FROM HOSPITAL TO HOME: PT GRIYAKAMI'S MARKETING STRATEGY TO REACH HOME CARE CUSTOMERS

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Abstract

The homecare industry is experiencing rapid growth; however, there remains a gap in the literature concerning the application of multidimensional marketing strategies, particularly among private providers such as PT Griyakami. Most previous studies have focused on hospital-based service promotion, overlooking the tailored approaches required in homecare settings. This study aims to fill that gap by identifying and analyzing the most effective marketing strategies in the homecare industry, especially for customer acquisition and retention in digital contexts. Using a Systematic Literature Review (SLR) of 30 indexed articles (2016–2024) from Google Scholar and analyzed through VOSviewer, this study reveals thematic trends in homecare marketing strategies. The findings indicate that digital-based strategies—such as social media campaigns, telemedicine integration, and online service personalization—are significantly correlated with increased brand awareness and customer conversion. Strategic collaborations with healthcare institutions and educational approaches are also shown to enhance customer trust and loyalty. Post-2020 research trends reveal a shift toward digital health innovation, highlighting the importance of adaptive, technology-driven marketing strategies. Based on these findings, this study recommends that PT Griyakami implement a data-driven, multichannel marketing strategy, including: (1) development of a digital platform integrated with HMIS and registration features; (2) partnerships with midwives and BPJS to expand outreach; (3) flexible pricing models based on patient segmentation; and (4) structured performance monitoring using KPIs and customer satisfaction surveys. These strategic recommendations provide a practical roadmap for PT Griyakami to enhance competitiveness, improve service personalization, and achieve sustainable growth in the homecare sector.

Keywords: Home Care, Marketing Strategy, Digital Marketing, Hospital, Healthcare

INTRODUCTION

The home healthcare industry has experienced significant growth in recent years, driven by the increasing demand for more flexible and personalized care services. Demographic changes, such as the rising elderly population and the increasing prevalence of chronic diseases, have further fueled the demand for home care services (Fulton, 2017). PT Griyakami, as a provider of home care services, faces challenges in expanding its customer reach amid growing competition. In this context, marketing strategies play a crucial role in raising awareness and building customer trust in the services offered. Despite experiencing growth, internal data shows that service sales only increased by 8% in 2023 compared to the previous year—well below the industry's average growth rate of 15%. This indicates that the current marketing strategies have not been fully effective in raising awareness and building customer trust in the services offered. Therefore, it is crucial to review and re-evaluate PT Griyakami's marketing strategies to remain competitive in an increasingly saturated market. Without the right marketing strategies, companies may struggle to attract new customers and retain existing ones (Schwartz & Woloshin, 2019). Therefore, this study aims to analyze the most effective marketing strategies in the home care industry to enhance PT Griyakami's reach and competitiveness.

Despite the increasing demand for home care services, several challenges remain in implementing effective marketing strategies. One major issue is the low public awareness of the benefits of home care services, which results in an underutilized market potential (Mitropoulos et al., 2018). Additionally, suboptimal digital marketing strategies hinder the ability to reach a wider audience, especially in today's digital era, where a strong online presence is essential (Oztekin, 2018). Competition with other healthcare service providers, including hospital-based and independent home care providers, further intensifies market rivalry. Moreover, a lack of understanding of customer preferences in selecting home care services leads to ineffective marketing strategies. Hence, an evidence-based approach is needed to identify more innovative and targeted solutions.

The urgency of this research lies in the need for a deeper understanding of marketing strategies that can enhance the effectiveness of home care services. A Systematic Literature Review (SLR) approach is employed to collect and analyze previous studies related to

marketing strategies in the healthcare service industry, particularly in home care. This method enables the identification of patterns, trends, and factors influencing marketing success in this sector. By adopting proven effective strategies, PT Griyakami can enhance customer awareness and preference for its services. Furthermore, the findings of this study can provide insights for the broader home care industry regarding the importance of innovation in healthcare service marketing.

This study aims to analyze various marketing strategies implemented in home care services based on a literature review, identify factors influencing marketing success, and formulate recommendations that PT Griyakami can apply to expand its customer base. The research method used is a Systematic Literature Review (SLR) following the approach of Kitchenham & Charters (2007), which involves defining research questions, collecting literature from reputable databases such as Google Scholar based on relevance to home care marketing, and synthesizing findings to develop relevant marketing strategies for PT Griyakami. Through this approach, the study is expected to produce evidence-based recommendations that can be applied to the company's business practices.

