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The Role of Digital Marketing in Influencing Patient Interest to Visit Prodia Clinical Laboratory Through Corporate Image

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Abstract: In the digital era, digital marketing strategies have become a key factor in influencing consumer behavior, including in healthcare services. Prodia Clinical Laboratory, as one of the leading laboratories, leverages digital marketing to enhance its corporate image and attract patient interest. This study aims to analyze the role of digital marketing in influencing patient interest in visiting Prodia Clinical Laboratory through corporate image. The research employs a quantitative method using surveys of Prodia's patients and prospective patients. The results show that digital marketing has a positive and significant impact on patient interest, mediated by a strong corporate image. A positive corporate image plays a crucial role in building trust and increasing patients' decisions to choose Prodia. These findings suggest that Prodia should continue improving the quality of its digital marketing efforts to maintain and enhance its corporate image and attract more patients.

Keyword: Digital Marketing, Corporate Image, and Visiting Interest

INTRODUCTION

The most important and significant aspect of human life is health. Clinics or hospitals are the first places people go to when they have health issues. Nowadays, more people are becoming familiar with other well-known healthcare professions, such as midwives, doctors, nurses, and even pharmacists. However, the general public rarely hears about one particular profession that is crucial to the healthcare sector. This field was formerly known as medical analysis but is now more commonly referred to as medical laboratory technology, or simply laboratory technology.

Healthcare professionals known as Medical Laboratory Technologists or health analysts are responsible for examining materials or samples obtained from living organisms with the aim of diagnosing a patient's disease, identifying the cause of the illness, and assisting in tracking the patient's recovery by using computerized laboratory equipment (PATELKI, 2017).

The recent rise of medical laboratories has intensified competition among them, a trend that is felt by various health laboratory clinics today. According to a survey conducted by Talenta Data Indonesia in 2023, no medical laboratory has truly dominated the real market share in Indonesia. Based on Sukotjo (2010), to achieve real market dominance, a company must hold more than 50 percent of the market share. This phenomenon indirectly indicates that competition among medical laboratories in Indonesia is currently quite fierce. The following image presents a clearer view of the clinical laboratory market share in Indonesia in 2023:

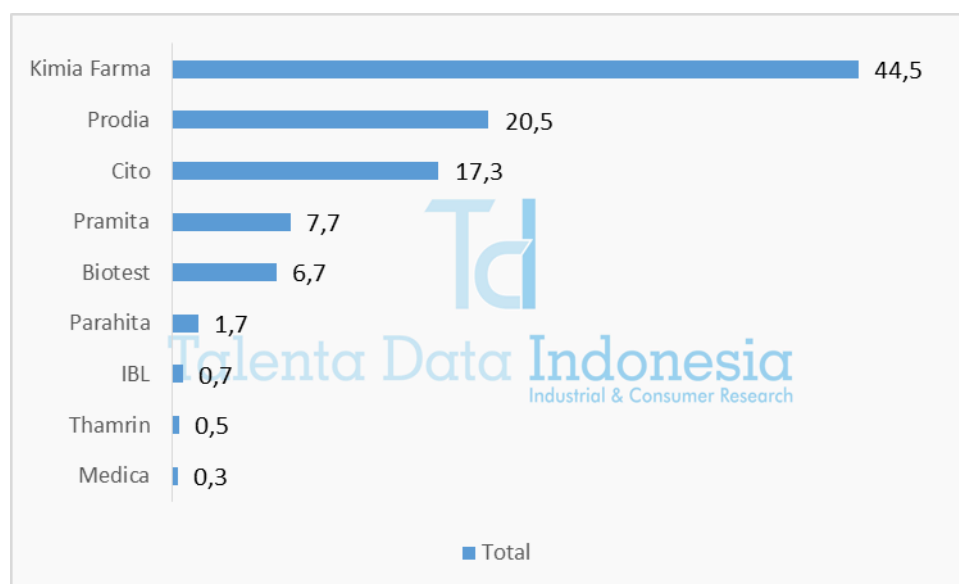


Figure 1. Clinical Laboratory Market Share

Source: Indonesian Data Talent (2023)

Based on Figure 1 above, it is shown that Kimia Farma is positioned as the market leader for Clinical Laboratories in Jakarta, with a market share of 44.5 percent. It is followed by Prodia as the market challenger with a 20.5 percent share. Cito follows with 17.3 percent, Pramita with 7.7 percent, Biotest with 6.7 percent, Parahita with 1.7 percent, IBL with 0.7 percent, Thamrin with 0.5 percent, and Medica with 0.3 percent.

