

The Role of Digital Marketing Strategy on Patient Loyalty with Hospital Service as a Moderator in Regional Public Hospitals Across Greater Bandung

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This study aims to analyze the influence of digital marketing strategy on patient loyalty, with hospital service as a moderating variable in Regional Public Hospitals across Greater Bandung. This study employs a quantitative approach using descriptive-verification methods. The research sample consisted of 100 hospital patient respondents selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed using PLS-SEM through outer model testing, inner model testing, and bootstrapping. The results show that digital marketing strategy has a significant effect on patient loyalty, with a T-statistic value of 2.680 and a p-value of 0.049. Hospital service is also proven to strengthen the influence of digital marketing strategy on patient loyalty, with a T-statistic value of 2.706 and a p-value of 0.048. The R-Square value of 0.512 indicates that the model is able to explain patient loyalty by 51.2%. These findings emphasize the importance of alignment between digital information and the actual quality of hospital services.

Keywords: digital marketing strategy, patient loyalty, hospital service.

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1. Introduction

The development of hospitals in Greater Bandung in 2026 shows increasingly strong competitive dynamics, particularly because patients have many choices of healthcare facilities and are becoming more active in using digital media before deciding which hospital to visit. Greater Bandung was selected as the research area because it is one of the densely populated regions in Indonesia, with public hospitals, private hospitals, specialized hospitals, main clinics, and digital-based healthcare services competing with one another to attract and retain patients. In the context of modern marketing management, hospitals are no longer sufficient merely by providing medical services; they must also be able to build patient experience, trust, a positive image, and loyalty through integrated marketing management [1].

A phenomenon that has become increasingly visible in 2026 is the growing use of Google Review as an initial source of information for prospective patients. Before choosing a hospital, patients tend to read ratings, reviews, testimonials, and hospital responses to public complaints. Google Review has become an open platform that directly reflects patient experiences, both positive and negative. Positive reviews usually contain satisfaction with communicative doctors, friendly nurses, fast service, clean facilities, and easy online registration. In contrast, negative reviews are often related to long queues, less responsive staff, changes in doctors' schedules, unclear service information, and delays in administrative processes. This phenomenon indicates that digital reputation, particularly in central public hospitals and regional public hospitals (RSUP/RSUD) in Greater Bandung, is strongly influenced by patients' service experiences.

Table 1. Google Review Results on Patient Loyalty toward Hospitals in Bandung, 2025–2026

No.	Hospital Name	Google Review Result	Google Review Comments	Indication of Problems
1	Dr. Hasan Sadikin Central General Hospital (RSUP Dr. Hasan Sadikin)	3.7/5.0 from approximately 5.5 thousand Google Reviews	Complaints about long queues, outpatient waiting time, pharmacy services, BPJS administration, and patient overcrowding.	Some patients expressed disappointment, reluctance to return, or suggested improvements to the service system.
2	Ujung Berung Regional Public Hospital (RSUD Ujung Berung)	3.9/5.0 from approximately 1.8 thousand Google Reviews	Many patient reviews highlight registration queues, outpatient waiting time, administrative processes, and responses to service information.	Disappointed patients tend to write criticism, give low ratings, or state their reluctance to return.
3	Majalaya Regional Public Hospital (RSUD Majalaya)	4.3/5.0 from approximately 2.7 thousand Google Reviews	Patient reviews highlight patient overcrowding, pharmacy queues, doctor waiting time, and coordination of service schedule information.	Unclear information and long service times may reduce patients' willingness to return.
4	Cicalengka Regional Public Hospital (RSUD Cicalengka)	4.4/5.0 from approximately 2.5 thousand Google Reviews	Reviews show complaints regarding service flow, staff friendliness, waiting time, and availability of information.	Patients who experience poor service may potentially switch to other healthcare facilities.
5	Oto Iskandar Di Nata Regional Public Hospital (RSUD Oto Iskandar Di Nata)	4.5/5.0 from approximately 4.9 thousand Google Reviews	Patient reviews show concern for facility quality, administration, clarity of information, and outpatient service experience.	Patients feel that the service is unclear and slow, and they tend not to return if there are better regional public hospital alternatives.
6	Cililin Regional Public Hospital (RSUD Cililin)	3.9/5.0 from approximately 1.1 thousand Google Reviews	Patient reviews discuss service access, queues, administration, staff communication, and service speed.	Satisfied patients tend to recommend the hospital, while disappointed patients express open complaints.
7	Lembang Regional Public Hospital (RSUD Lembang)	3.5/5.0 from approximately 200 Google Reviews	Reviews relate to ease of access, staff service, cleanliness, waiting time, and clarity of service information.	Positive experiences encourage "recommended" reviews, while negative experiences lead to criticism and the potential reluctance to return.

