
THE INFLUENCE OF SERVICE QUALITY AND INSTAGRAM SOCIAL MEDIA PROMOTION ON PUBLIC DECISION IN CHOOSING HOSPITALS IN WEST JAVA



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Abstract

This study aims to analyze the influence of service quality and promotion on Instagram on the public's decision-making regarding hospital selection in West Java. In the era of digital transformation, hospitals are required to optimize modern communication strategies to maintain their presence amid intense competition in the healthcare industry. The research method used was a quantitative survey with a cross-sectional approach. Data were collected through a structured questionnaire administered to 200 respondents residing in West Java using purposive sampling. Data analysis employed multiple linear regression using SPSS software. The results indicate that, simultaneously, service quality and Instagram promotion significantly influence public decision-making by 70.9%. Partially, service quality has a more dominant influence than Instagram promotion in determining public decisions. These findings indicate that while visual content and digital interactions are important for attracting interest, patient trust remains rooted in the excellence of physical and medical services. It is recommended that hospital management integrate high-quality service standards with educational digital marketing strategies to strengthen competitiveness in the healthcare services market.

Keywords: Service Quality, Instagram Promotion, Hospital Selection Decisions, and West Java

INTRODUCTION

In every country, healthcare facilities are one of the key factors that play an indispensable role in providing healthcare services to maintain and address health issues across the entire population (Fatkhurrohman et al. 2023). Everything related to humanity is bound to evolve, whether in terms of technological advancements or industry competition (Putri, Komara, and Sukajie 2024). Along with technological advancements, population growth, and economic progress, public awareness of health is increasing (Yanas et al. 2024). In the era of digital transformation, hospitals no longer rely solely on medical quality such as outpatient care, inpatient care, and emergency services (Mayasari et al. 2020), but also on their ability to attract and retain patients through modern communication strategies (Kustomo et al. 2025), to maintain their existence amidst competition that may lead to an increase in the number of hospitals, thereby providing the public with choices when selecting a hospital (Fuadah 2022).

This phenomenon indicates that the majority of large hospitals in West Java focus on business aspects (profit-oriented) to improve their operational efficiency, leading to intense competition among hospitals that can survive in the market (Bestianti 2020). Effective management is essential to ensure high competitiveness; to avoid losing customers, hospitals must improve their services, carefully understand customer needs to meet their expectations, and enhance customer loyalty (Nuriza, Mustikawati, Silviana, and Liana 2024). The increasing use of the internet and social media in Indonesia presents significant opportunities for hospitals to reach a broader market through digital marketing; however, the resulting intense competition among hospitals leaves patients confused about which one to choose (Darmawijaya, Muhandi, and Rizal Chaidir 2023), and the decision not to choose a hospital has a direct impact on a decline in visits, which serves as a benchmark for patients to reuse the services they have previously utilized (Kristianawati and Sulistyani 2023).

The key to successful hospital care lies in harmonious collaboration between medical and non-medical staff to achieve optimal outcomes (Mahfudhoh and Muslimin 2020). The purpose of this study is to determine the influence of service quality and promotion on Instagram on the public's decision-making regarding hospital selection in West Java.

REVIEW OF LITERATURE

Satisfied consumers tend to provide word-of-mouth recommendations, which have proven to be a key driver in the promotion of healthcare services (Indriani, Akbar, and Arianto 2023). To win over consumers, hospitals need to build a strong brand image and implement a marketing mix consisting of product, price, place, and promotion (Rochmiati 2021).

The adoption of information technology has shaped a new governance framework for society in line with the Smart City concept (Jeki Purnomoa 2021). According to research findings by (SA and Pujiyanto 2021), more than 4.5 billion people worldwide use the internet, with over 3.8 billion social media users as of early 2020. Instagram has emerged as the dominant platform and primary tool for social media communication, offering high accessibility and the dissemination of health information to diverse population groups regardless of age, education, race, ethnicity, or location. Consequently, many health organizations utilize it as a strategic tool for health communication and education. Hospitals must continue to innovate to reach a wider patient base, increase community engagement, and strengthen their brand image through social media, particularly Instagram, which serves

as a strategic tool enabling direct interaction with patients, the dissemination of health information, the introduction of service facilities, and the building of closer relationships with the community(Fenilho et al. 2023).

Instagram, with features such as Reels, Stories, feeds, and direct messages, has become an effective and popular tool for health promotion(Kristianawati and Sulistyani 2023). In the midst of a challenging digital era, hospitals are required to implement effective digital marketing strategies to compete in domestic and global markets, with service quality that meets patient expectations determined by the performance of frontline staff as the hospital's direct representatives, thereby influencing patient loyalty, service continuity, and overall business sustainability(Kurniawan et al. 2021). Over the past few decades, social media has influenced human life, defined as electronic communication where users create online communities to share information, ideas, personal messages, and other content(Miarti and Legasari 2022). Marketing exposure through Instagram will influence Instagram users to seek recommendations or consider it as an alternative when deciding on healthcare services or treatment(Budiyanto, Pradiani, and Fathorrahman 2024).

