

A TREND ANALYSIS OF PATIENT VISITS FOLLOWING THE IMPLEMENTATION OF DIGITAL MARKETING STRATEGIES AT FAUZIAH MOTHER AND CHILD HOSPITAL, TULUNGAGUNG

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Abstract

Background : The advancement of information technology has encouraged hospitals to utilize digital marketing strategies as a means of promoting healthcare services. Digital marketing is considered effective in improving information dissemination, increasing public awareness, and enhancing patient visit rates.

Aims : This study aimed to determine the trends in patient visits following the implementation of digital marketing strategies at Fauziah Mother and Child Hospital, Tulungagung.

Methods : This study employed a quantitative descriptive method with a retrospective approach. Data were obtained from outpatient and inpatient patient visit reports at Fauziah Mother and Child Hospital, Tulungagung, from January to December 2025. Data analysis was conducted using frequency distribution, percentage analysis, and patient visit trend analysis..

Results : The highest number of outpatient visits was recorded in the Pediatric Clinic with 13,607 patients, while the Obstetrics and Gynecology (Ob-Gyn) Clinic accounted for 1,457 patients. In inpatient services, the number of pediatric patients reached 1,285, while maternal patients totaled 455. An increasing trend in patient visits was observed from August to December 2025.

Conclusion : The digital marketing strategies implemented by Fauziah Mother and Child Hospital, Tulungagung, contributed to increasing the exposure of healthcare services to the community, which subsequently impacted the growth of patient visits, particularly in pediatric outpatient and pediatric inpatient services. The optimal utilization of digital media can serve as an effective marketing strategy to enhance hospital competitiveness in the digital era.

Keywords : Patient Visit Trends, Digital Marketing, Hospitals, Healthcare Marketing, Outpatient Services.

Abstrak

Latar Belakang : Perkembangan teknologi informasi mendorong rumah sakit untuk memanfaatkan strategi digital marketing sebagai sarana promosi layanan kesehatan. Digital marketing dinilai efektif dalam meningkatkan penyebaran informasi, awareness masyarakat, dan jumlah kunjungan pasien.

Tujuan : Mengetahui Tren Kunjungan Pasien Setelah Implementasi Pemasaran Digital di RSIA Fauziah Tulangan.

Metode : Penelitian ini menggunakan metode deskriptif kuantitatif dengan pendekatan retrospektif. Data diperoleh dari laporan kunjungan pasien rawat jalan dan rawat inap RSIA Fauziah Tulungagung periode Januari–Desember 2025. Analisis data dilakukan menggunakan distribusi frekuensi, persentase, dan analisis tren kunjungan pasien.

Hasil : Jumlah kunjungan rawat jalan tertinggi terdapat pada Poli Anak sebanyak 13.607 pasien, sedangkan Poli Obgyn sebanyak 1.457 pasien. Pada layanan rawat inap, jumlah pasien anak mencapai 1.285 pasien dan pasien ibu sebanyak 455 pasien. Tren peningkatan kunjungan pasien terjadi pada periode Agustus hingga Desember 2025.

Kesimpulan : Strategi digital marketing yang dilakukan RSIA Fauziah Tulungagung berkontribusi dalam meningkatkan eksposur layanan kesehatan kepada masyarakat sehingga berdampak pada peningkatan kunjungan pasien, terutama pada layanan Poli Anak dan rawat inap anak. Pemanfaatan media digital yang optimal dapat menjadi strategi pemasaran efektif dalam meningkatkan daya saing rumah sakit di era digital.

Kata Kunci : Tren Kunjungan Pasien, Pemasaran Digital, Rumah Sakit, Pemasaran Kesehatan, Rawat Jalan.