Source: Google Review (2026)

The table shows that the research problems in Regional Public Hospitals across Greater Bandung are not only related to the existence of digital channels, but also to the hospitals' ability to fulfill the service promises communicated to the public. Google Review data for the 2026 period can be used as an initial observation

basis because patient reviews reflect direct experiences related to queues, administration, staff friendliness, information response, waiting time, and service clarity. However, because Google Review is dynamic, the rating figures, number of reviews, and review quotations need to be re-documented by the researcher on the date of data collection.

The development of public hospital services in Greater Bandung during the 2025–2026 period indicates that regional public hospitals are facing increasingly high demands from the community. Regional public hospitals are not only required to provide safe and affordable medical services, but are also expected to deliver fast information, clear communication, friendly service, and a better patient experience. From a marketing management perspective, marketing is understood as the process of creating, communicating, and delivering value to customers; therefore, hospitals need to view patients not only as recipients of medical treatment, but also as service users who evaluate the overall service experience [1]. This study positions digital marketing strategy as variable X, patient loyalty as variable Y, and hospital service as the moderating variable.

The Google Review phenomenon among Regional Public Hospitals in Greater Bandung shows that patients are increasingly open in expressing their service experiences. When patients write complaints about long queues, slow staff responses, unclear doctors' schedules, or complicated administrative processes, these reviews can influence other prospective patients who are seeking hospital information. In service marketing, customer experience is very important because services are intangible and are assessed based on the alignment between expectations and actual experiences [2]. Thus, Google Review can serve as an initial source for identifying patient loyalty problems, especially when patient reviews contain statements such as "disappointed," "will not return," "slow service," or "better to go to another hospital."

Marketing strategies in regional public hospitals increasingly need to use digital media to deliver service information quickly and in a way that is easy for the public to understand. Digital marketing refers to the use of digital technology, websites, social media, search engines, applications, and online communication to achieve marketing objectives and build relationships with customers [3]. Digital marketing strategies may include official websites, social media accounts, Google Business Profile, WhatsApp services, doctors' schedule information, online registration, health education, and public service announcements. When these digital channels are managed properly, patients can more easily obtain information before visiting the hospital.

However, digital marketing strategies do not automatically generate patient loyalty if the actual service does not match the information received by patients. For example, a hospital may provide doctors' schedule information through digital media, but when patients arrive and the schedule changes without adequate notification, patient trust may decline. Lovelock and Wirtz [4] explain that the success of service marketing is strongly influenced by the alignment between service promises and the service delivery actually experienced by customers. In Regional Public Hospitals across Greater Bandung, the mismatch between digital information and service experience can be seen from complaints about queues, administration, waiting time, and staff responses that appear in Google Reviews.

Patient loyalty is important because the success of regional public hospitals cannot only be measured by the number of patient visits, but also by the hospital's ability to maintain patient trust. Customer loyalty is a commitment to reuse a product or service in the future, despite the presence of competing alternatives or other situational influences [1]. In hospitals, patient loyalty can be reflected in patients' willingness to return for treatment, attend follow-up visits, recommend the hospital to family members, and voluntarily provide positive reviews. Conversely, negative reviews that contain disappointment and reluctance to return indicate problems in patient loyalty.

Hospital service is positioned as a moderating variable because service can strengthen or weaken the influence of digital marketing strategy on patient loyalty. When a regional public hospital's digital marketing strategy is informative and the service received by patients is also fast, friendly, clear, and empathetic, patients are more likely to feel satisfied and develop trust. Conversely, when the digital strategy is good but the actual service is unsatisfactory, patients may feel that the hospital's digital information does not reflect reality. [2] emphasize that service quality is strongly influenced by reliability, responsiveness, assurance, empathy, and tangible evidence perceived by customers. Hospital service can therefore become a determining factor in the strength or weakness of the relationship between digital marketing strategy and patient loyalty.