Looking at the market share position in Figure 1 above, Prodia is positioned as a market challenger. According to Kotler and Keller (2020), a market challenger typically refers to businesses in the second or third position, where they target market leaders and other competitors with aggressive offerings in an effort to increase their market share.

As a market challenger, the company has specific strategies in running its business. With the development of information technology, the company has implemented digital marketing strategies. The main goal of the digital marketing strategy applied by various companies today is to reach consumers and potential customers more quickly and in a timely manner. Additionally, it supports companies in connecting with their audience anytime and anywhere, without geographical limitations. As stated by Chaffey and Ellis-Chadwick (2019), digital marketing allows businesses to communicate with consumers in a more timely and relevant manner, ensuring that they can engage with their target audience in real-time.

This strategy not only speeds up the communication process but also increases the chances for more personal and relevant interactions with consumers.

By leveraging analytics and automation technology, companies can time their marketing messages to align with consumer behavior and preferences, ultimately enhancing the effectiveness of digital marketing campaigns (Kotler et al., 2019). Additionally, digital marketing allows companies to quickly respond to market changes and dynamically adjust their strategies to optimize results.

Digital marketing is one of the most effective tools for attracting consumer interest in the products offered by companies (Bautista et al., 2020; Gamache et al., 2019; Hendrawan et al., 2019). Conceptually, according to Kotler et al. (2019), digital marketing is a powerful tool that allows businesses to create personalized experiences and targeted messaging to enhance consumer interest and drive purchase decisions. By using digital strategies, companies can directly and interactively communicate the value of their products, create deeper relationships with consumers, and increase potential consumers' trust in the brand, thereby building consumer interest and driving purchasing decisions.

Consumers have now made digital marketing their primary platform for fulfilling their needs, resulting in a dynamic interaction that provides quick access to information and transparency from companies. Consumers are not just recipients of information; they also act as active agents who influence how products are promoted and consumed (Chaffey & Ellis-Chadwick, 2019). Indirectly, this change in behavior impacts the increase or decrease in consumer purchasing interest, depending on how well companies can meet the expectations and needs arising from the digital environment. Companies that can adapt to these digital behavior trends tend to be more successful in attracting consumer purchasing interest through relevant and personalized approaches (Anggraini, 2020; & Hiola, 2022).

The increased use of digital media has triggered significant changes in the business world, particularly regarding marketing strategies, sales, and consumer interactions. Digital media has now become the primary platform for companies to reach their target audiences more quickly, effectively, and relevantly for all consumers, no matter where they are, providing substantial opportunities to enhance business growth (Pangkey et al., 2019). According to Kotler et al. (2019), the rapid growth of digital media has revolutionized the way businesses advertise, sell, and engage with consumers, allowing for more personalized, immediate, and interactive forms of communication. This means that by leveraging digital media, businesses can advertise more efficiently through targeted ads tailored to consumer behavior and preferences.

Digital marketing has become a key pillar in modern business strategies, especially in the rapidly evolving digital era. It not only serves as a tool for promoting products and services but also plays a crucial role in expanding market reach, enhancing consumer engagement, and influencing purchasing decisions. Many studies have explored the important role of implementing digital marketing strategies in today's business landscape.

Empirically, many studies have shown that companies adopting digital marketing experience significant increases in consumer engagement and sales (Khan et al., 2019; Bautista et al., 2020; Niziaieva et al., 2022; Gamache et al., 2019; Hendrawan et al., 2019; Abdu & Hidayat, 2018; Umami & Dharma, 2021; Anggraini, 2020; Vongurai et al., 2018; & Widyana & Batangriyan, 2020). However, among these studies, none have examined the role of digital marketing in influencing patient visit interest at Prodia Clinical Laboratory through corporate image. Taking this into consideration, the researcher deems it important to conduct empirical research exploring the influence of the digital role on patient interest in visiting Prodia Laboratory Clinic through the establishment of the company's image.