This research contributes both academically and practically. Academically, it enriches the literature on marketing strategies in the home care sector, which remains relatively limited compared to other healthcare services. Practically, the findings of this study can be used by PT Griyakami to develop more effective marketing strategies, including leveraging digital technology to expand customer reach (Kotler & Keller, 2016). Additionally, this study is expected to support the development of digital-based marketing innovations in the healthcare service industry in general. With the right strategies, PT Griyakami can enhance its competitiveness, reach more customers, and provide better home care services to those in need.

RESEARCH METHOD

The qualitative research methodology used in this study involves several key stages. First, in data collection, the study explores various types of literature sources relevant to the research objectives (Ardyan et al., 2023). The selection criteria for literature include considerations of the publication period, relevance to the theme of sustainability, and source

credibility. After a selection process using specific keywords such as "homecare," "marketing strategy," and "hospital," and filtering based on the years 2016–2024, the study identified 30 articles for further review. The search for previously published articles was conducted through the online source Google Scholar. The next process is data analysis, which involves collecting, reviewing, and analyzing the selected publications. This analytical technique enables researchers to gain deeper insights into the topic under study and obtain a comprehensive understanding of sustainability-related issues.

The protocol used as a foundation or guideline follows the PRISMA Protocol, which consists of identification, screening, and inclusion stages (Page et al., 2021). Additionally, thematic analysis is employed as a qualitative analysis method to identify, analyze, and report patterns (themes) within the systematically collected literature data. This analytical process began with familiarization, where all 30 selected articles were read thoroughly. Initial open coding was conducted manually, yielding 118 codes across the literature sample. Using axial coding, these were grouped into broader categories based on recurring concepts and patterns. From this process, six preliminary themes were identified: digital service marketing, patient trust and loyalty, customization of care, technological adaptation, community-based outreach, and resource efficiency. Theme validation was carried out through peer debriefing involving two qualitative methodologists and further triangulated using cross-comparison with themes from three highly-cited systematic reviews in the same field. To ensure consistency and reliability in the coding process, an intercoder reliability check was performed between two independent coders indicating substantial agreement.

The primary goal is to organize complex literature data and highlight key themes emerging from previously published research. This study adopts a systematic SLR analysis approach due to its structured procedure, which includes defining research objectives, formulating research questions, developing search strategies for data collection, and conducting analyses based on prior research findings (Kitchenham & Charters, 2007).
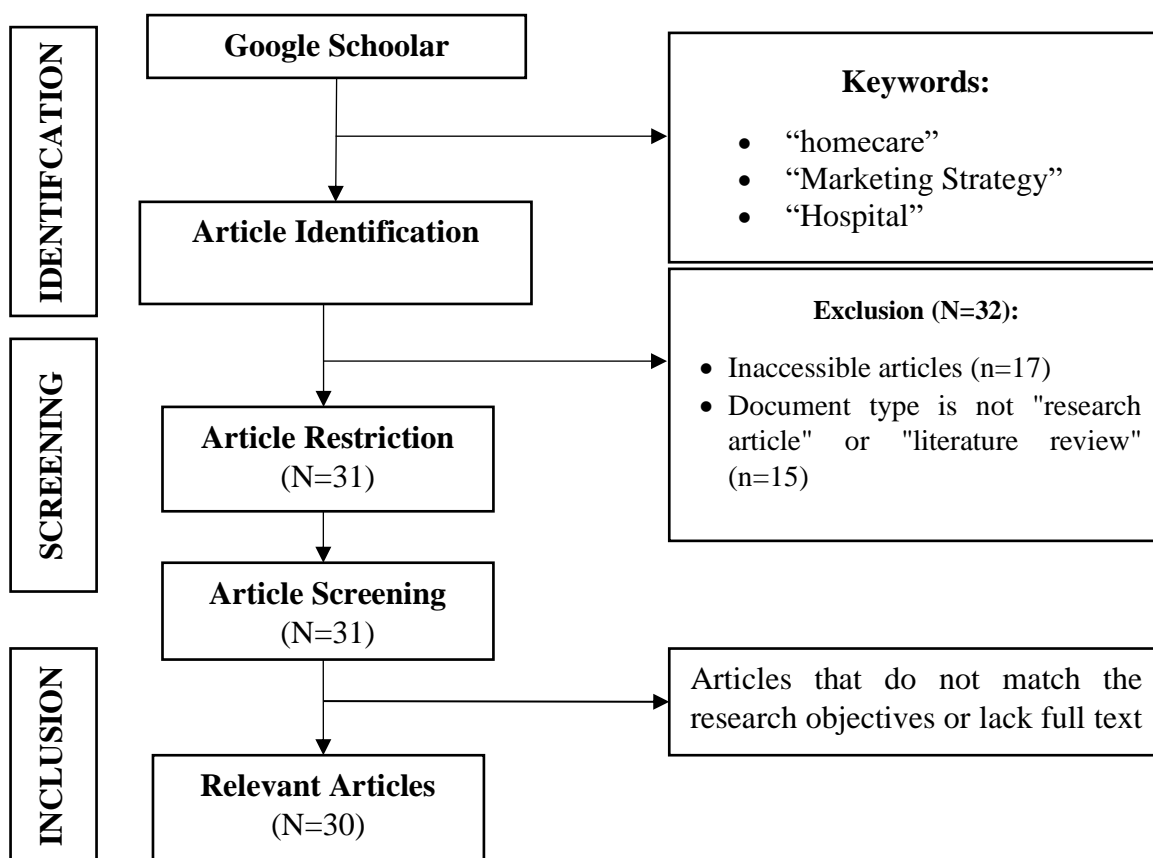
Figure 1 PRISMA Flowchart of the Research Data Process