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Introduction

The rapid advancement of information and communication technology has fundamentally transformed various industrial sectors, including healthcare service management. Hospitals can no longer rely solely on conventional marketing methods or personal recommendation-based promotions (Nadiyah & Prayoga, 2024). The shift in society toward digital-oriented behavior has led prospective patients to increasingly depend on the internet, social media, and online platforms to seek information and evaluate the quality of healthcare facilities before deciding to obtain medical treatment. This reality requires healthcare

institutions to promptly adopt digital marketing strategies to remain relevant and competitive in an increasingly challenging market.

As healthcare service providers, hospitals have a responsibility to deliver the highest quality of care to the community (Komalawati & Triswandi, 2022). This improvement in service quality is reflected through enhanced hospital management, including human resource, material, and financial management. In the context of management, planning plays a crucial role. Through effective planning, organizational goals, strategies, and guidelines can be established to support managerial activities (Amon &

Harliansyah, 2022). However, hospital management often encounters challenges in planning due to fluctuations and uncertainty in patient visit volumes, which may lead to inefficiencies (Apriliani et al., 2021). Therefore, efforts to estimate and predict patient visits are necessary. More accurate predictions of patient visit numbers enable hospitals to conduct more effective and efficient planning.

Based on data from Fauziah Mother and Child Hospital, Tulungagung, the majority of visitors consist of mothers and children, with approximately 85.7% belonging to the Millennial and Generation Z age groups, who are highly familiar with digital technology. Consequently, Fauziah Mother and Child Hospital is required to implement a more dynamic, educational, and accessible marketing communication model. In response to this need, the hospital management has implemented extensive digital marketing strategies. These initiatives aim to expand market reach, strengthen brand awareness, and communicate the hospital's service advantages more efficiently. Nevertheless, the success of digital marketing investment and implementation cannot be measured solely through social media indicators such as the number of followers or engagement rates. The actual outcome of effective hospital promotion is ultimately reflected in the conversion of digital platform interactions into

patients' decisions to visit and utilize the available medical services. Therefore, comprehensive mapping and analysis of the concrete impact of digital marketing on fluctuations in patient visit numbers are essential.

By utilizing trend analysis methods, this study was designed to examine patient visitation patterns at Fauziah Mother and Child Hospital, Tulungagung, following the implementation of digital marketing policies. This evaluation focuses on identifying significant growth, shifts in demographic trends, and changes in periodic visitation patterns after the implementation of these strategies. Practically, the findings of this study are expected to provide theoretical contributions and serve as a strategic reference for the management of Fauziah Mother and Child Hospital in developing more optimal digital marketing approaches in the future.

Digital marketing has become one of the strategies used by hospitals to enhance competitiveness and attract patient visits (Kotler & Keller, 2021). In healthcare services, digital marketing can be implemented through social media, official hospital websites, Google Business profiles, and other digital communication channels. Information regarding physician schedules, featured services, health education, and service promotions can be quickly and easily accessed by the public through digital media (Chaffey & Ellis-Chadwick, 2022). According to

Asmiati et al. (2023), the use of digital media in healthcare services can increase public awareness of hospital services and facilitate access to health information. Furthermore, Widiharti et al. (2025) reported that hospital social media platforms influence public interest in selecting healthcare facilities.

Fauziah Mother and Child Hospital, Tulungagung, is a specialized maternal and pediatric hospital that continuously develops healthcare services and promotional strategies for the community. One of the initiatives undertaken is the utilization of digital media to introduce hospital services and increase patient visits. Based on patient visit data in 2025, an increase in the number of visits was observed in several service units. The increase in patient visits during certain periods is presumed to be influenced by the hospital's digital marketing strategies through social media and online dissemination of healthcare service information. Easily accessible service information can enhance public awareness and patient trust in the hospital (Putri & Hidayat, 2022). Trend analysis of patient visits is essential to understand the development patterns of patient visit numbers and evaluate the impact of digital marketing strategies on hospital services. By identifying patient visit trends, hospitals can evaluate and develop more effective marketing strategies.