METHOD

- **Population and Sample.** The population subject of this study is the residents of DKI Jakarta. Since the total population for the research is unknown, the author takes a sample based on the theory proposed by Hair et al. (2017), which states that the minimum sample size should be five times the number of questions (26), resulting in 130 individuals. Meanwhile, this study employs a convenience sampling approach, which is a method of collecting samples from the community based on spontaneous variables—specifically, every individual who directly meets the researcher along with their characteristics. It can be said that the sample in this study was obtained based on the availability of time and location at that moment. (Ali & Limakrisna, 2013).
- **Research Methods and Approaches.** This research essentially falls into the category of descriptive and explanatory research. Sugiyono (2018) defines descriptive research as a statistical technique that evaluates data by characterizing it in its original form. A general overview of the research components studied in this research, including digital marketing, corporate image, and visitor interest, is obtained using descriptive techniques. Meanwhile, the explanatory research utilizes hypothesis testing to determine the causal relationships between the research variables (Cooper & Schindler, 2014).
- **Analytics and Data Analysis Tools.** The data in this study were analyzed using the Partial Least Squares version 3.0 software. This analytical approach was employed to determine the existence of relationships between latent variables (predictors) and to confirm the theory. However, prior to this, the model will be tested through the outer model and inner model tests (Ghozali & Latan, 2015).
- **Operasional Variabel.** This study consists of three variables: one exogenous variable (digital marketing), one intervening variable (corporate image), and one endogenous variable (visitors' interest). The measurement indicators for each variable are presented in the following table.

Table 1. Operational Variables

Variable	Measurement	Indicator
X_Digital Marketing <i>Source: Wolfinbarger & Gilly (2003)</i>	Fulfillment/ reliability (DM1)	1. Ease of access 2. Reliable 3. Display accuracy
	Website design (DM2)	4. Practical 5. Relevant
	Customer service (DM3)	6. Ease of access to services 7. Communicative
	Secutity/privacy (DM 4)	8. Confidentiality
M_Corporate Image <i>Source: Zhang (2009)</i>	Likeability (CI1)	9. Good reputation 10. Has a big name
	Competence (CI2)	11. Competent 12. Good job
	Quality (CI3)	13. Good quality 14. According to expectations
	Performance (CI4)	15. Standard work results 16. On time
	Responsibility (CI5)	17. Responsibility 18. Responsive
Y_Interest in Visiting <i>Source: Schiffman dan Kanuk (2007)</i>	Interested in finding information (IV1)	19. Searching for information 20. Comparing information
	Consider visiting (IV2)	21. Complete facilities 22. Sophisticated and modern equipment
	Interested to visit (IV3)	23. Lots of positive comments 24. Lots of recommendations
	Want to visit (IV4)	25. Want to know directly

Variable	Measurement	Indicator
		26. Want to feel the benefits
Source: Primary Data (2024)		

RESULTS AND DISCUSSION

Respondent Profile

The respondent profile in this study is intended to provide an overview of the characteristics or demographics of the participants (respondents) in this survey. The respondent profile includes gender, age, highest education level, and occupation. The table below provides an overview of the profiles of the respondents recorded in this survey.

Tabel 2. Respondent Profile

No	Respondent Profile	Amount	Percentage (%)
1	Gender		
	Man	73	56,2
	Woman	57	43,8
2	Age Group		
	< 25 Years	3	2,3
	25 – 35 Years	71	54,6
	36 – 45 Years	49	37,7
	> 45 Years	7	5,4
3	Education		
	Senior High School	20	15,4
	Diploma	21	16,2
	Bachelor degree	75	57,7
	Master	14	10,8
4	Job		
	Civil Servant	14	10,8
	Army/Police	6	4,6
	Self-employed	41	31,5
	Private sector employee	158	44,6
	Etc	11	8,5

Source: Primary Data (2024)

Description of Research Variables

The Likert scale is used in descriptive analysis to determine the state of the observed variables, which include digital marketing, corporate image, and interest in visiting Prodia Laboratory Clinic. This scale is intended to assess whether respondents agree or disagree with the statements presented. Descriptive analysis involves creating frequency distribution tables to evaluate whether the score levels of the research variables fall within the range of very poor to very good. The following table summarizes information about the variables described in this study.

