

Electronic Word Of Mouth (E-WOM) Of Hospital Marketing

Benny Wantoko¹, Sri Murni Setyawati^{2*}, Najmudin³, Titi Nurfitri⁴

¹Universitas Jenderal Soedirman, bennywantoko@gmail.com, Indonesia

^{2*}Universitas Jenderal Soedirman, nunk_pwt@yahoo.co.id, Indonesia

³Universitas Jenderal Soedirman, najmudin_najmudin@yahoo.com, Indonesia

⁴Universitas Jenderal Soedirman, titinurfitri2017@gmail.com, Indonesia

ABSTRACT

Background : Health Promotion is a community-empowerment approach via educating, influencing, and assisting the community in actively promoting behavior and environmental change, as well as maintaining and enhancing health to achieve an optimum level of health. Electronic word of mouth is a comment made by existing, prospective, or former customers about a product or business accessible to individuals and institutions over the internet. Objectives: This study aims to (1) To find out respondents' responses about the application of electronic word of mouth in hospitals, (2) To find out whether information from social networking sites can help consumers share experiences about hospitals (3) To find out how much influence electronic word of mouth has on patient visits in hospitals. Methods: This study used quantitative research methods, and The sample size for this research was 100 individuals. Conclusion: based on the findings of this research, electronic word-of-mouth is one of the still-relevant marketing tactics employed today to promote items or services, including hospitals.

Keywords: electronic wordofmouth;electronic wordofmouth promotion; Hospital.

1. Introduction

Following regulation number 44 of 2018 issued by the Minister of Health of the Republic of Indonesia, a hospital is defined as an institution that provides comprehensive inpatient, outpatient, and emergency health care services.

Hospital Health Promotion, also known as PKRS, is the process of empowering patients, patient families, hospital human resources, hospital visitors, and the community surrounding the hospital to actively participate in the care process to support behavioral and environmental changes as well as maintain and improve health to achieve optimal health status.

Patients are aware of the hospital's presence through marketing campaigns conducted by the hospital and other non-official sources of information. In Indonesia, word of mouth is more successful for hospital promotion in a country with a high degree of contact and a predominant culture of listening rather than reading.

Patients learn about new goods and brands related to the current community of patients in two ways: via experience and observation and by asking other patients who are familiar with and have utilized the hospital's services.

Alongside the fast development of technology, the area of communication continues to evolve. Today, communication has gotten more straightforward, especially with the advent of the

Internet, which is regarded as an effective and efficient tool for facilitating communication. The extensive usage of the Internet is demonstrated by the conduct of those who incorporate it into many facets of their lives.

According to Kompas.com, there were 210 million internet users in Indonesia at the beginning of 2022. The bulk of these individuals browses social media websites using their mobile devices. The Association of Indonesian Internet Service Providers published the newest research titled "Indonesian Internet Profile 2022" (APJII). APJII collected data for the report through surveys and interviews with 7,568 respondents (aged 13 and older) between January 11 and February 24, 2022. According to APJII research, Indonesia's population is projected to reach 272,68 million by 2021. It indicates that Indonesia's internet penetration rate will reach 77.02 percent between 2021 and the first quarter of 2022.

Social media may be utilized as a communication method for marketing. Several products offers on social media employ electronic word of mouth (e-WOM) as an effort by businesspeople and hospitals to give customers the impression of high value. This method tries to boost customer interest in purchasing the given items. (E-WOM) can comprise messages given by customers on the experience of purchasing items or services and can be used as a medium to communicate information relevant to products or services, both in terms of quality and services provided by the vendor. Few businesses and hospitals recognize the significance of the electronic word of mouth (e-WOM) on social media. E-WOM is utilized by an increasing number of enterprises offering their products on social media, indicating that product sales are receiving positive replies.

According to Thurau et al. in Tommi and Eristia (2014:14), electronic word of mouth is a remark made by actual, potential, or former consumers regarding a product or company where this information is accessible the Internet. According to Jansen in Tommi and Eristia (2014:14), although electronic word of mouth is comparable to traditional word of mouth, it offers several options to communicate information, many of which may be done anonymously or in private. It enables geographical and temporal independence, primarily when at least a portion of the electronic word of mouth exists in writing.

Moreover, according to Kamtarin in Syafaruddin Z, et al. (2016: 66), information dissemination through electronic word of mouth is carried out through online media or the Internet, such as through blogs, microblogs, email, consumer review sites, forums, virtual consumer communities, and social networking sites that can cause interactions between consumers with one another, with online social communication this will automatically assist consumers in sharing their experiences about a product or service.

The author is interested in performing a study termed "electronic word of mouth (e-wom) of hospital marketing" based on this backdrop. This research is anticipated to promote the growth of hospital marketing via electronic word-of-mouth (e-WOM), benefiting hospitals and patients.