Method

This study was designed using a quantitative descriptive method with a retrospective approach. The quantitative descriptive method was employed to provide a systematic, factual, and accurate description of the facts, characteristics, and relationships among the investigated phenomena based on numerical data recapitulation. Meanwhile, the retrospective approach was applied because the researchers analyzed data and events that had occurred in the past, specifically historical patient visit data following the implementation of digital marketing strategies.

This study was conducted at Fauziah Mother and Child Hospital, Tulungagung. Data collection and the scope of the data used in this study covered all operational reports and patient visit records from January to December 2025. The selection of this study site was based on the intensive utilization of digital media as a healthcare service promotion strategy implemented by the hospital management during this period.

The study population consisted of all medical record data regarding patient visits, including both outpatient and inpatient service units at Fauziah Mother and Child Hospital throughout 2025. The sampling technique applied was total sampling (saturated sampling), in which all members of the population were included as research samples. A total of 3,197 patient visits

were recorded; therefore, all patient visit data were analyzed without any exclusion. In addition, a survey regarding the use of promotional media was conducted among 394 visitors using a consecutive sampling technique over a three-day period in November 2025.

Data collection was performed through a documentation method involving study objects relevant to the research objectives. The researchers did not conduct direct interventions with patients but collected secondary data obtained from the hospital's official archives. The data collection instruments consisted of three main documents: (1) periodic reports of outpatient and inpatient patient visits, (2) human resources profile reports of healthcare personnel working at the hospital, and (3) monthly performance recapitulation sheets from each outpatient and inpatient service unit.

The collected and classified data were analyzed descriptively to address the research objectives. The data processing and analysis procedures were conducted through four systematic stages. First, frequency distribution analysis was performed by tabulating data to determine the distribution of patient numbers in each service unit on a monthly basis. Second, percentage analysis was used to calculate the proportional contribution of visits from each outpatient clinic or inpatient care class to identify the service units most

frequently selected by patients. Third, patient visit trend analysis was carried out to map monthly fluctuations in patient visits and identify patterns of increase or decrease in patient volume. Finally, the interpretation of patient visit increases was conducted through scientific narrative conclusions by linking the results of visit trend patterns with the implementation of digital marketing strategies and other supporting clinical factors within the hospital.

Result and Discussion

Identification of Social Media Promotional Channels at Fauziah Mother and Child Hospital, Tulungagung

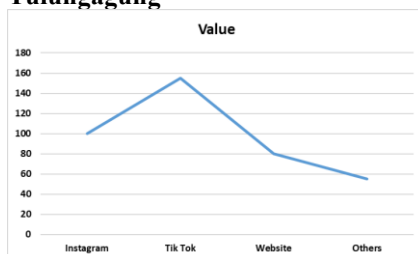


Figure 1.1 Social Media Promotion of Fauziah Mother and Child Hospital, Tulungagung

Based on Figure 1.1, Fauziah Mother and Child Hospital, Tulungagung, implemented promotional activities through various digital marketing channels, including social media platforms (Instagram and TikTok), the hospital's official website, and post-service retention programs. The survey results involving 394 visitors indicated

that TikTok was the most frequently accessed source of information about the hospital (39.56%), followed by Instagram (25.88%). These findings suggest that social media plays a significant role in enhancing public awareness and expanding the reach of healthcare service promotion. The effective utilization of digital platforms enables hospitals to communicate with prospective patients more efficiently and strengthen their competitive position in the digital era.

Table 1.1 Analysis of Outpatient and Inpatient Visits

The following is a detailed summary of patient visit data for the year 2025:

Number	Unit	Number of patients	Visits highest	Visit Lowest
clinic visits	Pediatric Clinic	13.607	1.310 patients / December	967 patients / July
	Obgyn Clinic	1.457	204 patients /December	404 patients /April
	3,499			
Inpatient Care	care Children	1.285		
	Inpatient Care Mother	455		

Based on table data 1.1, it is known that visits to the Pediatric Clinic show the highest total number of patients: ranging at 72.94% (13 607) of the total number of outpatient patient visits of 18 653 visits.