Table 3. Description of Research Variables

No	Variable	Item	Score	Scale Range	Information
1	X_Digital Marketing	8	4.196	3.40 – 4.10	Baik
2	M_Corporate Image	10	4.140	3.40 – 4.10	Baik
3	Y_Interest in Visiting	8	4.029	3.40 – 4.10	Tinggi

Source: Primary Data (2024)

Evaluation of the Measurement Model (Outer Model)

Three types of tests are applied in the evaluation of the measurement model to ensure the contribution of each item in measuring latent variables. The first test, convergent validity analysis, aims to assess the relationship between each item and the latent variable. The second test, discriminant validity, is used to evaluate the reflective items against the latent variable and to measure the accuracy of the research model. Lastly, composite reliability is conducted to ensure the extent to which the research items can be relied upon in identifying the latent variables.

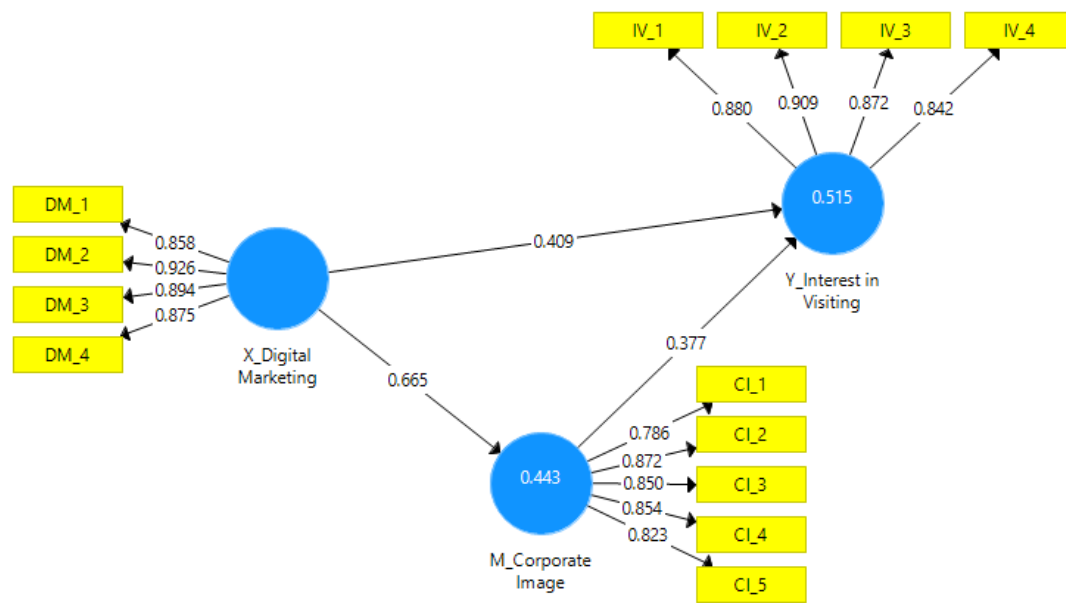


Figure 2. Full Outer Model

The above Figure 2 clearly shows that the contribution of each indicator to the latent variable has been validated. Consequently, the constructs created using the indicators for each variable do not need to be eliminated.

Structural Model Test Results (Inner Model)

The goal of structural model analysis is to determine whether the resulting research model meets all the criteria for a good test, thereby deeming it adequate. The Goodness of Fit Index, Path Coefficient, and R-Square are used as tools to evaluate the structural model. This structural model testing is crucial as it focuses on achieving the research objectives while also validating the hypotheses proposed in the research model.

a. R-Square value (Coefficient of determination)

The R-Square analysis aims to evaluate the quality of the developed research model. To meet the testing criteria, each exogenous variable must be able to predict or explain the endogenous variable. According to Ghazali and Latan (2015), an R-Square value of 0.75 indicates a strong relationship, 0.50 indicates a moderate relationship, and 0.25 indicates a weak relationship. The findings from this analysis are presented in Table 4.

Table 4. R-Square Test Results

	R Square	Adjusted R Square
M_Corporate Image	0,443	0,439
Y_Interest in Visiting	0,515	0,507

Source: SmartPLS Output 3, 2024.

The findings regarding the coefficient of determination, as shown in Table 2, indicate an R-square value of 0.443 for the corporate image variable, meaning that digital marketing can explain 44.3% of the corporate image. Additionally, an R-square value of 0.515 was obtained for the visit intention variable, indicating that 51.5% of visit intention can be explained by digital marketing and corporate image, while the remaining 48.9% is influenced by other factors not examined in this study.