The search results from the Google Scholar literature database using the keywords "homecare," "marketing strategy," and "hospital" yielded 63 articles (published between 2016–2024), consisting of:

1) 17 articles were inaccessible (N=46)

2) 14 articles were not of the "research article" or "literature review" type (N=31)

The screened articles were filtered by reviewing the full text to ensure relevance to the research subject. As a result, 30 articles were selected for this study. Therefore, based on the research methodology, out of the 63 identified research articles, 30 relevant articles were used for the literature review study.

RESULTS AND DISCUSSION

PT Griyakami is a home care service provider based in the Greater Jakarta area, offering core services such as elderly care, home-based physiotherapy, and post-hospitalization patient assistance. Established in 2018, the company has gradually built its

client base through digital outreach and referrals from partner hospitals. However, over the past three years, PT Griyakami has faced increased competition from similar service providers who have adopted more aggressive technology-driven and social media marketing strategies.

Empirically, PT Griyakami's marketing strategy remains focused on *word of mouth*, partnerships with clinics and hospitals, and promotions through social media platforms such as Instagram and Facebook. However, the effectiveness of this approach remains relatively low based on internal data. For instance, from a total of 1,200 leads generated through social media in 2023, only 14.2% were successfully converted into active clients. This indicates a challenge in educating and building trust among prospective customers toward digital-based home care services. The following table presents a summary of PT Griyakami's marketing activities and customer conversion performance for the years 2022–2023, based on internal company data:

Table 1
PT Griyakami's marketing activities and customer conversion performance

Year	Total Leads Generated	Main Lead Source	Conversion Rate (%)	New Clients Acquired	Active Marketing Channels
2022	950	Hospital Referrals	18.50%	176	Social Media, Hospital Recommendations
2023	1,200	Social Media (IG/FB)	14.20%	170	Social Media, WhatsApp Business

This data illustrates that although there was an increase in the number of leads from 950 to 1,200, the conversion into actual clients declined. This indicates the need for a more adaptive marketing strategy that incorporates digital personalization to enhance customer engagement and trust. Therefore, a comprehensive evaluation and redesign of PT Griyakami's marketing strategy is essential—one that is more data-driven and aligned with consumer behavior trends. Besides, the marketing strategy of PT Griyakami to reach homecare customers was analyzed using a Systematic Literature Review (SLR) approach with the Vosviewer software, based on 30 research articles. This study aims to identify publication patterns in relevant journals and understand marketing trends in homecare services. By reviewing literature from various journals on management, hospital