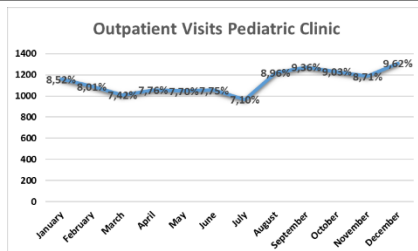


Figure 1.2 Outpatient Visits, Pediatric Clinic

Based on the data above, outpatient visits to the Children's Clinic from January to December 2025 were highest in December, with a total of 1310 patients with a percentage of 9,62 %. Meanwhile, outpatient visits to the Children's Clinic decreased in July, with 967 patients with a percentage of 7,10%.

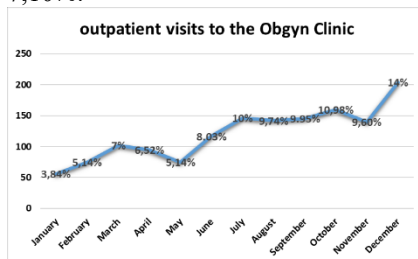


Figure 1.3 Outpatient Visits to the Obstetrics and Gynecology Clinic

Based on the data above, outpatient visits to the Obgyn Clinic from January to December 2025 were highest in December, with a total of 204 patients with a percentage of 14 %. Meanwhile, outpatient visits to the Obgyn Clinic decreased in January, with 56 patients with a percentage of 3,84%.

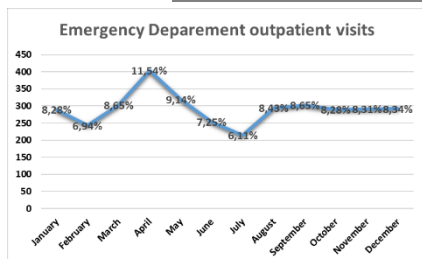


Figure 1.4 Emergency Department outpatient visits

Based on the data above, outpatient visits to the Emergency Department from January to December 2025 peaked in April, with 404 patients (11.54%). Conversely, outpatient visits dropped in July to 214 patients (6.11%).

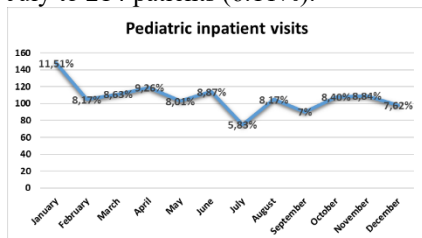


Figure 1.5 Pediatric inpatient visits

Based on the data above, pediatric inpatient visits from January to September 2025 peaked in January with 148 patients and a percentage of 11.51%. Meanwhile, pediatric inpatient visits decreased in July to 75 patients with a percentage of 5.83%.

Discussion

Based on the study results, it is known that the majority of visitors are exposed to media; about 39.5% report obtaining information about the hospital from TikTok and Instagram, in addition to

the hospital's website. Indonesian society is undergoing a major transformation due to social dynamics and technological progress. This phenomenon is very evident in the marketing sector, which has shifted from traditional methods to digital approaches. Driven by the rapid advancement of information and communication technology, the use of digital platforms has become a main pillar for business actors to connect with their target market (Agustina & Lahindah, 2020). The high preference rate of visitors for TikTok and Instagram (39.5%) shows that the current audience prefers content that is visual, interactive, and easy to digest. Hospitals are no longer seen as stiff and frightening institutions, but as service providers that must exist humanely in the digital space. Although social media dominates initial visitor attention, the hospital's official website remains crucial as the main information anchor (owned media). Social media serves as a strategy to attract interest, while the website functions as a data validation hub, doctor schedules, and online reservation system. According to Kotler and Keller (2016), multichannel digital marketing integration (omnichannel) is very important to create a seamless user experience and build patient trust. The study results show a trend of increasing patient visits in several service units at RSIA Fauziah Tulungagung during 2025, especially clearly visible in the Pediatric and

Obstetric-Gynecology Clinics in the period from August to December 2025. The increase in patient visits is strongly influenced by the hospital's digital marketing strategy. Social media has proven to be one of the most effective means of communication in introducing health services to the wider community. The information regularly presented includes doctor practice schedules, mother-and-child health education, service promotions, and documentation of hospital operational activities, which successfully increased trust and awareness of hospital service quality.

