

The Contribution of The Digital Marketing Mix to Reliability and Its Impact on Patient Revisit Interest and The Achievement of Monthly Turnover Targets

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ABSTRACT

The tight business competition requires every beauty clinic to develop strategies that are attractive to customers. This includes providing the best service and ensuring customer satisfaction with fast treatment results. This study aims to determine the contribution of digital marketing mix to patient satisfaction, to determine the impact between patient satisfaction and patient re-visit interest and to determine the impact between patient re-visit interest and the achievement of monthly turnover targets at the Lavees Caman Clinic, Bekasi. The research method used in this study is a quantitative method. The population and sample in this study were patients at the Lavees Caman Clinic, Bekasi. The population and sample of this study were 100 patients. The results of the study showed that the digital marketing mix contributed positively to patient satisfaction at the Lavees Caman Clinic, Bekasi. Patient satisfaction at the Lavees Caman Clinic, Bekasi contributed positively to increasing the interest in repeat visits and the interest in repeat visits of patients contributed positively to achieving the target turnover at the Lavees Caman Clinic, Bekasi. From the results of this study, it is expected to increase patient satisfaction and encourage repeat visits at the Lavees Caman Clinic, Bekasi, it is important to continue to develop effective digital marketing strategies, the main focus should be on improving the quality of service and patient experience, accompanied by the implementation of programs that are attractive to patients to return, such as discounts or exclusive benefits and the use of patient feedback is crucial to make improvements to services that suit their needs.

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1. INTRODUCTION

The increasingly fierce business competition in the beauty industry requires every clinic to implement innovative strategies and focus on customer satisfaction. Patient satisfaction is the most important thing in health services, because satisfied patients tend to become loyal customers and may recommend the clinic to others (Wijaya et al., 2024). Fast, quality service, and satisfactory maintenance results are top priorities in attracting and retaining consumers (Sitepu & Marpaung, 2022). Hospitals

that are able to increase the number of services through service diversification, technology use, and human resource development are proven to be more able to increase profitability (Chitrayuni et al., 2024). In the era of globalization and digitalization, modernization of beauty tools and technology-based approaches are important factors in supporting the success of the beauty clinic business (Murinde et al., 2022).

A strong brand is not just a name or logo, but reflects the quality of service, a positive image, and emotional closeness to patients (Beni Nugroho et al., 2025). Competition between brands and beauty clinics is getting sharper, encouraging companies to better understand the needs and desires of customers to maintain their loyalty (Susetyowati et al., 2023). Beauty care is now not only a need for women, but also men, who are aware of the importance of appearance (Fitaloka & S, 2023). In addition, digital marketing has become an integral part of business strategy, replacing conventional marketing models as technology develops (Romadoni et al., 2024).

The lifestyle of urban people, especially in Jakarta, also plays a role in the increasing demand for beauty services. High pollution and daily hustle and bustle make beauty clinics a practical solution for self-care (Hidayati et al., 2020). Therefore, companies need to improve the quality of services and build a strong brand image to be able to compete in the market (Pratiwi & Prastya, 2020). Service reliability is an important aspect in encouraging customer interest in returning visits (Sofia et al., 2024).

Lavees Caman Clinic, as one of the new players in the aesthetics industry since 2022, is faced with a huge challenge to compete with other surrounding clinics such as Brienna Aesthetic, Callista Skin Care, DL Clinic, and Jhonny Aesthetic. Although it offers a wide range of general aesthetic services such as facials, peeling, microneedling, and botox, Lavees Caman Clinic needs to develop a strategy to highlight service differentiation in order to attract and retain customers.

To face this competition, Lavees Caman Clinic has formed a digital marketing team that is tasked with promoting clinics, creating educational content, as well as attracting new visits and optimizing repeat visits. Digital marketing is key to expanding market reach, building consumer engagement, and significantly increasing turnover. Social media as one of the means of digital marketing provides high effectiveness in building two-way interaction with consumers.

The development of digital marketing provides an opportunity for Lavees Caman Clinic to strengthen brand awareness in the midst of fierce competition. Through the right digital approach, this clinic has the potential to build customer loyalty, increase sales, and achieve sustainable business growth.