Referring to the theory proposed by Ghazali & Latan (2015), digital marketing has a moderate influence on corporate image ($0.443 < 0.50$). This indicates that there is a weak relationship between digital marketing and corporate image. Meanwhile, digital marketing and corporate image have a weak relationship with patient visit intention ($0.515 > 0.50$), suggesting a weak correlation.

b. F-Square Value (f^2 Effect Size)

When a construct is removed from the model, the significance of the change in the R-square value is measured using the F-square method to determine whether the removed construct has a significant influence on the endogenous construct. According to Hair et al. (2017), an effect size of less than 0.02 indicates that the variable has no effect, while F-square values of 0.02, 0.15, and 0.35 indicate small, moderate, and large effects, respectively. The table below presents the F-square values as follows:

Table 5. F-Square Test Results		
	M_Corporate Image	Y_Interest in Visiting
X_Digital Marketing	0,795	0,192
M_Corporate Image		0,163

Source: SmartPLS Output 3, 2024.

Based on the data processing results shown in the table above, it is clear that there is one variable that contributes significantly to the R-square value of the research model, which is the f-square value of the digital marketing variable toward corporate image, reaching 0.795, greater than 0.35 (large). Meanwhile, the influence of digital marketing on visit intention has a moderate contribution, which is ($0.192 > 0.15$), and similarly, corporate image also has a moderate contribution to visit intention with a value of ($0.163 > 0.15$).

Hypothesis Testing Results and Discussion

Hypothesis testing

Hypothesis testing primarily aims to evaluate a structural model in determining the relationships among the observed variables. This testing is conducted through a bootstrapping process of the model, assuming that several previous processes, such as the validity of each indicator against the latent variables, have been met. In the path coefficient analysis, the P value in the structural model must meet certain assumptions. A positive and significant influence among latent variables is defined as follows: if the P value is less than 0.05 at a 5% significance level, the research model hypothesis can be accepted (proven); if the obtained P value is < 0.05 , the influence of the model on the latent variable can be accepted (hypothesis accepted). Conversely, if the obtained P value is > 0.05 , the influence of the model on the latent variable can be rejected (hypothesis not accepted). To view the results of the bootstrapping process for the structural model testing, see Figure 3 and Table 4 below.