A patient's decision to visit a hospital is a process of selecting from various available alternatives and serves as a measure of the hospital's success(Kristianawati and Sulistyani 2023). This decision-making behavior is influenced by marketing stimuli as well as external factors such as technology and culture(Utami et al. 2024). Given that the right decision significantly impacts the sustainability of services and hospital efficiency indicators such as BOR and LOS, the use of digital marketing strategies via Instagram is a relevant strategic step to influence patient visit decisions today(Darmawijaya et al. 2023).

Research conducted by (Firdaus, Wahyudi, Achadi, and Sulistiadi 2024) shows that social media promotions have a positive effect on initial perceptions of hospital service quality; however, this effect is not sustainable without consistent service quality. Meanwhile, (Amanda and Achmadi 2025) emphasize that service quality significantly influences patient decisions, particularly regarding response speed and transparency of information. This supports Firdaus's findings regarding the importance of service quality. Meanwhile, (Baiquni et al. 2025) add that trust in the institution is the most critical factor in service selection, even stronger than the number of likes or promotional visuals, which actually reinforces criticism of the effectiveness of digital promotion alone.

RESEARCH METHOD

This study employs a quantitative survey method using a cross-sectional approach to describe the relationship between risk-causing variables and their resulting effects within a single time periode(Nuriza et al. 2024).

In this study, the first independent variable is Service Quality, which includes the elements of speed, friendliness, comfort, and facilities. The second variable is Instagram promotion, which includes content, posting frequency, interaction, and account credibility. Meanwhile, the dependent variable is the public's decision regarding the choice of a hospital.

The study population consists of all residents in West Java who actively use Instagram and have experience or the potential to choose a hospital as a place for medical treatment. The sample for this study was selected using purposive sampling, including patients who have access to the hospital's social media and have received medical services. The sample size was calculated using the Solvin formula with a significance level of 1%. From 200

Instagram users, the minimum required sample size was 197 active users, each of whom had experience or preferences regarding hospital selection (Octaviana and Hafizurrachman 2025).

This study utilized primary data obtained directly from respondents through a questionnaire created as a Google Form, which was then privately distributed via the WhatsApp app; subsequently, the respondents' answers were recorded and analyzed. The questionnaire used a 1–5 Likert scale (Strongly Disagree to Strongly Agree), structured based on indicators of service quality and Instagram promotion, as well as factors influencing hospital selection. The analytical techniques used included validity tests, reliability tests, multiple linear regression, the coefficient of determination, simultaneous F-tests, and partial T-tests (Putri et al. 2024).

RESULTS AND DISCUSSION

Based on data collected through a questionnaire distributed to 200 respondents in West Java, a profile of the respondents' characteristics was obtained, including gender, age, exposure to promotions, and service experience. The following are the characteristics of the respondents based on the questionnaire results.

Table 1.
Respondent Characteristic

Characteristics	Frequency	Percentage
Gender		
Female	145	72,5%
Male	55	27,5%
Total	200	100%
Age		
<20 Years	12	6%
20 – 30 Years	138	69%
30 – 40 Years	31	15,5%
> 40 Years	19	9,5%
Total	200	100%
Have You Ever Seen Promotions at the Hospital		
Yes	182	91%
No	18	9%
Total	200	100%
Have You Ever Sought Medical Treatment or Used Hospital Services		
Yes	190	95%
No	10	5%
Total	200	100%

Source: survey results 2026

Based on the demographic table above, the majority of respondents were female, totaling 145 people (72,5%). In terms of age, the respondent profile is dominated by the productive age group, where the largest percentage falls within the 20 – 30 age range, totaling 138 people (69%), followed by the 30 – 40 age group with 31 people (15,5%).

Regarding respondents' interactions with the hospital, the data indicates a very high level of awareness. A total of 182 respondents (91%) stated that they had seen promotions conducted at the hospital. In line with this, the majority of respondents also had direct experience with healthcare services, with 190 respondents (95%) reporting that they had sought treatment or used services at the hospital. This indicates that the respondents possess sufficient knowledge and experience to provide valid assessment in this study.

