach the public through digitization. Increased digital literacy and government regulatory support are crucial for digital initiatives in transforming health services to meet modern society's needs.



Source: Databoks, 2024
 Figure 4. Indonesia's Internet Penetration Rate

WhatsApp is the most popular social media site in Indonesia among internet users aged 16 and above, followed by Instagram, Facebook, and TikTok. This indicates that social media is widely accessible and adopted, leading to highly digital communication

and information consumption. Healthcare businesses can use these platforms to determine successful content distribution, modify message formats, and reach a large, focused audience, particularly in densely populated areas like North Cimahi.



Source: We are Social, 2024
 Figure 5. Most Used Social Media Platforms 2025

The environmental analysis for environmental factors includes all aspects that are influenced or determined by their surroundings. Cimahi City's air quality has an 113 AQI, classified as "unhealthy for sensitive groups," with PM2.5 levels reaching 40.5 $\mu\text{g}/\text{m}^3$. This

indicates a higher health risk for the community, especially in densely populated areas like North Cimahi. The high pollution level necessitates the strengthening of health services, particularly clinics, as community prevention and education centers.

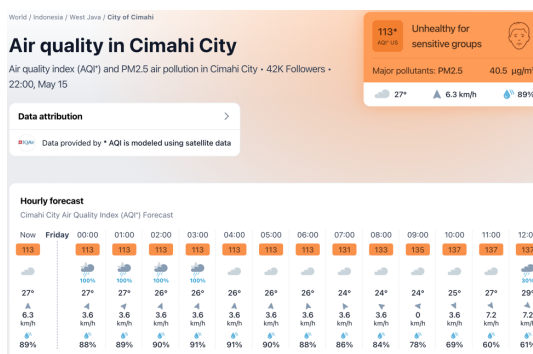


Figure 6. Air Quality in Cimahi City

The Cimahi City Health Department reports a high prevalence of common diseases, including acute upper respiratory infections (35.32%), oral cavity and tooth disorders (13.20%), and

digestive tract disorders (10.17%). These conditions highlight environmental and lifestyle concerns, with poor air quality contributing to the community's disease burden.

Types of Diseases	%
Acute upper respiratory tract infection	35.32 %
Diseases of the oral cavity, salivary glands and jaws	13.02 %
Diseases of the esophagus, stomach and duodenum	10.17 %
Soft tissue disorders	7.45 %
Hypertension disease	6.62 %

Source: Source: Cimahi City Health Department, 2018

Figure 7. Most Common Diseases in Cimahi

The data highlights the need for first-level health services that not only treat common ailments but also promote education and prevention, and digital platforms can help expand service reach and improve relevance.

Legal factors influence the industry's rules and regulations, particularly in the healthcare sector. Health workers, particularly doctors, are often viewed as healers, but the risk of failure or negligence remains. This situation is known as medical practice. The healthcare industry has been regulated by various laws, including Civil Law, Criminal Law, Law Number 29 of 2004, Law Number 36 of 2009, Law Number 44 of 2009, and Law No. 36 of 2014.

The Medical Ethics Honor Council of the Indonesian Doctors Association has issued ethical guidelines for doctors' behavior, stating that promotion must maintain professionalism and integrity. Misleading, excessive advertising, and unauthorized patient testimonials are ethical infractions that harm reputation and increase medical practice risk. Clinics should strike a balance between

honest promotion and education, using informational content without claims of cures or testimonial exploitation without permission. These norms can help clinics create digital communications that educate and protect patients.

Competitor Analysis

Competitor analysis is the process of identifying major rivals, assessing their goals, advantages, weaknesses, strategies, and reaction patterns, and selecting which rivals to target or avoid (Simkin and Cheng, 1997, in Köseoglu et al., 2020). Based on the findings data from the internet, there are more than 30 clinics spread across Cimahi city. From Maza Clinic's perspective and the author's secondary research, there are three main competitors of Maza Clinic. One of the considerations in choosing these competitors is regarding the location, which is located in the Cimahi Utara district. The three competitors for Maza Clinic are written as Clinic A, B, C.

Maza Clinic's competitive positioning can be assessed in five dimensions: future objectives, current

strategy, assumptions, capabilities, and strategic response. In terms of future objectives, Maza Clinic appears to place less emphasis on digital expansion compared to its competitors, such as Clinic A, B, and C. While these competing clinics are increasingly investing in digital marketing and strengthening their online presence, Maza Clinic seems to maintain a more traditional direction, with limited forward-looking digital initiatives.