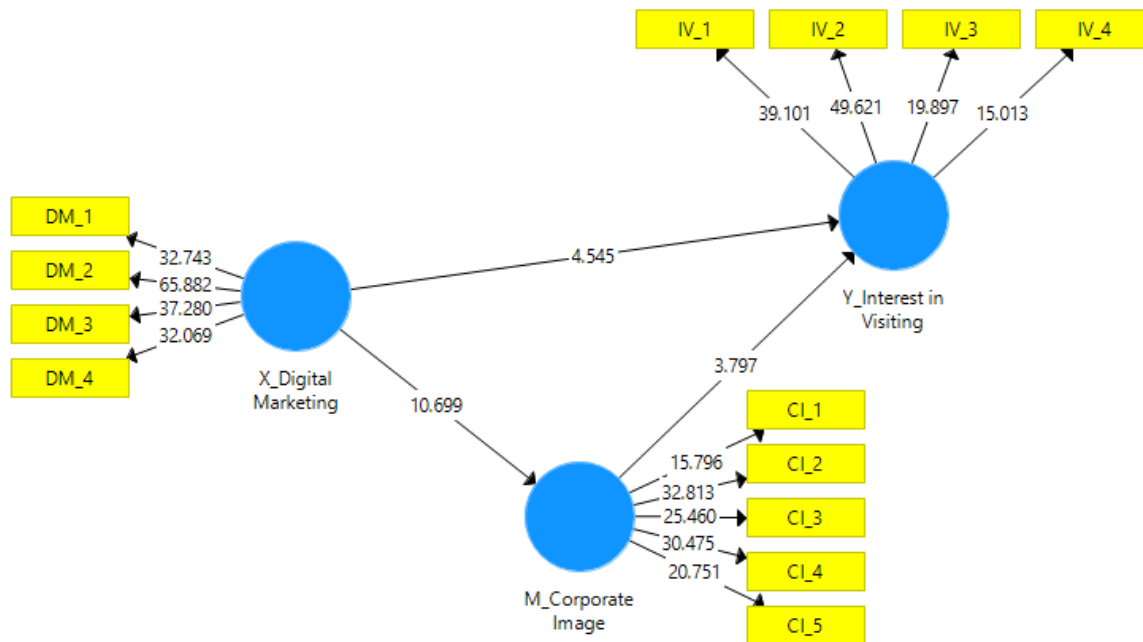


Figure 3. Research Construct Relationship Model Using the Bootstrapping Method

Table 6. Direct and Indirect Influence

Hypothesis	Latent Variables	Path Coefficient	T Statistics	P Value	Information
H1	DM \square CI	0,665	10,699	0,000	Hypothesis Accepted
H2	DM \square IV	0,409	4,545	0,000	Hypothesis Accepted
H3	CI \square IV	0,377	3,797	0,000	Hypothesis Accepted
H4	DM \square CI \square IV	0,251	3,462	0,001	Hypothesis Accepted

Note: DM = Digital Marketing; CI = Corporate Image; IV = Interest in Visiting

Source: Smart PLS Output 3, 2024.

Discussion

Digital Marketing on Corporate Image

To remain relevant with the latest developments, many companies are now adopting digital marketing. These companies are influenced by advancements in information technology, particularly through social media, which encourages them to shift their marketing strategies to these platforms. Social media provides businesses with the opportunity to automatically assess customer enthusiasm by gathering insights from interactions on the platforms they use.

In this study, digital marketing has a positive and significant impact on the company's image. This is due to the ability of digital marketing to expand market reach, enhance direct interaction with customers, and provide flexibility in delivering more targeted messages. Digital marketing strategies, such as the use of social media, email marketing, and search engine optimization (SEO), enable companies to build better brand awareness, increase visibility, and strengthen relationships with consumers. As stated by Chaffey and Ellis-Chadwick (2019), digital marketing allows for greater control over brand image management because companies can interact with their audience in real-time, thereby reinforcing positive perceptions of the brand.

Moreover, digital marketing enables companies to provide personalized experiences to customers, contributing to the development of a more positive corporate image. By leveraging the data and analytics available through digital platforms, companies can tailor their messages and offers according to customer preferences, thereby strengthening customer loyalty and trust in the brand. According to Kotler and Keller (2020), personalization in digital marketing is a key factor influencing customer perceptions of a company, playing a significant role in shaping the overall corporate image.

Furthermore, digital marketing also allows companies to enhance their reputation and corporate image through transparency and openness of information. By providing easier access for customers to give feedback and reviews, companies can demonstrate their commitment to quality and customer satisfaction. A study conducted by Ghotbifar et al. (2017) shows that transparency in digital marketing can increase consumer trust, which in turn positively influences the company's image in the eyes of the public.

Empirically, studies conducted by Abdu & Hidayat (2018) and Widyana & Batangriyan (2020) conclude that digital marketing has a positive and significant impact on corporate image. These findings support the understanding that the implementation of digital strategies in marketing can enhance customer perception of the company's brand. Abdu & Hidayat (2018) found that the use of digital platforms, such as social media, websites, and digital advertising, effectively strengthens the relationship between the company and consumers, thereby improving the company's image in the public eye. According to them, direct interaction and quick responses through digital channels create a positive perception that builds trust and consumer loyalty towards the company.

Overall, digital marketing makes a significant contribution to enhancing the corporate image. By leveraging digital technology, companies can reach a larger number of customers, create deeper relationships with their audience, and manage their perceptions of the brand more effectively. These results align with research indicating that a strong corporate image is heavily influenced by effective and efficient digital marketing strategies.

Digital Marketing on Visiting Interest

One of the marketing channels that is currently gaining popularity among business practitioners is digital marketing, which aims to enhance customer satisfaction through various activities. This is because digital marketing accelerates contact between business actors and customers, improves the perceived value of products for consumers, creates appealing criteria for them, and ultimately stimulates their interest in a particular good or service.

The findings of this study indicate that digital marketing has a positive and significant influence on patients' interest in visiting Prodia Clinical Laboratory. This suggests that the more effective and well-implemented the digital marketing strategies are, the greater the patients' interest in visiting. The significance in this context indicates that this influence has a tangible and measurable impact, rather than being merely coincidental or minor. This means that through digital marketing, Prodia can reach patients more broadly via digital platforms such as social media, email, or websites. Relevant, informative, and easily accessible content for patients can encourage their interest in seeking healthcare services at the laboratory. For example, online advertising campaigns that provide information about flagship services, health promotions, or patient testimonials can strengthen patients' trust and interest in visiting the laboratory.