administration, public health, and information technology, strategic insights can be gained regarding effective marketing approaches in this industry.
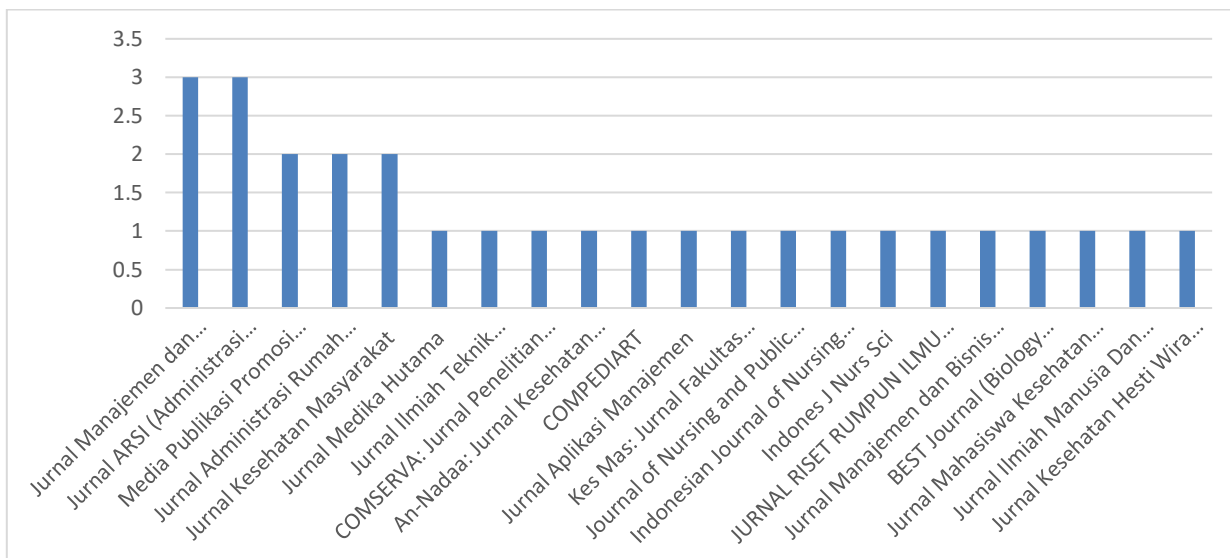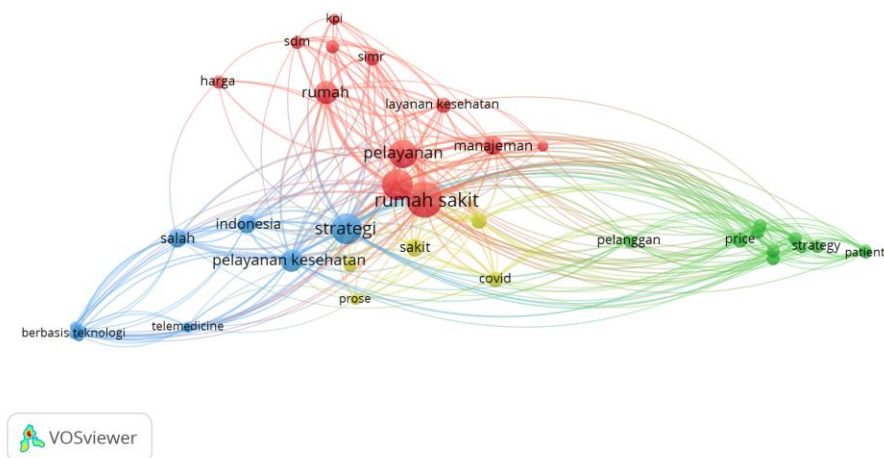

Figure 2
Article Frequency Diagram by Journal Name

The analysis of journal publication frequency revealed that the majority of relevant articles were published in the Jurnal Manajemen dan Administrasi Rumah Sakit Indonesia (MARSI) and Jurnal ARSI (Administrasi Rumah Sakit Indonesia), each with three articles. This indicates that hospital management and administration are key focuses in the marketing strategy of homecare services. Additionally, Media Publikasi Promosi Kesehatan Indonesia (MPPKI) and Jurnal Administrasi Rumah Sakit Indonesia, each containing two articles, highlight the importance of communication strategies in attracting customers. Other publications are distributed across various journals covering public health, management, information technology, and community service, suggesting that PT Griyakami's marketing approach should be multidisciplinary, integrating managerial, technological, and health communication aspects.