Previous studies show that digital marketing is related to patient satisfaction and loyalty. Himawan and Shantika [5] found that hospital digital marketing strategies through websites, social media, search engine optimization, and online advertising can improve perceptions of hospital quality and patient satisfaction. Sutrisno, Aryotejo, and Andriani [6] also explain that digital marketing from the perspective of hospital doctors' reputation can influence patient visit performance because patients use digital information to assess service credibility before visiting. These findings are relevant to Regional Public Hospitals in Greater Bandung because patients today do not only rely on offline information, but also read digital reviews before deciding to use hospital services.

Studies in Indonesia also indicate that service and administrative digitalization can support patient retention. Mawa, Niode, and Umboh [7] found that digital marketing and digital administrative policies influence patient retention through healthcare service satisfaction in hospitals. This finding aligns with the need for Regional Public Hospitals in Greater Bandung to improve digital services, particularly doctors' schedule information, online registration, and administrative responses. In addition, Natalia, Muryantisa, and Achmadi [8] showed that digital service quality influences patient satisfaction and loyalty in regional hospitals. Digital marketing strategies in regional public hospitals should therefore be understood not merely as promotion, but as part of a service system that facilitates patients.

Service quality remains an important factor in shaping patient loyalty. Syamsul and AP [9] showed that the service marketing mix and service quality influence outpatient satisfaction and loyalty. Qomariah, Nursaid, and Mu'ah [10] also found that social media marketing, service quality, and brand image influence patient loyalty through patient satisfaction. In the context of Regional Public Hospitals in Greater Bandung, these findings strengthen the assumption that patient loyalty is not only determined by digital information, but also by patients' experiences when registering, waiting for services, meeting healthcare professionals, obtaining medicine, and receiving administrative explanations.

Google Review can also be understood as a form of electronic word of mouth because patients share their experiences publicly through digital platforms. Fikri and Jatmiko [11] explain that electronic word of mouth in hospital services is related to patient satisfaction and can serve as important input for hospital management in strengthening loyalty. If more positive reviews appear because patients feel that the service is fast, friendly, and informative, then the digital reputation of regional public hospitals will improve. Conversely, if negative reviews are dominated by complaints about queues, administration, and unclear information, then the effectiveness of the hospital's digital marketing strategy may decline.

Based on the explanation above, research on the influence of digital marketing strategy on patient loyalty, with hospital service as a moderating variable in Regional Public Hospitals across Greater Bandung, is important to conduct. Empirically, the pattern of Google Reviews from January 2025 to April 2026 shows service-related problems involving queues, information response, administration, doctors' schedules, and staff friendliness. Theoretically, this study enriches the field of healthcare service marketing management

by positioning hospital service as a factor that can strengthen or weaken the influence of digital marketing strategy on patient loyalty. Practically, the results of this study are expected to help Regional Public Hospitals across Greater Bandung improve their digital strategies while also enhancing the quality of services most frequently complained about by patients.

2. Literature Review

The Relationship between Digital Marketing Strategy and Customer Loyalty

The relationship between digital marketing strategy and customer loyalty indicates that digital marketing does not only function as a promotional tool, but also as a medium for building long-term relationships between companies and customers. Activities such as social media marketing, content marketing, e-WOM, digital CRM, influencer marketing, and e-service quality not only serve as promotional instruments, but also as means to build customer trust, satisfaction, engagement, and emotional attachment to the brand. Several studies confirm that customer loyalty increases when digital strategies are able to create brand trust, brand love, customer engagement, and brand equity [12]; [13]; [14]; [15]; [16].

Recent studies also show that the influence of digital marketing on customer loyalty is generally indirect, namely through mediating variables such as trust, satisfaction, brand experience, and perceived value. Digital strategies that are interactive, credible, consistent, and relevant to customer needs can encourage repeat purchases, positive recommendations, and customer commitment to the brand. [17], [18], [19], [20], [21] strengthen the view that customer loyalty in the digital era is strongly influenced by a company's ability to manage customer relationships continuously through digital media.