1.1 Research Purposes

This study attempts to:

- Determine how respondents feel about implementing electronic word-of-mouth in hospitals.
- Determine if Information from social networking sites may help customers share healthcare experiences.
- Determine the extent to which electronic word of mouth influences hospital patient visits.

2. Literature Review

Electronic word-of-mouth is defined as verbal communication transmitted through electronic means (e-wom). According to Thurau et al. in Tommi and Eristia (2014:14), electronic word of mouth is a remark made by actual, potential, or former consumers regarding a product or company where this information is accessible individuals and institutions over the Internet. Henning-Thurau et al., in Hutami Permit Sari (2014:35), describe E-WOM as a favorable or unfavorable comment from prospective customers. These consumers, who were once faithful to a particular company's products, have shifted their purchasing habits.

E-WOM communication through electronic media can give consumers information about related products and services from people they know and from a group of people with diverse geographical areas who have experience with the products or services referred to by Christy in Tommi Wijaya (2014: 13).

According to Kevin (2016:227), an Electronic Word of Mouth is a favorable or bad comment made by potential consumers, present customers, or past customers about a product or company that is shared over the Internet (social media). E-WOM is based on customers' experiences who have made online purchases and evaluates the items they have applied. Discrepancies in the product evaluation statements of many customers might influence consumer impressions of the items presented and, eventually, their purchasing decisions. Electronic word of mouth introduces a new communication between the recipient and the sender.

There are stimulus, communicator, receiver, and reaction, as explained by Cheung and Thadani in Aulian and Lili (2016:1051).

- A stimulus is a conveyed message that is either good, negative, or neutral. Typically, this stimulation takes the shape of consistency and the number of reviews from other authors.
- A communicator delivers a message, often involving knowledge, interests, and commonalities. Electronic word-of-mouth messages are not necessarily personal. Therefore their substance may be appreciated by everyone.
- Receiver, which refers to those who respond to electronic word-of-mouth communication
- Responses vary from receiver to recipient due to the influence of curiosity, trust, search emphasis, social relationships, and similarity. Response refers to a response or reaction to communication between the sender and the recipient.

The recipient's behavior, information adaption, trust, purchase, loyalty, and social presence are related factors. According to Kamtarin in Syafaruddin Z, et al. (2016:66), the dissemination of information through electronic word of mouth is carried out through online media or the Internet, such as through blogs, microblogs, emails, consumer review sites, forums, virtual consumer communities, and social networking sites that can cause interactions between consumers and other consumers; with the existence of online social communication, this will help consumers automatically share experiences.

2.1 Electronic word of mouth (e-wom) indicator

According to Goyette et al. (2010:11), in measuring the influence of electronic word of mouth using the following indicators:

- Intensity in electronic word of mouth is the number of opinions or comments consumers write on social media.

- The frequency of accessing information from social media.
- The frequency of interaction with social media users.
- The number of reviews written by social media users.
- Content is the informational content of social networking sites relating to products and services. Indicators of the content include:
 - Product selection information
 - Product quality information
 - Information about the price offered
 - Information regarding the security of transactions and internet networking sites provided.
- Positive Opinions occur when the company desires good news testimonials and endorsements.
- Negative Opinions Are negative consumer comments about products, services, and brands.

3. Research Methodology

Primary data is data that is not yet available, so to answer research problems, data must be obtained from the source (Simamora, 2004: 222).

The method used to collect primary data in this research is a questionnaire method which contains a set of questions or written questions to be answered by the respondents. Data that is available or has been gathered for one of the objectives mentioned above is referred to as secondary data (Simamora, 2004:222). Secondary data was gathered from periodicals, journals, newspapers, and reference books.

The population is a region of generalization made up of objects or people with specified features and attributes determined by researchers to be investigated and from which conclusions are drawn (Sugiyono, 2005:90). The participants in this study were RSU Purbowangi patients.

The sample represents the population's size and characteristics, which is the investigation's focus (Sugiyono, 2004: 91). This study's sample approach is non-probability sampling. In this strategy, not all population components have the same chance of becoming study samples. Because the population was unknown in this investigation, 100 individuals were sampled to determine the sample size.

This research uses the Qualitative Analysis method, which is an analysis by detailing and explaining the relationship between researchers' data in the form of sentences at length. This data is usually listed in a table, and the analysis is based on the data in that table.

A validity test is a measure that indicates the validity or validity of an instrument. The high and low validity of the instrument indicates the extent to which the collected data does not deviate from the picture of the intended variable (Simamora, 2004:172). The correlation data were then compared to the critical value at a threshold of significance of 0.05. The instrument's high and low validity shows the amount to which the obtained data do not stray from the representation of the variable in question.