The results of this study reinforce the findings of Gamache et al. (2019), which state that consumer engagement on digital platforms is closely related to their decision to visit. They emphasize that a brand's presence in the digital world provides more easily accessible and transparent information, which directly influences consumer interest. The use of online

reviews, promotions through social media, and interactive content such as videos has been empirically proven to encourage consumer interest in visiting, both physically and digitally. Furthermore, digital marketing is capable of balancing public interest in visiting (Niziaieva et al., 2022).

In addition, Bautista et al. (2020) and Hendrawan et al. (2019) also emphasize a similar point in their studies, where they found that the use of digital marketing can influence consumers' decisions to visit a place or use specific services. According to them, targeted marketing campaigns through digital platforms, including location-based advertising and personalized messages, contribute to increased consumer interest. Digital marketing allows companies to target the right market segments, making consumers feel that the promotions are relevant and appealing, which ultimately enhances their interest in visiting.

Conceptually, digital marketing creates broader opportunities for companies to capture consumer attention through various digital channels such as social media, websites, and online advertisements. According to Kotler & Keller (2016), digital marketing has advantages in terms of reach and personalization, which play a crucial role in attracting consumer interest for visits, whether to physical or digital stores. Through targeted digital strategies, companies can design promotional campaigns that are more relevant to the needs and preferences of consumers, thereby stimulating their interest in visiting or accessing the company's services.

One of the key factors that make digital marketing effective in increasing visit interest is its ability to deliver information more quickly and interactively. With the presence of visual content, user reviews, and personalized promotions, consumers can easily access the information they need. Chaffey & Ellis-Chadwick (2019) explain that the speed and interactivity in digital marketing can enhance consumer engagement, which impacts their decisions to visit the places or services offered. This indicates that digital marketing creates a stronger communication channel between companies and consumers, ultimately significantly influencing consumers' interest in visiting.

The increasing use of digital media by consumers has had a significant impact on the growth of the corporate sector, from advertising and selling to communicating with others (Utami & Nasution, 2023). This is because digital marketing is unrestricted and accessible to all consumers regardless of location, as well as offering several options to influence a company's operations (Pangkey et al., 2019).

Corporate Image on Visiting Interest

A company's image essentially aims to create a positive identity, which in turn can enhance public interest in the company by increasing awareness, boosting loyalty, and building a positive reputation. If a company wants to maintain its products in the market, it must focus on its image. If business actors can manage this effectively, it will attract public interest in purchasing goods or services.

The results of this study indicate that the corporate image has a positive and significant effect on patients' interest in visiting Prodia Clinical Laboratory. This suggests that if the management of Prodia Clinical Laboratory can build a good image in the community, it will be accompanied by an increase in patients' interest in coming to Prodia Clinical Laboratory. Furthermore, these results also suggest that the impact of the company's image on visit interest is not just theoretical but can also be measured in a tangible and consistent manner. This means that when Prodia has a good image, such as trust in laboratory test results, staff professionalism, and service quality, patients are more likely to be motivated to come and use those services compared to situations where the company's image is less favorable.

The results of this study reinforce the findings of Putra et al. (2015), Dakhi (2022), and Ardana & Rastini (2018), which show that a company's image plays a crucial role in

influencing consumers' interest in visiting. A positive image creates trust and comfort among consumers, ultimately encouraging them to choose that company as their destination for the services or products they need. A well-managed company image not only reflects the quality of products and services but also fosters long-term relationships with consumers.

Faaghna et al. (2019) also support this view in their study, which concludes that a positive company image significantly contributes to influencing consumers' interest in visiting. This study highlights that companies with a good image—especially those associated with innovation, reliability, and excellent customer service—are more likely to attract consumer interest for visits. Faaghna and his team also noted that a company image built through effective marketing strategies, customer relationship management, and operational transparency has a strong effect on consumers' preference for choosing that company over its competitors.