The significant increase in visits to the Pediatric and Obgyn Clinics is inseparable from the target audience characteristics of both clinics, namely the group of young mothers (millennial and Gen Z generations). This demographic group consists of digital natives who rely on the internet as the primary source of information before making medical decision. According to a study by Anshari et al. (2019) in the Journal of Hospital Marketing & Public Relations, modern patients tend to conduct independent information searching (self-sourcing) via social media before choosing a healthcare facility. Social media changes the relationship between hospitals and patients from previously passive to interactive. In addition to digital promotion, the determining factor for the success of visit conversion is the presence of competent specialist

doctors with a high reputation. In the Pediatric Clinic, one of the specialist doctors dominates patient preferences with a share of visits of 73,42%. Meanwhile, in the Obgyn Clinic, this is also the case: one holds a higher dominance share, reaching 82,07%. Research by Chaudhri et al. (2021) on Healthcare Social Media Marketing emphasizes that consistent educational content functions as a reputation-building tool. Patient trust is formed from perceptions of openness and expertise demonstrated by the institution in the digital space. In line with the Aaker's Brand Equity Model concept, strong brand awareness will lead consumers to the stage of positive brand association. In the context of healthcare services, Purcarea (2019) in the Journal of Medicine and Life states that interactive digital marketing strategies in hospitals significantly increase revisit intention and digital word-of-mouth referrals. From the inpatient care aspect, the volume of pediatric inpatients is much higher compared to inpatient mothers, with a percentage proportion of 73,85%. This finding confirms that the pediatric healthcare service unit has been successfully positioned as one of the flagship service products (core service) at RSIA Fauziah Tulungagung. In addition, it is known that the high number of visits to the clinics based on survey results shows that visitors obtain information from social media carried out by the marketing staff of RSIA

Fauziah Tulungagung. According to Jesica et al. (2025), patient loyalty and revisit intention can be significantly improved through the integration of emotional testimonials and interactive communication on social media. This healthcare services marketing study provides empirical evidence that digital communication elements are crucial in strengthening the relationship between the hospital and patients. Therefore, hospital officials are advised to optimize those digital content strategies. Based on inpatient pediatric visit data from January to September 2025, the highest was in January, with a total of 148 patients with a percentage of 11,51%. Meanwhile, pediatric inpatient visits decreased in July, with 75 patients with a percentage of 5,83%. Meanwhile, the hospital's outpatient service visits at the Obgyn Clinic were highest in December, with a total of 204 patients with a percentage of 14 %. Then, outpatient visits at the Obgyn Clinic decreased in January, with 56 patients with a percentage of 3,84%. The highest inpatient mother visits were in March, with a total of 48 patients with a percentage of 10,54%. Meanwhile, inpatient mother visits decreased in February, with 28 patients with a percentage of 6,15%. Fluctuations in the increase of pediatric inpatient visits in certain months may be influenced by the rise in illnesses in children, including, among others, diseases of the digestive tract or respiratory tract in children. According