Based on the identified journal distribution, PT Griyakami's marketing strategy should focus on strengthening branding in the home healthcare sector through collaborations with healthcare institutions and optimizing information technology. Findings from technology-related journals, such as Jurnal Ilmiah Teknik Informatika dan Sistem Informasi (Jutisi) and COMPEDIART, indicate that service digitalization, including telemedicine

applications and social media-based marketing, could be key elements in reaching customers. Furthermore, the presence of public health journals reinforces the need for community-based and health education approaches to attract and retain customers. By combining management, technology, and communication-based strategies, PT Griyakami can expand its market reach and enhance its competitiveness in the homecare industry.

Figure 3.
Diagram Network Visualization

Figure 3 presents a Network Visualization using VOSviewer software, illustrating the relationships between keywords in research related to PT Griyakami's marketing strategy for reaching homecare customers. This analysis aims to identify key topics and conceptual linkages within the literature, providing deeper insights into home-based healthcare marketing strategies. The visualization consists of several clusters that group frequently co-occurring terms in related research. The interpretation of the diagram reveals four main clusters, representing essential aspects of home healthcare marketing strategies: Cluster 1 (Red) Focuses on hospital management and healthcare services, encompassing aspects such as human resources (HR), hospital management information systems (HMIS), management, and pricing. The connections within this cluster indicate that marketing effectiveness relies heavily on healthcare service quality, strong management systems, and the management of HR and service costs.

Cluster 2 (Green) Centers on marketing concepts, including elements such as marketing strategy, marketing mix, customer, price, product, promotion, and process. This

cluster highlights the importance of PT Griyakami's efforts in managing marketing aspects to attract more customers and enhance competitiveness in homecare services. Cluster 3 (Blue) is oriented toward technology and innovation in healthcare services, covering telemedicine, digital transformation, and patient-centered service concepts. This suggests that marketing strategies should incorporate technology utilization in healthcare services to improve accessibility and service efficiency. Cluster 4 (Yellow) includes terms related to the impact of the COVID-19 pandemic, service improvements, and challenges in implementing home healthcare services. The presence of this cluster indicates that the pandemic has driven transformations in healthcare services, including homecare marketing.

From this visualization, it can be concluded that PT Griyakami's marketing strategy for reaching homecare customers is not solely dependent on promotion and pricing. It also requires effective healthcare service management, technology integration, and responsiveness to environmental changes, such as the impact of the pandemic. This suggests the need for an adaptive and innovation-driven marketing strategy to ensure service growth and wider customer outreach.

Homecare service marketing strategies have undergone significant evolution in recent years, driven by the increasing demand for more flexible and technology-based healthcare services. Analysis through Overlay Visualization in VOSviewer provides an overview of research trends related to hospital healthcare marketing, illustrating how key concepts have developed over time.
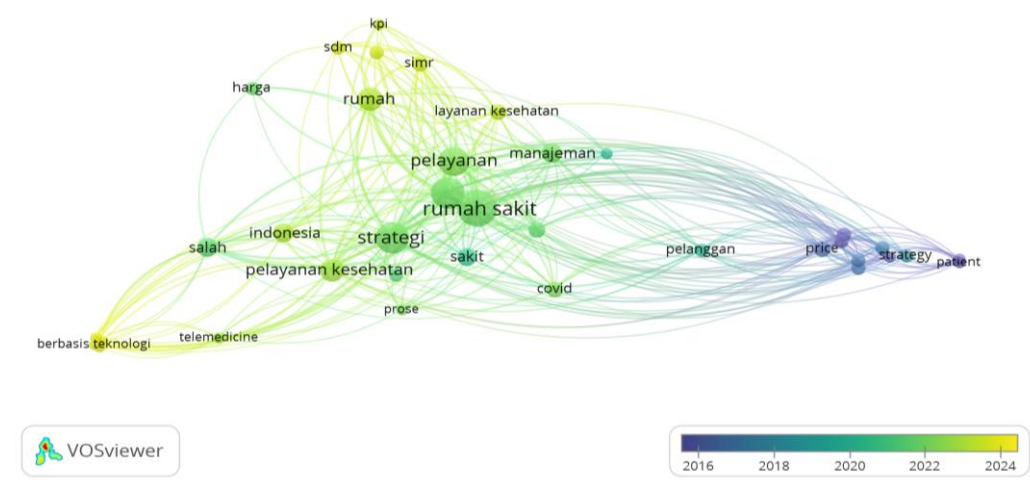
Figure 3.
Overlay Visualization Diagram

The visualization results show that earlier researched topics (marked in blue and green) are related to hospitals, strategy, healthcare services, and management. These terms dominated studies before 2020, indicating that the primary focus at that time was still on fundamental concepts of marketing and healthcare service management. Over time, newer terms emerged (marked in yellow), such as telemedicine, technology-based services, and KPI, signifying a shift in focus toward digitalization and efficiency in healthcare service marketing. Terms like price, strategy, and patient, which transition from blue to purple, indicate that during the 2020-2021 period, research increasingly discussed pricing strategy aspects and patient experience in homecare services.