H1: Digital Marketing Strategy Can Influence Customer Loyalty

The Role of Company Service between Digital Marketing Strategy and Customer Loyalty

Company service means that service quality plays a role in strengthening or weakening the influence of digital marketing strategy on customer loyalty. Digital marketing strategies such as social media, AI-based interaction, video marketing, e-WOM, and digital CRM can improve customer experience when supported by responsive, easy-to-use, and personalized digital services [28]. The influence of digital marketing strategy on customer loyalty becomes stronger when customers perceive that the company's service is consistent with the promises delivered through digital channels [22]. Conversely, when company service is poor, attractive digital promotion may lose its influence because customers evaluate the company not only from its marketing messages, but also from the service experience they receive [29].

In the digital context, company service can be viewed through e-service quality, namely the quality of electronic services that includes response speed, transaction security, ease of access, system reliability, clarity of information, and the company's ability to handle customer complaints [23]. Good service can strengthen the relationship between digital marketing and loyalty because customers feel satisfied, trust the company, and have a positive experience after interacting with it [24]. E-service quality strengthens the relationship between digital marketing and customer experience, so digital service can be understood as a moderating factor in this relationship. Roslan and Rahayuningsih [25] also show that digital service quality is related to e-loyalty, especially when users' experiences with the company's digital services are positive. Company service as a moderator indicates that digital marketing strategy does not automatically generate customer loyalty without adequate service quality support. Fast, friendly, secure, consistent, and solution-oriented service can strengthen the influence of digital marketing on repeat purchases, positive recommendations, and customer commitment to the company [21]. Conversely, slow, unresponsive, or below-expectation service can weaken the relationship between digital marketing strategy and customer loyalty because customers feel that their real experience is not aligned with the company's digital image

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[26]. Companies need to ensure that digital marketing strategies are balanced with service quality so that customer loyalty can be developed sustainably [22]; [30]; [31]; [32].

H2: Company Service Strengthens the Influence of Digital Marketing Strategy on Customer Loyalty

3. Research Methodology

This study uses a descriptive-verbatim method with a quantitative approach. The descriptive method is used to describe digital marketing strategy, patient loyalty, and hospital service, while the verbatim method is used to test the influence of digital marketing strategy on patient loyalty with hospital service as a moderating variable. The research population consists of hospital patients in Regional Public Hospitals across Greater Bandung, with a sample of 100 hospital users/patients selected through purposive sampling. This sample determination is appropriate because PLS-SEM can be used with small to medium sample sizes to examine relationships among latent variables [27].

Data were collected through a Likert-scale questionnaire distributed to hospital patients. Digital marketing strategy was measured through the use of websites, social media, Google Business Profile, WhatsApp, doctors' schedule information, and online registration, because digital marketing utilizes digital technology to build relationships with customers [3]. Patient loyalty was measured through willingness to return for treatment, recommendations, and positive reviews, while hospital service was measured through reliability, responsiveness, assurance, empathy, and tangible evidence [1]. Data analysis was conducted using PLS-SEM through outer model testing, inner model testing, and hypothesis testing with bootstrapping. The hypothesis is accepted if the t-statistic is > 1.96 and the p-value is < 0.05 at a 5% significance level [27].

4. Research Results and Discussion

Respondent Demographics

The presentation of respondent demographics includes gender, age, latest education level, occupation, and frequency of hospital visits. These data are needed to ensure that the respondents have relevant experience in assessing hospital services, either directly through hospital visits or indirectly through digital information such as websites, social media, Google Review, Google Business Profile, WhatsApp, and online registration services.

Table 2. Respondent Demographics

Respondent Characteristics	Category	Frequency	Percentage
Gender	Male	42	42%
	Female	58	58%
	Total	100	100%
Age	21–30 years old	28	28%
	31–40 years old	34	34%
	41–50 years old	23	23%
	> 50 years old	15	15%
	Total	100	100%
Latest Education	Senior High School/equivalent	32	32%
	Diploma	18	18%
	Bachelor's Degree	40	40%
	Postgraduate	10	10%
	Total	100	100%
Occupation	Student/College Student	13	13%

Respondent Characteristics	Category	Frequency	Percentage
	Private Employee	35	35%
	Entrepreneur	22	22%
	Housewife	18	18%
	Others	12	12%
	Total	100	100%
Frequency of Visit	Once	22	22%
	2–3 times	47	47%
	> 3 times	31	31%
	Total	100	

Source: Instrument Data Processing Results (2026)

Based on the respondent demographic table, it is known that the respondents in this study were dominated by females, totaling 58 people or 58%, while male respondents amounted to 42 people or 42%. This condition indicates that women have a relatively high level of involvement in the use of hospital services and in decision-making related to healthcare services. Female respondents also tend to be active in seeking service information, paying attention to service experiences, and providing assessments of hospital service quality.