The purpose of the reliability test was to evaluate the consistency of the variable measurement data. A device is dependable if its Cronbach Alpha value is better than 0.60. (Ghozali,

2001:129). Multiple Regression Analysis is a statistical technique used to identify the influence of an independent variable on a dependent variable.

4. Discussion

Electronic word of mouth is closely related to patient visits to the hospital. The concept of viral marketing suggests that marketers can harness the power of interpersonal networks to promote products or services. This concept assumes that electronic word-of-mouth communication effectively means changing the communication network (Electronic) into a network of influence, capturing recipients' attention, triggering interest, and finally driving sales, which automatically affects consumer behavior. Electronic word-of-mouth communication will significantly affect consumers who are interested in suggestions from people who have had experience with these products.

Today, the Internet has dramatically empowered consumers to carry out various information that people can now easily access. Most customers can share their experiences online and influence other consumers through electronic word of mouth.

According to research conducted by Atmariansi Artanti and Hendri Hermawan Adinugraha, 2020 regarding word-of-mouth marketing strategies, the results showed that in Kasepuhan village, only word of mouth does not use print and electronic media. During the pandemic, eblek noodle products still exist to do word of mouth, which according to him, is more practical and effective in attracting consumers to buy but has experienced a decrease in turnover. However, during the new normal like this, the eblek noodle industry uses three strategies, namely the digital marketing strategy and soft selling strategy, without leaving the word-of-mouth strategy so that Mr. Imanudin's eblek noodle business can remain competitive.

Teresa Adriana, Lena Ellitan, and Robertus Sigit Haribowo Lukito, 2022, also investigated the impact of Social Media Marketing and electronic word-of-mouth news on purchasing intentions measured by Brand Image at Scarlett Whitening in Surabaya. The study revealed that Electronic Word of Mouth has a favorable and statistically significant impact on Purchasing Intention via Brand Image.

While the research performed by Putu Ayu Desy Trisnadewi Darmawan, Putu Ngurah Suyatna Yasa, Ni Made Wahyuni, and Kadek Goldina Puteri Dewi, 2022 also investigated the influence of e-WOM on online customer purchase intentions in the context of the Grab food delivery service. That E-WOM has a substantial effect on online buying intent. Therefore, with the aid of electronic word-of-mouth, a person will readily trust a product that can influence a purchase choice.

The following inferences are possible from the tabulation of data for 100 respondents:

The following explains the findings of the electronic word-of-mouth validity test:

Table 1: Electronic word-of-mouth validity test results

Item	r count	r table	Description
1	0,619	0,199	Valid
2	0,818	0,199	Valid

3	0,714	0,199	Valid
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The table above shows that all electronic word-of-mouth instrument items are said to be valid (valid) because they have a value of r result more significant than the r table.

The item reliability test is carried out with the condition that if $r\ \alpha > 0.6$, the variable is reliable, and vice versa. If $r\ \alpha < 0.6$, then the variable is not reliable.

Table 2. Results of reliability tests

Variable	r calculate	r alpha	Status
<i>electronic word of mouth</i>	0,878	0,6	Reliable

Based on the table above, the analysis results explain that all the variables used in this study are declared reliable because their r alpha is more significant than 0.6.

Table 3. Multiple Linear Regression Calculations from the SPSS Program

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	,060	,686		,087	,931
x1	,267	,071	,317	3,773	,000

a. Dependent Variable: y

The regression coefficient for X1 is 0.267, indicating that electronic word of mouth is one of the marketing tactics still effective for promoting products and services, including hospitals, in the present day.

5. Conclusion

Based on the findings of a study on the impact of hospital word-of-mouth marketing on patient visits, it can be concluded that the insertion of electronic word-of-mouth on social media, which includes intensity, the value of opinion, content, relevance, and accuracy, falls into the category of "good" and has a significant impact on patient visits to hospitals.

According to the findings of the research that has been conducted, it is suggested that the researcher is as follows:

- Judging from the Electronic variable, word of mouth affects hospital patient visits. Therefore companies must maintain this factor to increase patient visits to the hospital further.
- Companies must pay attention to other variables affecting patient hospital visits to further improve their marketing activities' performance.

- Different research objects and scopes will provide different research results. Further research is expected to expand the research object to other large e-commerce in Indonesia, as well as more samples to provide increasingly specific results.

The variables used in this study, namely Electronic word of mouth, have been shown to influence each other's hospital visits; other factors/variables that were not studied in this study are indicated to have a possibility of having an influence; therefore, it is recommended that future research be conducted using other variables outside of the variables that have been studied in this study or adding other variables.

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