2. METHODS

This research method uses a quantitative approach with a survey research design and a type of explanatory research that aims to explain the causal relationship between variables through hypothesis testing (Sugiyono, 2019). Data were collected through closed questionnaires and documentation, with a Likert measurement scale of 1–5 to assess respondents' perceptions of the research variables (Arikunto, 2016). The study population was all patients who visited the Lavees Caman Clinic, with a sample of 100 people consisting of 50 new patients and 50 old patients during the period January 2024 to February 2025. The sampling technique uses purposive sampling, which is the selection of respondents based on certain criteria that are relevant to the research objectives (Sugiyono, 2018). The data was analyzed using the SEM-PLS method through the SmartPLS or JASP application, with the SERVQUAL model as a reference to measure service quality. The independent variable in this study is the digital marketing mix (Chaikovska et al., 2022), while the dependent variable consists of reliability (Kotler & Keller, 2019), interest in returning visits (Kurnianingrum & Hidayat, 2020), and achievement of monthly turnover targets (Satria & A.R., 2021).

3. FINDINGS AND DISCUSSION

Lavees Caman Bekasi Clinic is a beauty clinic that focuses on personalized skin care with the support of expert doctors and the latest technology, such as the Tailored Skin Solutions (TSS) system which is designed to provide optimal solutions for various skin problems of patients. This clinic offers complete services ranging from skin consultations, facials, anti-aging, to the treatment of pigmented skin problems, all of which are supported by modern facilities and a comfortable environment.

Table 1. Hypothesis Test

	Original Sample (O)	Sample Average (M)	Standard Deviation	T Statistics	P Values
Digital Marketing Mix -> <i>Reliability</i>	0.759	0.769	0.043	17.694	0.000
<i>Reliability</i> -> Interest in Repeat Visits	0.641	0.648	0.065	9.931	0.000
Interest in Repeat Visits -> Achievement of Turnover Targets	0.705	0.716	0.048	14.595	0.000

Source: Data processed by Researchers, 2025

Table 2. Test R Square

	R-Square
<i>Reliability</i>	0.575
Interest in Revisit	0.411
Achievement of Turnover Targets	0.498

Source: Data processed by Researchers, 2025

Table 3. F Square Test

	Digital Marketing Mix	<i>Reliability</i>	Interest in Revisit	Achievement of Turnover Targets
Digital Marketing Mix		1.356		
<i>Reliability</i>			0.699	
Interest in Revisit				0.991

Source: Data processed by Researchers, 2025

The Effect of Digital Marketing Mix (X) Variables on Reliability (Y1)

The results of the hypothesis test in this study show that the Digital Marketing Mix (X) variable has a significant effect on the Reliability (Y1) variable at the Lavees Caman Clinic. This is evidenced by a t-statistical value of 17.694 which is much greater than the critical value of 1.96 and a p-value of 0.000 which is below the significance level of 0.05, so that the hypothesis is accepted and the null hypothesis is rejected. The positive path coefficient of 0.759 shows that the better the implementation of the digital marketing mix strategy, the level of reliability or reliability of services at the clinic will also increase. In other words, the digital marketing mix plays an important role in increasing patient trust in the services provided so as to encourage them to return for visits.

In addition, the results of the internal model analysis show the value of R Square which shows the strength of the influence between variables. The digital marketing mix variable was able to explain the reliability variability of 57.5% (moderate), while reliability explained the variability of repeat visit interest of 41.1%, and the return visit interest explained the achievement of the turnover target of 49.8%. This indicates that the digital marketing mix has a central role in building service reliability which then has an impact on patient revisit behavior and the success of the clinic's sales target.

Large effect size (f^2), such as the value of 1.356 for the effect of digital marketing mix on reliability, suggests that the influence of these variables is very significant and makes a major contribution to this structural model. The Q-square value of 0.873 which belongs to the large category shows excellent model prediction capabilities, so that the model built can be relied upon to predict the relationship between variables in the context of this study.

The results of this study are in line with the findings of Norberta & Prayoga (2024) which show that the effective use of social media and digital marketing tools can increase reliability in healthcare institutions. A study by Manik et al. (2024) also corroborates that a good digital marketing strategy improves communication and interaction between clinics and patients. Research by Pramesti et al. (2024) also supports that elements of the digital marketing mix such as relevant content and responsive interactions can increase patient satisfaction, which is a key indicator of reliability.

In conclusion, these findings emphasize that the digital marketing mix is not just a marketing tool, but a key element in building a better patient experience and improving service reliability. Lavees Caman Clinic that implements an optimal digital marketing strategy has the potential to gain more trust from patients, which ultimately encourages the sustainability of visits and the achievement of significant turnover targets.