Table 2.
Frequency of Articles Based on Year of Publication

| Year	Frequency (f)	Percentage (%)
2016	1	3.33
2017	0	0.00
2018	0	0.00
2019	5	16.67
2020	1	3.33
2021	1	3.33
2022	7	23.33
2023	10	33.33
2024	5	16.67
Total	**30**	**100**

Source: Research Data **(2025)**

Based on the article frequency table, the number of publications on hospital healthcare marketing strategies has increased significantly since 2019. In that year, there were 5 articles (16.67%), and this number rose sharply in 2022 (23.33%) and 2023 (33.33%) before slightly declining in 2024 (16.67%). This surge in publications reflects the growing attention of academics and practitioners to home-based healthcare marketing, especially after the COVID-19 pandemic, which accelerated the adoption of digital and telemedicine-based services.

The correlation between the Overlay Visualization and the article frequency table indicates that the rise in research after 2019 aligns with the emergence of new terms such as telemedicine and technology-based services, which became more dominant between 2022 and 2024. This shift signifies a paradigm change in healthcare marketing, moving from

traditional hospital-based approaches toward technology-driven models that are more adaptive and efficient in reaching customers.

Home-based healthcare marketing continues to evolve in response to the growing demand for more flexible and technology-integrated care. As a provider of home care services, PT Griyakami seeks to implement effective marketing strategies to expand its customer base. Density Visualization in VOSviewer is used to identify key trends in research related to hospital healthcare marketing strategies. By analyzing the density of emerging terms, this study provides insights into the most researched aspects and the latest trends in healthcare marketing.
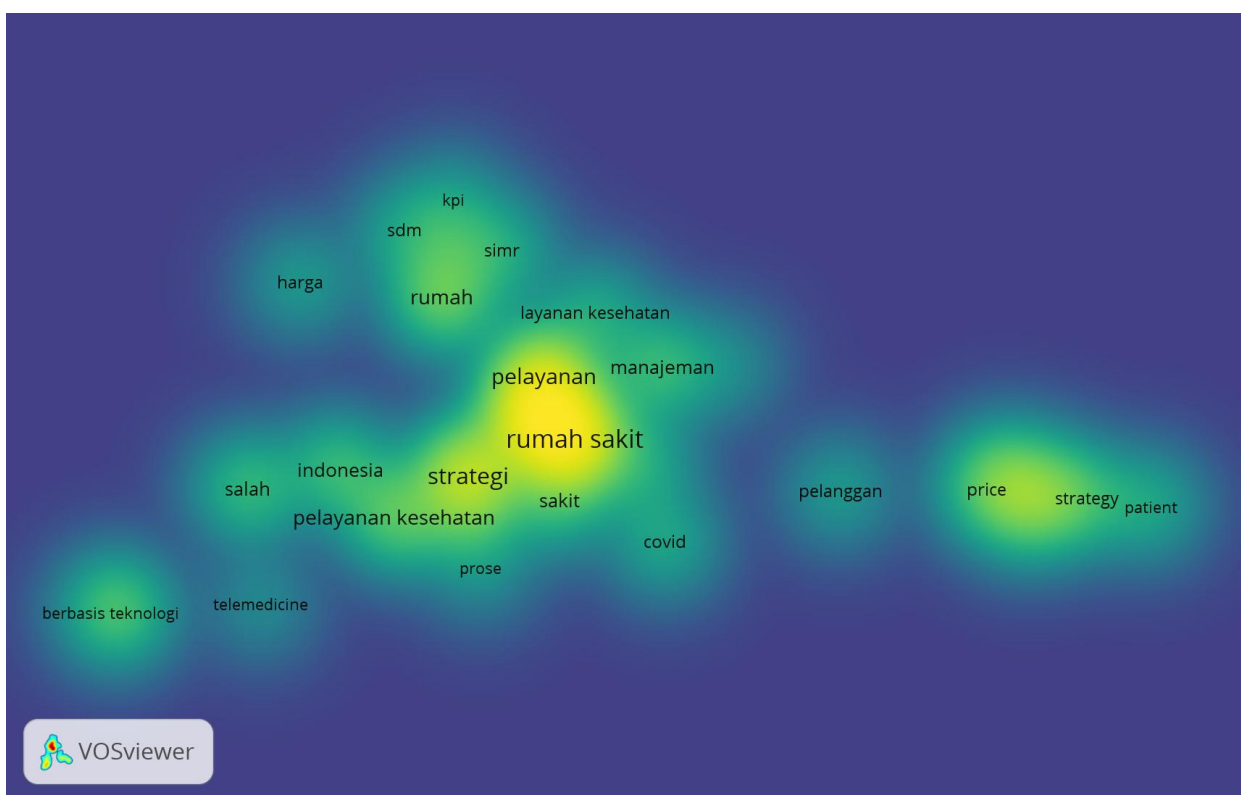
Figure 4.
Density Visualization Diagram