Validity Test

The results of the validity test are as follows:

Tabel 2.
Validity Test

Question No	<i>r</i> output	<i>r</i> table	Remarks	Question No	<i>r</i> output	<i>r</i> table	Remarks
1	0,722	0,181	Valid	22	0,732	0,181	Valid
2	0,722	0,181	Valid	23	0,767	0,181	Valid
3	0,654	0,181	Valid	24	0,683	0,181	Valid
4	0,704	0,181	Valid	25	0,773	0,181	Valid
5	0,726	0,181	Valid	26	0,773	0,181	Valid
6	0,732	0,181	Valid	27	0,773	0,181	Valid
7	0,693	0,181	Valid	28	0,789	0,181	Valid
8	0,681	0,181	Valid	29	0,733	0,181	Valid
9	0,635	0,181	Valid	30	0,612	0,181	Valid
10	0,734	0,181	Valid	31	0,681	0,181	Valid
11	0,74	0,181	Valid	32	0,658	0,181	Valid
12	0,744	0,181	Valid	33	0,779	0,181	Valid
13	0,624	0,181	Valid	34	0,766	0,181	Valid
14	0,726	0,181	Valid	35	0,765	0,181	Valid
15	0,693	0,181	Valid	36	0,736	0,181	Valid
16	0,687	0,181	Valid	37	0,723	0,181	Valid
17	0,66	0,181	Valid	38	0,755	0,181	Valid
18	0,656	0,181	Valid	39	0,745	0,181	Valid
19	0,61	0,181	Valid	40	0,763	0,181	Valid
20	0,705	0,181	Valid	41	0,673	0,181	Valid
21	0,708	0,181	Valid	42	0,753	0,181	Valid

Based on the table above, it can be concluded that all items are valid, with the smallest coefficient value found in item 19 at 0,91 and the largest value found in item 28 at 0,789.

Reliability Test

The results of the reliability test for each variable are as follows:

Tabel 3.
Reliability Test

Variable	Cronbach's Alpha	Criteria	Description
Service Quality (X1)	0,948	0,60	Reliable
Instagram Promotion (X2)	0,921	0,60	Reliable
Public Opinion (Y)	0,881	0,60	Reliable

Based on the reliability test result above, all are deemed *reliabel*.

Simultaneous F – Test

Tabel 4.
Simultaneous F – Test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2823,834	2	1411,917	243,766	,000 ^b
	Residual	1141,041	197	5,792		
	Total	3964,875	199			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The F – test is used to determine whether all independent variables (X1 and X2) together (simultaneously) have a significant effect on the dependent variable (Y). Based on the results of the ANOVA test in the table above, the calculated F-value is 243.766 with a significance level of 0.000. Since the significance value of 0.000 is less than 0.05, it can be concluded that H_0 is rejected and H_a is accepted. This indicates that the independent variables (X1 and X2) simultaneously influence the dependent variable (Y). In other words, the regression model used is adequate for explaining the effects of the variables under study.

Partial Test

Table 5.
Partial T – Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,533	1,284		5,087	,000
	X1	,240	,022	,669	11,048	,000
	X2	,116	,033	,212	3,508	,001

a. Dependent Variable: Y

Based on the results of the t-test, it was found that both independent variables have a significant individual effect. Variable X1 has a significance value of 0.000 (<0.05), meaning X1 makes a significant contribution to Y. Similarly, variable X2 shows a significance value of 0.001 (<0.05), indicating a statistically significant effect. However, when viewed from the

Standardized Beta Coefficient values, variable X1 (0.669) has a far more dominant influence compared to X2 (0.212) in determining the fluctuations of variable Y

Coefficient of Determination

Table 6.
Coefficient Of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844 ^a	.712	.709	2,40668

a. Predictors: (Constant), X2, X1

Based on the data analysis results in the Model Summary table, an Adjusted R-Square value of 0.709 was obtained. This value indicates that the independent variables (X1 and X2) simultaneously contribute 70.9% to the variation in the dependent variable (Y).

Result of Multiple Linear Regression Analysis

Based on the data analysis using SPSS, the multiple linear regression equation model is as follows:

$$Y=6.533+0.240X1+0.116X2$$

The constant value of 6.533 represents the baseline value of the dependent variable when the independent variables are held constant. The positive regression coefficients for variables X1 (0.240) and X2 (0.116) indicate a positive relationship. This means that any improvement made to aspects of X1 and X2 will result in a measurable increase in variable Y.

Figures (refer to Figure 1, Figure 2, ...) should be presented above each figure and followed by the description of the figure.

CONCLUSION

Based on the research findings, it can be concluded that the decision-making of the public in West Java regarding hospital selection is significantly influenced by the perceived quality of service and promotional efforts conducted via the Instagram social media platform. Service quality encompassing aspects of speed, friendliness, and facility completeness emerges as the most dominant factor in shaping public choice, as it effectively builds trust and fosters a positive institutional image. Additionally, effective promotion on Instagram through engaging visual content and active interaction has proven successful in increasing public interest in utilizing specific healthcare services. As a recommendation, hospital management in West Java should consistently improve standards of excellent service and expand the reach of their digital marketing strategies. Focusing on interactive educational content and managing patient testimonials on social media can be strategic steps to strengthen competitiveness and attract patient visits in this era of digital transformation

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