In terms of age, the majority of respondents were in the age range of 31–40 years, totaling 34 people or 34%. Furthermore, respondents aged 21–30 years amounted to 28 people or 28%, those aged 41–50 years totaled 23 people or 23%, and respondents aged above 50 years amounted to 15 people or 15%. These results indicate that most respondents were in the productive age group. Productive-age groups are generally more active in using digital media to search for hospital service information, such as doctors' schedules, online registration, facility information, patient reviews, and official hospital communication channels.

Based on the latest level of education, the largest group of respondents were bachelor's degree graduates, totaling 40 people or 40%, followed by senior high school/equivalent graduates totaling 32 people or 32%, diploma graduates totaling 18 people or 18%, and postgraduate graduates totaling 10 people or 10%. This composition indicates that the majority of respondents had a medium to high level of education, so they were considered capable of understanding the questionnaire items and providing rational assessments of digital marketing strategy, hospital service, and patient loyalty.

In terms of occupation, the majority of respondents were private employees, totaling 35 people or 35%, followed by entrepreneurs totaling 22 people or 22%, housewives totaling 18 people or 18%, students/college students totaling 13 people or 13%, and other categories totaling 12 people or 12%. This shows that the respondents came from diverse occupational backgrounds. This occupational diversity provides varied perspectives in assessing hospital services, particularly regarding service speed, clarity of information, ease of digital access, and comfort during the use of hospital services.

Meanwhile, based on the frequency of hospital visits, most respondents had visited the hospital 2–3 times, totaling 47 people or 47%. Respondents who had visited more than 3 times amounted to 31 people or 31%, while respondents who had visited only once totaled 22 people or 22%. These data indicate that the majority of respondents had more than one experience in using hospital services. Therefore, respondents were considered to have sufficient experiential basis to assess hospital service quality, the alignment between digital information and actual service, and their tendency toward loyalty to reuse hospital services in the future.

Hypothesis Testing Results

Outer Model Evaluation

The outer model, or measurement model, is used to measure the relationship between indicators and latent variables in this study, namely digital marketing strategy, patient loyalty, and hospital service. This test was conducted to ensure that each indicator was able to explain its variable properly before testing the structural model or inner model [27].

1. Convergent validity testing was conducted through the loading factor value. An indicator is declared valid if it has a loading factor value of > 0.700 , because this value indicates that the indicator has a strong contribution in measuring its latent variable. The test results using PLS-SEM are presented in the following figure to show the loading factor value of each indicator (Hair et al., 2022).

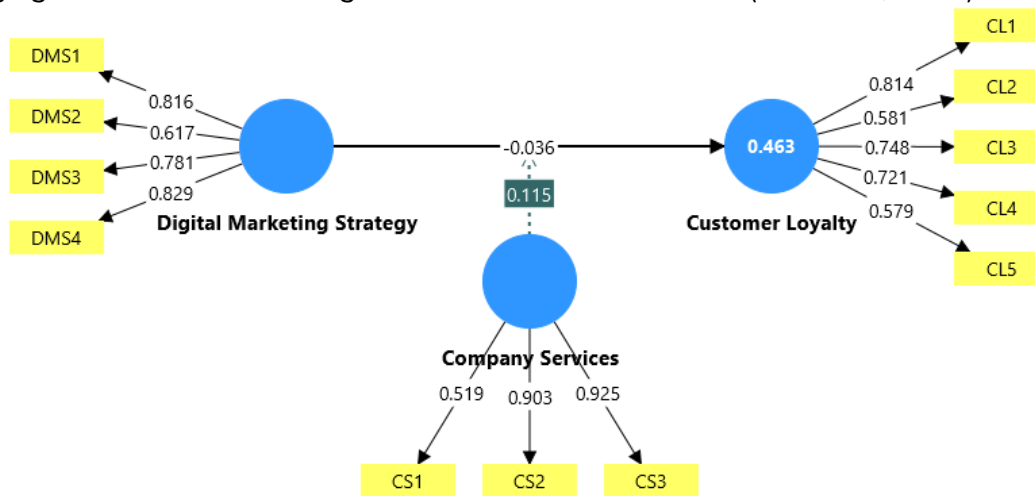


Figure 1. Initial Research Model

Source: Data Processing Results (2026)