In terms of color, the visualization shows a gradient ranging from bright yellow, green, to blue. The bright yellow color, centered around terms like "hospital," "strategy," and "service," indicates that these topics have high research intensity and are frequently studied in the context of healthcare marketing. Terms in green, such as "management," "price," and

"customer," demonstrate significant relevance but are not as intensively studied as the brighter terms. Meanwhile, terms located in blue areas, such as "telemedicine" and "technology-based," indicate that these concepts are still emerging and have not been extensively researched compared to other terms.

In terms of density, highly concentrated points suggest that marketing strategies and hospital healthcare services are central topics in existing research. High-density areas also appear around terms like "price," "strategy," and "patient," showing that pricing factors and strategies to attract customers have been key concerns in home healthcare marketing. On the other hand, terms like "telemedicine" and "technology-based" have lower density, indicating that digitalization in home healthcare services is still in the exploration phase within academic research.

Overall, the density visualization results indicate that home healthcare marketing strategies still largely focus on traditional approaches, such as hospital management and conventional marketing strategies. However, emerging trends like telemedicine and technology-based healthcare services are beginning to gain attention as part of modern marketing strategies. PT Griyakami can leverage these insights by developing technology-driven marketing approaches and enhancing its understanding of pricing and customer preferences to increase competitiveness in the home healthcare industry.

DISCUSSION

This study analyzed 30 selected publications on hospital marketing strategies and identified four main thematic clusters through Network Visualization using VOSviewer (Figure 3). These clusters provide insight into common marketing approaches, but it is important to acknowledge that such literature-derived strategies may not directly translate into business outcomes without contextual adaptation. Therefore, the findings are interpreted as guiding frameworks rather than prescriptive models.

The first cluster (red) highlights hospital management aspects, such as human resource management (HRM), hospital information systems (SIMRS), and cost efficiency (Biantara & Mulyanti, 2023a; Kristianawati & Sulistyani, 2023). While these strategies have proven effective in institutional settings like RS Bhakti Rahayu, which developed a market-research-based homecare service (Suwedia & Daruki, 2019), PT Griyakami must critically

evaluate whether similar models can be applied effectively within the scope of a private homecare service provider. The second cluster (green) focuses on marketing mix components—pricing, promotion, and service process (Arismen et al., 2019; Hariyanti & Rosyidah, 2019)—with relevant practices from RS Citra Arafiq Depok (Putriadi et al., 2024). These may inform PT Griyakami's promotional design, yet require adjustment for the distinct consumer behavior in home-based care services.

The third cluster (blue) addresses the importance of technological adoption, such as telemedicine and digital transformation (Budiyatno, 2023; Dewi, 2022). This aligns with PT Griyakami's potential to develop virtual consultations and digital registration systems, drawing lessons from RS Yadika Pondok Bambu's pandemic response (Ekawati & Andriani, 2022). The fourth cluster (yellow) emphasizes the influence of COVID-19 on the growing demand for homecare services (Ariyo & Achadi, 2022; Laksmi & Andriani, 2023). PT Griyakami can respond by offering preventive care services and structured referral systems, but such adaptations should be validated through small-scale implementation and customer feedback rather than generalized assumptions.