Conceptually, a company's image can be defined as the perception and assessment that consumers hold of a company based on their experiences, information, and interactions with that brand. When a company's image is positive, it has the potential to create trust and interest among consumers to make a visit. According to Aaker (1991), a positive brand image can enhance consumer loyalty and generate greater interest in making purchases or visits. In this context, companies that successfully build a good image through product quality, satisfactory service, and effective communication will find it easier to attract consumer attention. Research by Kotler and Keller (2016) also indicates that a strong company image contributes to consumers' decisions to visit places or use the services offered. Consumers tend to feel safer and more comfortable visiting a company with a positive image because they believe that the experience they will receive will meet their expectations.

Furthermore, research by Chen et al. (2020) suggests that a positive company image can enhance consumer attraction to visit. They found that companies identified as having a good reputation, innovation, and high social responsibility are more appealing to consumers. This indicates that a company's image is influenced not only by the products and services offered but also by the values upheld by the company. In this regard, consumers are more likely to visit if they feel connected to the values promoted by the company.

Overall, this conceptual evidence emphasizes that a company's image plays a crucial role in shaping consumer interest in visiting. By building a positive image through effective marketing strategies, companies can not only attract new consumers but also retain the loyalty of existing ones. A strong company image, supported by consistent quality of services and products, will serve as a primary attraction for consumers to make a visit.

Digital Marketing Through Company Image on Visiting Interest

Digital marketing has become a vital strategy in the healthcare industry, including clinical laboratories, for attracting patients' interest to visit. Effective digital marketing not only serves to promote services but also plays an important role in shaping a positive company image. According to Kotler and Keller (2016), good marketing can enhance brand image, which directly influences consumer decisions.

Corporate image is a crucial element for companies, both large and small. It is formed as the overall impression left in the minds of consumers due to a series of feelings, ideas, attitudes, and experiences they have regarding the company. This impression can then evolve into a positive or negative image, depending on the perceptions and experiences of the consumers. These positive and negative images will be stored in the memory of consumers (Darna and Muhidin, 2020).

A positive company image is crucial in the healthcare sector, where patient trust and comfort are key factors in their decision-making. According to Aaker (1991), a strong brand image contributes to consumer loyalty and interest. In this context, digital marketing that

builds a good image can enhance patient interest, encouraging them to visit (Saputro, 2020). Research by Chen et al. (2020) indicates that companies that successfully establish a positive image through effective digital marketing campaigns will be more appealing to patients seeking healthcare services.

In this relationship model, company image acts as an intervening variable that connects digital marketing with patient visitation interest. When digital marketing successfully establishes a positive company image, it will influence patients' interest in visiting. Research by Dakhi (2022) supports this by stating that a good company image can enhance patient visitation interest. If a clinical laboratory can effectively communicate a clear message about its service advantages, service quality, and previous patient satisfaction, the resulting image will create a sense of security and trust among potential patients.

Furthermore, the company image established through digital marketing also reflects the values held by the clinical laboratory, such as innovation, reliability, and social responsibility. Ardana & Rastini (2018) demonstrate that a positive company image contributes to consumers' decisions to visit. By creating relevant and engaging content, as well as actively interacting with the audience on social media, clinical laboratories can strengthen their image while simultaneously increasing patient interest in visiting.

Overall, effective digital marketing has a positive and significant impact on patient interest in visiting through the company image as an intervening variable. Marketing that successfully builds a strong company image will create trust among patients, which in turn will encourage them to choose the services offered. In the context of a competitive healthcare industry, good digital marketing strategies and a positive company image are key to attracting and retaining patients.

CONCLUSION

This study makes several conclusions based on the research results and discussions that have been explained, namely:

1. Digital marketing has a significant impact on corporate image. This means that if the company's management can effectively leverage the role of digital marketing, it will create a positive impression in the eyes of patients when evaluating a clinic.
2. Digital marketing has a significant influence on the public's interest in visiting. This indicates that the more effective the management of digital marketing at Laboratorium Klinik Prodia, the greater the public's interest in visiting the laboratory.
3. Corporate image shows a positive and significant relationship with visiting interest. This signifies that if the management of Laboratorium Klinik Prodia successfully builds a good image in the community, the interest of patients in visiting Laboratorium Klinik Prodia will also increase.
4. Digital marketing shaped by corporate image influences patients' interest in visiting. This indirectly indicates that corporate image can moderate the effects of digital marketing on visitors' interest. The corporate image acts as an intervening factor that combines functional and emotional elements, particularly related to past experiences between consumers and the company. When consumers have positive experiences with the company, their interest will increase. Conversely, negative experiences can diminish interest as they are associated with a poor image.

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