Based on the previous figure, it can be seen that several indicators are still invalid because they have values below 0.700. Therefore, these indicators must be removed in order to meet the validity criteria. Validity itself can be defined as a measurement that accurately reflects the concept intended to be measured. The structural improvement for values below the required threshold is as follows:

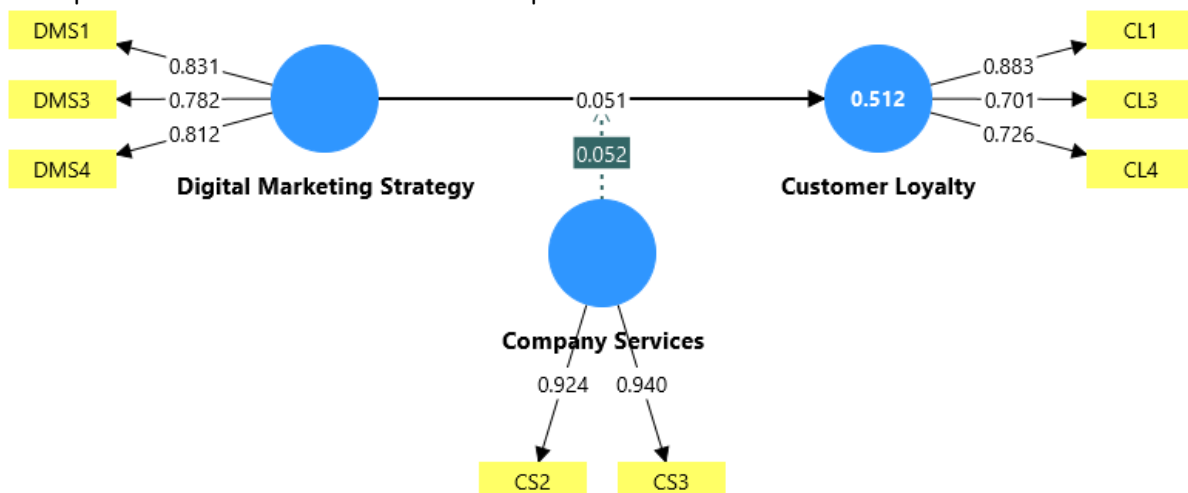


Figure 2. Research Model After Improvement

Source: Data Processing Results (2026)

2. Average Variance Extracted (AVE) is used to assess convergent validity for each latent variable. A variable is considered valid if it has an AVE value of > 0.500 , as this indicates that the variable is able to

explain more than half of the variance of its indicators [27]. Based on the test results, all variables in this study, namely digital marketing strategy, patient loyalty, and hospital service, have AVE values above 0.500. Therefore, all latent variables are declared valid and suitable for use in the subsequent analysis.

Table 3. Average Variance Extracted (AVE) Test Results

Latent Variable	AVE
X: Digital Marketing Strategy	0.654
Y: Customer Loyalty	0.600
Z: Company Service	0.868

Source: Data Processing Results (2026)

- Discriminant validity is used to ensure that each construct in this study, namely digital marketing strategy, patient loyalty, and hospital service, has a clear distinction from one another. The test was conducted using the Fornell-Larcker Criterion, by comparing the square root of the AVE value with the correlations among constructs [27]. Based on the test results, the square root of the AVE value for each construct is greater than its correlation value with other constructs. Therefore, all constructs in this research model are declared to have met the criteria for discriminant validity.

Table 4. Fornell-Larcker Criterion Test Results

Latent Variable	Z: Company Service	Y: Customer Loyalty	X: Digital Marketing Strategy
Z: Company Service	0.932		
Y: Customer Loyalty	0.712	0.774	
X: Digital Marketing Strategy	0.381	0.310	0.809

Source: Data Processing Results (2026)

- Cronbach's Alpha and Composite Reliability are used to test the reliability or consistency of indicators in measuring latent variables. A construct is declared reliable if it has a value of > 0.700 , meaning that its indicators are considered consistent in measuring the research variable [27]. Based on the test results, all variables in this study, namely digital marketing strategy, patient loyalty, and hospital service, have reliability values that meet the required criteria. Therefore, the measurement model is declared reliable and suitable for use in the next stage of analysis.