The *Overlay Visualization* (Figure 4) shows a chronological shift in research focus—from conventional marketing strategies (2019–2021) to digital health innovation and efficiency (2022–2024). While this shift is evident in publication trends (Table 1), business strategies must still be informed by real-world data and operational feasibility. For instance, integrating SIMRS and telemedicine platforms (Kurnawan et al., 2024) may improve service coordination, but requires alignment with PT Griyakami's resource capacity. Similarly, measuring performance through KPIs (Hulu, 2023) is vital, yet its implementation depends on system maturity and HR readiness.

Density Visualization (Figure 5) reinforces the enduring relevance of traditional factors like service quality and pricing while highlighting emerging interest in digital strategies. However, direct application of hospital-based findings to homecare settings may overlook key contextual differences, such as customer intimacy and service personalization. For example, RS Islam Karawang faced growth constraints due to limited marketing staff and budget (Girsang et al., 2024)—a situation also faced by many small to mid-sized providers like PT Griyakami. Key Success Factors Based on Literature:

1. Service Quality: Patient satisfaction and service safety are primary factors influencing repeat visits (Afriani et al., 2023; Ansyori, 2019).

2. Technology: The use of SIMRS and telemedicine improves accessibility(Mariyani et al., 2023; Situmeang et al., 2023).

3. Digital Promotion: Social media and interactive content effectively build brand awareness (Insani & Nurdan, 2022; Rajeba & Pitasari, 2024).

4. Competitive Pricing: Affordable pricing strategies, such as those at RS Yadika(Ekawati & Andriani, 2022), can attract more customers.

5. Adaptation to Market Changes: Adjustments to pandemic-driven demands, such as telemedicine services (Dewi, 2022).

Recommended Strategies for PT Griyakami:

1. Technology Enhancement: Implementing an integrated homecare app with SIMRS and online registration features (Jayawisastra et al., 2023; Kurnawan et al., 2024).

2. Multichannel Promotion: Optimizing social media (Instagram, WhatsApp) and collaborating with private midwives (Mariyani et al., 2023; Nadia Rajeba & Nurina Pitasari, 2024).

3. Quality Management: Continuous HR training and Standard Operating Procedure (SOP) implementation (Biantara & Mulyanti, 2023b; Fachrurrozi et al., 2023).

4. Flexible Pricing Strategies: Tiered service packages based on patients' economic capacity (Nurbayty & Usman, 2022).

5. Strategic Partnerships: Collaborations with BPJS and micro-insurance providers to expand service reach (Arismen et al., 2019; Susanti et al., 2022).

6. Data-Driven Monitoring: Using KPIs and patient satisfaction surveys (Hulu, 2023; Limirang & Bachtiar, 2021).

7. Response to Health Trends: Developing specialized services (e.g., cardiac telenursing) to meet community needs (Hulu, 2023).

In conclusion, this study contributes to the broader literature on healthcare marketing by synthesizing thematic trends and offering actionable recommendations tailored to homecare providers. While literature analysis provides a solid foundation, real-world

adaptation, grounded in empirical testing and customer insights, is essential for strategic success in dynamic healthcare markets like that of PT Griyakami.

CONCLUSION

The marketing strategy for home care services has evolved significantly, especially after the COVID-19 pandemic, which accelerated the digitalization of healthcare services. Based on a Systematic Literature Review (SLR) analysis using VOSviewer, it was found that PT Griyakami's marketing strategy needs to adopt a multidisciplinary approach that integrates managerial, technological, and health communication aspects. These findings indicate that digitalization through telemedicine and social media-based marketing are key factors in reaching customers. Additionally, community-based strategies and health education also play a crucial role in increasing awareness and attractiveness of home care services.

The implications of this study suggest that PT Griyakami needs to strengthen its branding and partnerships with healthcare institutions to enhance customer trust. The utilization of hospital management information systems (HMIS) and effective human resource management can improve operational efficiency and service quality. Furthermore, the growing trend of digital marketing requires companies to be more adaptive to technological changes to remain competitive. Therefore, marketing strategy development should consider recent research trends, particularly those related to digital innovation and the optimization of technology-based services.

As a recommendation, PT Griyakami should develop a digital-based application to enhance the accessibility of home care services and strengthen data-driven marketing. Training for healthcare professionals in utilizing technology is also necessary to maintain optimal service quality. Additionally, community-based marketing strategies can be reinforced through direct health education or digital platforms to increase customer engagement. By implementing an innovation-driven and market-responsive strategy, PT Griyakami can enhance its competitiveness and expand the reach of home care services sustainably.

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