

Penerimaan Pengguna Media Instagram sebagai Digital Marketing dengan Pendekatan Unified Theory of Acceptance and Use of Technology (UTAUT) di Charitas Hospital Palembang Tahun 2024

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Abstrak

Seiring dengan semakin meningkat jumlah rumah sakit di Indonesia, persaingan antar rumah sakit tidak dapat dihindarkan. Setiap rumah sakit berusaha menarik hati pasien dan calon pasien dengan memperkenalkan layanan kesehatan dan fasilitas yang ditawarkan. Rumah sakit perlu melakukan pemasaran yang efektif, yaitu dengan memanfaatkan perkembangan teknologi digital. Pemasaran digital melalui media sosial, seperti instagram mampu menjangkau audiens dengan efektif dan efisien. Charitas Hospital Palembang telah memanfaatkan instagram sebagai media digital marketing sejak tahun 2017, namun sampai saat ini belum pernah dilakukan evaluasi terhadap penerimaan pengguna terhadap media ini. Penelitian ini bertujuan untuk menilai penerimaan pengguna media instagram sebagai sarana pemasaran digital Charitas Hospital Palembang dengan pendekatan Unified Theory of Acceptance and Use of Technology (UTAUT). Aspek yang dinilai, yaitu performance expectancy, effort expectancy, social influence, facilitating conditions terhadap behavioral intentions pasien Charitas Hospital Palembang dalam menggunakan instagram sebagai media digital marketing. Penelitian menggunakan desain kuantitatif dengan pendekatan cross sectional, dilakukan pada Februari–Maret 2025 pada 125 responden melalui kuesioner. Hasil penelitian menunjukkan performance expectancy dan facilitating conditions memiliki hubungan signifikan terhadap behavioral intentions pasien Charitas Hospital Palembang dalam menggunakan instagram sebagai media digital marketing. Sedangkan, effort expectancy dan social influence tidak memiliki hubungan signifikan. Hal ini menunjukkan bahwa tingkat kemudahan dan pengaruh lingkungan bukan merupakan faktor utama yang mendorong niat pengguna, tetapi cenderung pada manfaat dan kegunaan dari instagram sebagai media pemasaran digital rumah sakit.

With the increasing number of hospitals in Indonesia, competition in the healthcare sector has become inevitable. To attract both current and prospective patients, hospitals are increasingly promoting their healthcare services and facilities through strategic marketing initiatives. In this digital era, effective marketing necessitates the integration of advanced digital technologies. Social media platforms, particularly instagram, offer an efficient and far-reaching medium for digital marketing in healthcare settings. Charitas Hospital Palembang has used instagram as part of its digital marketing strategy since 2017. However, an evaluation of user acceptance toward this platform has not yet been conducted. This study aims to assess the acceptance of instagram as a digital marketing tool by users of Charitas Hospital, applying the Unified Theory of Acceptance and Use of Technology (UTAUT) framework. Key constructs analyzed include performance expectancy, effort expectancy, social influence, and facilitating conditions, in relation to the behavioral intentions of patients to engage with the hospital's instagram platform. This quantitative study utilized a cross-sectional design and was conducted between February and March 2025, involving 125 respondents who completed a

structured questionnaire. The results reveal that performance expectancy and facilitating conditions are significantly associated with user's behavioral intention to utilize instagram for interacting with the hospital's digital marketing content. In contrast, effort expectancy and social influence were not found to have a statistically significant effect. These findings suggest that perceived usefulness and facilitating conditions are more critical drivers of user engagement than ease of use or social influence. This shows that ease of use and social influence are not the main factors influencing behavioral intentions. Rather, the focus tends to be on the benefits and utility of instagram as a digital marketing platform for hospitals.