Table 5. Cronbach's Alpha and Composite Reliability Test Results

Latent Variable	Cronbach's Alpha	Composite Reliability	Value Limit	Description
X: Digital Marketing Strategy	0.751	0.850	0.700	Reliable
Y: Customer Loyalty	0.793	0.816	0.700	Reliable
Z: Company Service	0.849	0.930	0.700	Reliable

Source: Data Processing Results (2026)

Inner Model Evaluation

After the outer model was declared to have met the validity and reliability criteria, the next stage was to evaluate the inner model or structural model. This test was conducted to determine the strength of the relationships among variables in the study through the Goodness of Fit Model test.

- One stage in evaluating the inner model is the R-Square (R^2) analysis. The R^2 value is used to determine how much the endogenous variable, namely patient loyalty, can be explained by the exogenous variable, namely digital marketing strategy, and hospital service as the moderating variable. The higher the R^2 value, the greater the model's ability to explain the endogenous variable [27].

Table 6. R-Square Value Range Classification

Range	Category
0.000–0.250	Very Weak

Range	Category
0.251–0.500	Weak
0.501–0.700	Moderate
0.701–1.000	Strong

Source: Savitri et al. (2021)

2. The test results in the table show that the R-Square (R^2) value for the patient loyalty variable is 0.512 or 51.2%. This means that patient loyalty can be explained by digital marketing strategy and hospital service by 51.2%, while the remaining 48.8% is influenced by other variables outside this research model. This value indicates that the model's ability to explain patient loyalty is in the moderate category.

Table 7. R-Square Test Results

Latent Variable	R-Square
Y: Customer Loyalty	0.512

Source: Data Processing Results (2026)

3. Multicollinearity analysis was conducted to ensure that the variables in the model do not have excessively high relationships with one another. This test is viewed from the Variance Inflation Factor (VIF) value, with the provision that the model is declared free from multicollinearity if the VIF value remains within the acceptable limit. Based on the test results, the VIF values were within the acceptable range; therefore, it can be concluded that this research model does not experience multicollinearity problems. Thus, the variables in the model are considered unique and suitable for further analysis.

Table 8. Multicollinearity Test Results

Latent Variable	Y: Customer Loyalty
X: Digital Marketing Strategy	1.185
Y: Customer Loyalty	
Z: Company Service	1.217
Z: Company Service × X: Digital Marketing Strategy	1.080

Source: Data Processing Results (2026)

4. Q-Square (Q^2) analysis is used to assess the model's ability to predict observational data. A model is declared to have predictive relevance if the Q^2 value is > 0.000 , whereas a Q^2 value < 0.000 indicates that the model has weak predictive ability. Based on the calculation results, the Q-Square value in this study is above 0.000. Therefore, the research model is declared to have good predictive relevance and is suitable for explaining the relationships among variables.

$$Q^2 = 1 - (1 - R^2)$$

$$Q^2 = 1 - (1 - 0,512^2)$$

$$Q^2 = 0,262$$

5. Goodness of Fit (GoF) analysis is used to assess the overall model fit in SEM-PLS. This test is conducted manually by examining the average AVE value and R-Square (R^2) value to determine the strength of the research model. In this study, the average AVE value was 0.707 and the R^2 value was 0.512, resulting in a GoF value of 0.601. This value is greater than the strong threshold of 0.360; therefore, the research model is declared to have a high level of Goodness of Fit and is suitable for further analysis [27].

$$\text{Nilai GOF} = \sqrt{\text{Rata - rata nilai AVE} \times \text{Rata - rata nilai R - Square}}$$

$$\text{Nilai GOF} = \sqrt{0,707 \times 0,512}$$

$$\text{Nilai GOF} = 0,601$$

6. T-statistics through bootstrapping for direct effects are used to test the significance of relationships among variables in the study. A relationship is declared significant if the T-statistic value is > 1.900 and the P-value is < 0.050 . In this study, bootstrapping was used to determine the effect of digital marketing

strategy on patient loyalty, as well as the role of hospital service as a moderating variable. The test results are presented in the following table.