Looking at the current strategy, the clinic continues to rely heavily on conventional methods and has not yet adopted a structured digital marketing approach. Its activity on social media remains minimal, both in terms of frequency and interactivity. In contrast, its competitors actively engage with patients through regular content, digital testimonials, and online appointment systems, significantly enhancing convenience and visibility.

Regarding assumptions, Maza Clinic seems to operate under the belief that the quality of offline services and word-of-mouth are still the main competitive drivers. This assumption may hinder adaptability in a healthcare landscape that is becoming increasingly shaped by digital engagement and patient expectations for online accessibility.

In terms of capabilities, the clinic holds strengths in areas such as location and the professional reputation of its medical staff. However, it currently lacks digital capabilities, including social media strategy, content design, and digital communication systems. When benchmarked against more digitally advanced competitors, these weaknesses reduce its ability to stay relevant and competitive.

Finally, the clinic's response to this competitive dynamic needs to be more proactive. Without a shift toward digital adaptation, Maza Clinic risks falling further behind in attracting and retaining

patients, especially among younger, tech-savvy demographics. To remain competitive, the clinic must leverage its existing strengths, such as trusted service and community familiarity, while also developing a more modern digital marketing strategy to enhance brand visibility and patient engagement in the long term.

STP Analysis

The STP (Segmentation, Targeting, and Positioning) analysis was conducted to understand the market landscape better and formulate an effective marketing strategy for a healthcare clinic operating in Cimahi. The segmentation process is based on three main criteria: geographic, demographic, and psychographic/behavioral aspects. Geographically, the target area is Indonesia, specifically Cimahi City in West Java Province.

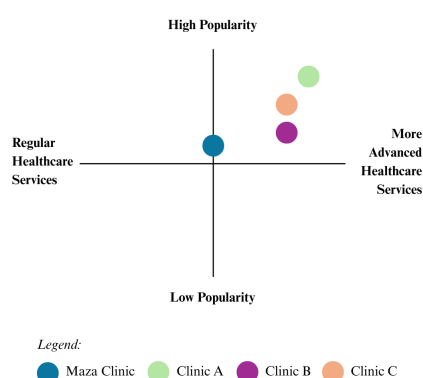
Demographically, the segmentation includes both male and female individuals across all age groups, with various occupational backgrounds and educational levels ranging from high school to postgraduate. Monthly spending and income levels are also varied, covering low, middle, and high-income groups. Psychographically and behaviorally, the segments include individuals actively seeking healthcare services, those who value high-quality service, and people who rely on online promotions and peer recommendations when choosing healthcare providers.

In the targeting stage, the clinic focuses on residents of Cimahi aged between 18 and 60 years, encompassing both men and women. The targeted audience includes a wide range of professions such as employees, entrepreneurs, homemakers, students, teachers, drivers, laborers, and retirees. Income levels remain broad, from lower to higher income brackets. In terms of lifestyle, the target market includes individuals who are health-conscious

and vary in educational attainment. Personality traits sought in the target group include people who value quality service and seek a pleasant and satisfying healthcare experience.

Regarding brand positioning, the analysis maps the clinic's relative standing based on two dimensions: the level of service offered (from regular to more advanced healthcare services) and brand popularity. Maza Clinic is currently positioned in the quadrant representing regular healthcare services

with moderate popularity. In contrast, competing clinics such as Clinic A, B, and C occupy a more favorable position, offering more advanced services and enjoying higher popularity. This suggests that while Maza has achieved a certain level of awareness, there is an opportunity to enhance its market position by improving the perceived sophistication of its services and increasing its brand visibility among potential patients.



Source: Processed by Researchers (2025)

Figure 8. Clinics Positioning

VRIO Analysis

The VRIO (Valuable, Rare, Inimitable, and Organization) framework is used to assess the level of competitive advantage when an organization has specific resources and competencies (Knott, 2015). According to this concept, organizations' resources and competencies must be valued, rare, inimitable, and well-organized in order to maintain competitive advantages and performance. Maza Clinic's resources and capabilities are mentioned as follows:

Human Resource Management

Maza Clinic's human resources consist of 8 staff, including 6 medical and 2 non-medical. High workloads in positions like nurse, midwife, pharmacist, laboratorist, and administration lead to limited resources for business

development. The clinic's rotating work schedule requires effective management to maintain patient care during peak hours and unexpected staff absences.

