

## **BAB V**

### **PENUTUP**

#### **5.1 Kesimpulan**

- a. RS Premier Jatinegara telah berhasil menerapkan strategi pemasaran digital yang terstruktur dan efektif melalui penggunaan platform Instagram. Dengan pendekatan yang cermat dalam merencanakan dan mempublikasikan konten berdasarkan *center of excellence*, promosi dokter unggulan, dan testimoni pasien, RS Premier Jatinegara mampu membangun hubungan yang kokoh dengan audiensnya serta meningkatkan kesadaran dan kepercayaan terhadap layanan mereka.
- b. Strategi pemasaran digital melalui konten Instagram yang dilakukan oleh RSPJ mendapat tanggapan yang baik dari pasien.
- c. Berdasarkan uji hipotesis, didiapatkan bahwa:
  - *Entertainment, Customization, Interaction, EWOM, dan Trendiness* masing-masing berpengaruh positif dan signifikan terhadap niat berkunjung pasien.
  - *Entertainment, customization, interaction, EWOM, dan trendiness* secara bersama-sama atau simultan berpengaruh signifikan terhadap niat berkunjung pasien.
  - Faktor yang paling kuat mempengaruhi niat berkunjung pasien adalah *Trendiness*. Hal ini disebabkan karena kombinasi dari faktor usia yang cenderung mengikuti tren, pendidikan yang

membuat mereka peka terhadap informasi baru, dan kebutuhan kesehatan keluarga yang baru muncul.

## 5.2 Saran

- a. RSPJ diharapkan untuk dapat terus mengidentifikasi tren kesehatan terbaru yang sedang menjadi perhatian publik dan membuat konten yang relevan di seputar topik tersebut.
- b. RSPJ dapat bekerja sama dengan *influencer* yang memiliki banyak pengikut di media sosial sehingga dapat membantu mempromosikan layanan di RSPJ dengan cara yang lebih trendi dan relevan.
- c. RSPJ diharapkan tetap mengutamakan penggunaan visual yang menarik dan dinamis seperti video pendek, infografis, dan animasi yang menggambarkan informasi kesehatan dan layanan RSPJ yang *up-to-date* serta menyediakan wadah untuk sesi tanya jawab langsung dengan dokter spesialis atau melibatkan pasien RSPJ sehingga menarik perhatian lebih banyak pengguna media sosial, meningkatkan interaksi dengan pasien, dan semakin relevan dengan tren terbaru.
- d. RSPJ dapat menyusun strategi pemasaran digital berdasarkan siklus *customer journey 5A*, dimana di setiap tahapan siklus tersebut, RSPJ dapat menciptakan pengalaman yang memuaskan bagi pasien sehingga muncul loyalitas pada diri pasien yang membuat mereka lebih mudah berbagi ulasan positif kepada orang lain.

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