The Effect of Reliability Variable (Y1) on Patient Revisit Interest (Y2)

Hypothesis testing in this study showed that the reliability variable (Y1) had a significant influence on the interest of patient revisits (Y2) at the Lavees Caman Bekasi Clinic. The t-statistic value of 9.931 is much greater than the critical value of 1.96, with a p-value of 0.000 which means that this result is very significant at a significance level of 5% ($\alpha = 0.05$). Therefore, the second hypothesis (H2) is accepted and the null hypothesis (H0) is rejected. The path coefficient of 0.641 shows that the increase in service reliability is directly proportional to the increase in patients' interest in returning to using clinic services. In other words, the higher the level of service reliability perceived by patients, the more likely they are to make repeat visits (Brilliani et al., 2024).

The results of this study are in line with a previous study conducted by Gunawan et al. (2019) which examined the Analysis of the Relationship between Health Service Quality and Interest in BPJS Inpatient Revisits at Royal Prima Hospital, Jambi City in 2018. Gunawan found that the reliability aspect plays an important role in building patient loyalty, which is reflected in the patient's interest in making repeat visits. Similar findings were also put forward by Ichlas, 2019) that positive patient experiences related to service reliability can encourage patients to return to using services in the future. The study by Ratu et al. (2024) also supports these results, concluding that reliability has a significant direct influence on patients' decision to make a repeat visit.

From these findings, it can be concluded that reliability is not only a supporting factor in health services, but is a key element that determines the loyalty and interest of patient revisits. Lavees Caman Bekasi Clinic is able to maintain service reliability providing a positive experience for patients, which indirectly increases patient retention and the sustainability of clinic services.

The Effect of Patient Revisit Interest Variable (Y2) on the Achievement of Turnover Target (Y3)

The results of hypothesis testing in this study show that the variable of patient revisit interest (Y2) has a significant effect on the achievement of the turnover target (Y3) at Lavees Caman Bekasi Clinic. A t-statistic value of 14.595 was obtained, which far exceeded the critical value of 1.96, and a p-value of 0.000, indicating that the effect was significant at a significance level of 5% ($\alpha = 0.05$). Thus, the third

hypothesis (H3) is accepted and the null hypothesis (H0) is rejected. The path coefficient with a positive value of 0.705 confirms that the higher the patient's interest in making repeat visits, the greater the achievement of the clinic's turnover target. This shows that patients who have a strong interest in returning play an important role in increasing the revenue of Lavees Caman Clinic (Ghozali, 2018).

Research shows that patient satisfaction significantly influences the intention to revisit and word-of-mouth recommendations in the hospital (Cahyani & Roosdhani, 2024). Similarly, a study by Emmanuella & Arianto (2024) shows that patient loyalty has a positive impact on achieving turnover targets, where returning patients contribute to increasing clinic revenue directly.

These findings reinforce the conclusion that interest in revisits is a key factor in improving the financial performance of healthcare services. Therefore, the Lavees Caman Bekasi Clinic that is able to build and maintain interest in revisiting patients through quality services not only increases patient satisfaction, but is also able to achieve the turnover target significantly (Ghozali, 2018).

Thus, Lavees Caman Clinic needs to continue to develop marketing strategies and improve the quality of services oriented towards patient satisfaction and loyalty. This approach is key to sustainable financial success, as returning customers not only contribute directly to revenue, but also have the potential to become indirect promotional agents through word-of-mouth recommendations (Kotler et al., 2016).

4. CONCLUSION

Based on the results of data analysis in the discussion, it can be concluded that the digital marketing mix makes a positive contribution to reliability at the Lavees Caman Clinic. The more effective the digital marketing strategy that is implemented, the higher the level of reliability achieved. This shows that digital marketing not only functions as a marketing tool, but also plays an important role in improving the patient experience so that it affects the perception of service reliability.

The reliability of services at Lavees Caman Clinic also contributes positively to the interest of patient repeat visits. The higher the level of service reliability that patients feel, the more likely they are to return to the clinic's services in the future. This confirms that reliability is a key factor in shaping interest in repeat visits. Lavees Caman Clinic manages to provide a positive experience that not only increases patient satisfaction but also strengthens their loyalty. Therefore, a focus on improving the quality of services becomes essential to retain and expand the patient base.

The interest in revisiting patients has a significant effect on the achievement of the turnover target of the Lavees Caman Clinic. The higher the interest of patients to return to visit, the greater their contribution to achieving the clinic's revenue target. This interest in repeat visits is a major factor in the financial success of the clinic, where good service and patient satisfaction not only retain old customers but also increase revenue significantly.

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