Service Quality

The quality of service at Maza Clinic is comparable to that of other clinics. Maza Clinic continues to provide administrative services in traditional ways, such as through tangible medical records and a simple online registration and payment system. As with medical services, doctors continue to perform traditional anamnesis and prescriptions using physical forms. As a result, service quality is regarded as competitive.

Digital Platforms

Maza Clinic struggles with resource and financial issues, using an ordinary health

information system for registration, medical record database, data analytics, payment, and pharmacy activities. Despite computer-based administrative tasks, physical forms and online services are still implemented. The clinic's digital marketing efforts are limited to Instagram, making it competitive.

Brand Awareness & Reputation

Preliminary survey results and internal interviews revealed that the clinic's brand recognition remains extremely low in Cimahi. The clinic is not well-known, lacks a strong digital brand identity, and receives little exposure through external channels. In this situation, brand recognition has offered no competitive advantage and has even become one of the drawbacks. As a result, competitive parity includes both brand awareness and reputation.

Customer Loyalty

Although there are loyal patients, owing to the high quality of the doctors, there is no strategically established customer relationship management (CRM) system or retention program. Loyalty has not been purposefully developed as a clinical strength. This puts customer loyalty on par with many other clinics that rely only on the natural relationship between patients and doctors and do not employ a systematic strategy.

Health Facilities

Maza's Clinic has appropriate facilities to provide basic health services, especially given its position as a private clinic. However, these facilities lack any distinguishing features and may be found in comparable clinics around Cimahi. The provision of these facilities only meets the patients' basic expectations and is not a big distinction. As a result, the health facilities held by Maza's Clinic are considered competitive.

Type of Services Offered

Maza Clinic, a Primary Clinic, offers basic and limited services like general practitioner and dentist examinations, medical consultations, and treatments like wound stitching, nail extraction, birth control injection, laboratory examinations, and a drug store, which is considered competitive parity.

Short Waiting Time & Queue Line

Maza Clinic has a temporary competitive advantage due to its ability to serve approximately 50 patients daily, despite a stable patient volume. This allows for short waiting times and queue lines, as other clinics and hospitals may experience longer waiting times and queue lines.

Comfortable Building & Infrastructure

Maza Clinic, despite its one-floor, spacious, and comfortable facility, lacks a sufficient parking area, a competitive advantage that is unused due to low working capital turnover.

Strategic Location

Maza Clinic, situated in North Cimahi, benefits from its proximity to residential, office, and school facilities, resulting in reduced waiting times and queue lines. Assyifa's strategic location alongside highways and traffic lights provides a sustainable competitive advantage.

Competent & Reputable Doctors

Maza Clinic boasts a sustainable competitive advantage due to its reputable doctors, who practice at a clinic level, despite the challenges of complicated procedures, long waiting times, and expensive fees. They maintain excellent care and follow clinic rules, including punctuality and standing by.

IV. CONCLUSION AND RECOMMENDATIONS

This study was conducted to propose appropriate digital marketing strategies aimed at increasing brand awareness and patient visits (purchase intention) for Maza Clinic. Using a qualitative approach, the research explored both internal factors, through Segmenting, Targeting, and Positioning (STP) and a detailed VRIO analysis, as well as external factors, including PESTEL analysis and competitor analysis, to understand the clinic's strategic position and opportunities for growth.

The internal analysis indicates that most of the clinic's resources remain at competitive parity, meaning they provide value but are not yet optimized to create a sustainable advantage. While infrastructure is an unused advantage and short waiting times offer only temporary benefits, the clinic's strategic location and reputable doctors stand out as sustainable strengths, though they are still underutilized in digital communication.

Externally, Cimahi's economic growth and increasing digital adoption present strong opportunities; however, competitors are more active in digital marketing, while Maza Clinic lacks a strong online presence. As a result, the clinic's key strengths have not been fully leveraged to drive patient volume.

To address this, the clinic should prioritize social media and content marketing to enhance visibility and highlight its core strengths. Leveraging infrastructure through digital storytelling and aligning internal resources with marketing efforts are also essential to build a stronger competitive position. Adapting to evolving digital behavior will further support long-term patient engagement.

Future research may focus on specific digital marketing variables through quantitative approaches or longitudinal studies to understand their

impact on patient behavior and clinic performance effectively.

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