Table 9. Hypothesis Testing Results (Path Coefficients) for Direct Effects

Variable Relation	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X → Y	0,051	0,061	0,073	2,680	0,049
Z × X → Y	0,052	0,044	0,076	2,706	0,048

Source: Data Processing Results (2026)

Discussion of Hypothesis Testing Results

Based on the results of hypothesis testing, digital marketing strategy has a significant effect on patient loyalty. This is indicated by the path coefficient value of X → Y of 0.051, a T-statistic value of 2.680, and a p-value of 0.049. Since the T-statistic value is greater than 1.96 and the p-value is less than 0.05, H1 is accepted. Furthermore, the moderation test results show that hospital service strengthens the influence of digital marketing strategy on patient loyalty. This is evidenced by the interaction coefficient value of Z × X → Y of 0.052, a T-statistic value of 2.706, and a p-value of 0.048. Since these results meet the significance criteria, H2 is accepted.

Research Findings

The results of the study show that digital marketing strategy has a significant effect on patient loyalty in Regional Public Hospitals across Greater Bandung. This is proven by the hypothesis testing results, with a coefficient value of 0.051, a T-statistic value of 2.680, and a p-value of 0.049. Since the p-value is less than 0.05, the first hypothesis is accepted. This finding indicates that the use of digital media such as websites, social media, Google Business Profile, WhatsApp, doctors' schedule information, and online registration can increase patients' tendency to return for treatment, recommend the hospital, and provide positive reviews.

The next finding shows that hospital service is able to strengthen the influence of digital marketing strategy on patient loyalty. The moderation test results show an interaction coefficient value of 0.052, a T-statistic value of 2.706, and a p-value of 0.048. This means that digital marketing strategy will be more effective in shaping patient loyalty when supported by services that are fast, friendly, responsive, clear, and aligned with patient expectations.

In addition, the R-Square value of 0.512 indicates that patient loyalty can be explained by digital marketing strategy and hospital service by 51.2%, while the remaining 48.8% is influenced by other factors outside the research model. Therefore, this research model falls into the moderate category, meaning that it is sufficiently capable of explaining the relationships among the variables studied.

Novelty of the Research Findings

The novelty of this study lies in the use of hospital service as a moderating variable in the relationship between digital marketing strategy and patient loyalty. Previous studies generally discussed only the direct influence of digital marketing on satisfaction or loyalty. This study extends the discussion by showing that the success of digital marketing strategy does not stand alone, but strongly depends on the quality of actual service received by patients.

Another novelty is the research context, which focuses on Regional Public Hospitals across Greater Bandung, with the Google Review phenomenon as an initial reflection of patient experience. This study

does not only view digital marketing as a promotional tool, but also as part of a service system that must be aligned with patients' experiences in the hospital.

Thus, the results of this study provide a new contribution by showing that patient loyalty is not only shaped by attractive digital information, but also by the alignment between digital service promises and actual hospital services. If digital information is good but the service is slow, unclear, or less responsive, patient loyalty may weaken. Conversely, if digital strategy is supported by satisfactory service, patient trust and loyalty will become stronger.

5. Conclusion

The conclusion of this study shows that digital marketing strategy has a significant effect on patient loyalty in Regional Public Hospitals across Greater Bandung. This means that the use of digital media such as websites, social media, Google Business Profile, WhatsApp, doctors' schedule information, and online registration can encourage patients to reuse hospital services, recommend them to others, and provide positive reviews. In addition, hospital service is proven to strengthen the influence of digital marketing strategy on patient loyalty. This means that digital marketing will be more effective when the information delivered by the hospital is consistent with the actual service experience received by patients, such as fast, friendly, responsive, clear, and adequate service.

The recommendation of this study is that Regional Public Hospitals across Greater Bandung need to manage their digital marketing strategies in a more integrated manner with service quality improvement. Hospitals should regularly update information on doctors' schedules, registration procedures, outpatient services, and complaint channels through digital media so that patients can obtain clear information before visiting. In addition, hospital management needs to improve service aspects that are frequently complained about by patients, such as queues, waiting time, administration, staff responses, and clarity of information. By aligning digital communication with actual service delivery, hospitals can improve patient satisfaction, trust, and loyalty in a sustainable manner.

6. References

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