to an epidemiological study by Sutaryo et al. (2020) in the Indonesian Journal of Pediatrics and Community Health, pediatric inpatient visits due to Respiratory Syncytial Virus (RSV) and Influenza experienced a sharp increase in months with high rainfall (December–January). High humidity extends the lifespan of viruses in the air and on surfaces, significantly increasing the risk of transmission of ARI and bronchiolitis in children. In addition, environmental conditions during the rainy season also contribute to an increase in dengue hemorrhagic fever (DBD) cases and digestive infections due to worsening sanitation, which often require inpatient care. Research by Widoyono (2018) in his book *Tropical Diseases: Epidemiology, Transmission, Prevention, and Its Eradication* notes that the morbidity pattern of children in Indonesia has a predictable annual cycle. July–August often becomes the period with the lowest incidence rates of infectious diseases that are transmissible, except for regions experiencing a clean water crisis, which instead triggers local transmission of gastrointestinal tract diseases. Conversely, the drastic decline in July (dry season) aligns with the characteristics of a decrease in circulation of the main respiratory viruses. Drier air and higher exposure to sunlight (ultraviolet) in mid-year naturally suppress the spread levels of several types of microorganisms in both school and home environments. In

accordance with the Hospital Capacity Management concept by Asplin et al. (2017), seasonal fluctuation data should be used by hospitals to adjust the number of available beds (bed occupancy rate management), the availability of logistics for children's medicines, and the scheduling of medical staff shifts (pediatric specialist doctors and nurses) so that they remain optimal during high-risk months such as January, and efficient during calmer months such as July. The increase in this visit trend also cannot be separated from macro-level hospital human resource (SDM) support. Most healthcare workers on duty already have adequate competence and active practice licenses. Even so, management is still faced with several operational constraints, such as a shortage in the quantity of healthcare workers in certain units and the presence of staff competency certifications that have expired (expired). In general, the combination of aggressive digital marketing strategies, excellent service quality, healthcare workers' competence, and the reputation of specialist doctors provides a significant positive impact on the growth of visits at RSIA Fauziah Tulungagung. RSIA Fauziah Tulungagung continues to improve service quality and develop leading services, including providing an ER (UGD) service. This is part of an integrated service and integrated in supporting maternal and child healthcare services.

Conclusion

The trend of patient visits at RSIA Fauziah Tulungagung in 2025 shows growth escalation in several service units, especially at the Pediatric Clinic (Poli Anak) and the OB-GYN Clinic (Poli Obgyn). The Poli Anak unit ranks as the service with the highest visit volume throughout the year, reaching a total of 13.607 patients. The implementation of digital marketing strategies provides a tangible impact contribution to increasing awareness and public interest in choosing RSIA Fauziah Tulungagung. Healthcare workers' competence, the reputation of specialist doctors' performance, and the quality of on-site physical services become the main pillars of key supporting factors in maintaining the upward patient trend.

Abbreviations

BPJS : Social Health Insurance Organizing Agency, RSIA : Mother and Child Hospital, UGD : Emergency Unit, SDM : Human Resources, Obgyn : Obstetrics and Gynecology, WHO : World Health Organization.

Declarations

This research was carried out in accordance with research ethics and applicable academic standards. The data used in this study consisted of secondary data on outpatient and inpatient visits at RSIA Fauziah Tulungagung from January to December 2025, as well as survey data

from visitors regarding the hospital's digital promotional media. All data is used solely for research purposes and kept confidential. The author states that the entire research process was conducted objectively and responsibly.

Ethics Approval and Consent Participant

This research has received permission from the management of RSIA Fauziah Tulungagung to use patient visit data in aggregate form without including patient identities. Survey data was collected voluntarily from hospital visitors, and all respondents agreed to participate after being informed about the purpose of the study. Respondent identities are kept confidential and are only used for scientific purposes.

Conflict of Interest

The author states that there are no conflicts of interest, either financial or non-financial, that could influence the conduct, analysis, or reporting of the results of this research.

Authors' Contribution

Agus Baijuri was involved in drafting the research concept, collecting data, analyzing data, interpreting research results, and preparing the manuscript. Pipit Festi Wiliyanarti was involved in developing the research methodology, supervising the research, critically reviewing the manuscript, and refining the article.

Ariesta Wira Permana was involved in validating data, interpreting research results, editing the manuscript, and giving final approval for publication.

All authors have read, reviewed, and approved the final version of the manuscript to be published and are responsible for the content of the article.

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