

**PENGARUH STRATEGI MARKETING DIGITAL SEO, CONTENT
MARKETING DAN SOCIAL MEDIA MARKETING TERHADAP
BOR MELALUI KUALITAS PELAYANAN KESEHATAN
SEBAGAI VARIABEL INTERVENING PADA RUMAH
SAKIT ROYAL PRIMA MEDAN**

ABSTRAK

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Dalam era globalisasi sekarang ini dimana persaingan pasar bebas yang mengharuskan kita melihat aspek rumah sakit dengan cara yang berbeda. Pada awalnya rumah sakit didirikan dengan tujuan sosial dan berhubungan dengan keagamaan tetapi seiring dengan berjalannya waktu, tujuan rumah bergeser ke arah *profit oriented* namun tetap diharapkan rumah sakit dapat mempertahankan eksistensinya dalam memberikan pelayanan yang memuaskan dan mampu merespon tuntutan yang berkembang agar dapat bersaing dengan kompetitor. Jadi Tujuan penelitian ini adalah untuk menguji pengaruh Strategi *Digital Marketing SEO, Content marketing dan Social Media Marketing* terhadap *Bed Occupancy Ratio (BOR)* dengan Kualitas Pelayanan Kesehatan sebagai variabel *Intervening* pada Rumah Sakit Royal Prima Medan. Metode pengambilan sampel dengan menggunakan metode rumus *Slovin* dengan jumlah sampel 399 orang pasien rawat inap di Rumah Sakit Royal Prima Medan. Pengujian hipotesis dilakukan dengan analisis jalur. Hasil pengujian menunjukkan *Search Engine Optimization (SEO)*, Content Marketing, dan Kualitas Pelayanan Kesehatan berpengaruh positif terhadap BOR di Rumah Sakit Royal Prima Medan, tetapi Social Media Marketing tidak berpengaruh terhadap BOR Rumah Sakit Royal Prima Medan. *Search Engine Optimization (SEO)*, dan *Social Media Marketing* berpengaruh positif terhadap Kualitas Pelayanan Kesehatan di Rumah Sakit Royal Prima Medan namun *Content Marketing* tidak berpengaruh terhadap Kualitas Pelayanan Kesehatan. Kualitas Pelayanan Kesehatan menjadi variabel *intervening* antara *SEO* dan *Social Media Marketing* terhadap BOR namun Kualitas Pelayanan Kesehatan tidak menjadi *variabel intervening* antara *Content Marketing* terhadap BOR pada Rumah Sakit Royal Prima Medan.

Kata kunci : BOR, SEO, Content Marketing, Social Media Marketing, Kualitas Pelayanan Kesehatan .

**INFLUENCE OF DIGITAL MARKETING STRATEGY SEO, CONTENT
MARKETING AND SOCIAL MEDIA MARKETING THROUGH
QUALITY HEALTH SERVICE AS INTERVENING
VARIABLES AT ROYAL PRIMA HOSPITAL
MEDAN**

ABSTRACT

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In today's era of globalization where free market competition requires us to look at the hospital aspect in a different way. Initially the hospital was established with social and religious purposes but over time, the house's goal shifted towards profit oriented but it is still expected that the hospital can maintain its existence in providing satisfactory services and be able to respond to growing demands in order to compete with competitors. So the purpose of this study was to examine the effect of Digital Marketing SEO Strategy, Content Marketing and Social Media Marketing on Bed Occupancy Ratio (BOR) with Health Service Quality as an Intervening variable at Royal Prima Hospital Medan. The sampling method used the Slovin formula method with a sample of 399 inpatients at the Royal Prima Hospital Medan. Hypothesis testing is done by path analysis. The test results show that Search Engine Optimization (SEO), Content Marketing, and Quality of Health Services have a positive effect on BOR at Royal Prima Hospital Medan, but Social Media Marketing has no effect on BOR at Royal Prima Hospital Medan. Search Engine Optimization (SEO), and Social Media Marketing have a positive effect on the Quality of Health Services at the Royal Prima Hospital Medan but Content Marketing has no effect on the Quality of Health Services. Quality of Health Services is an intervening variable between SEO and Social Media Marketing on BOR but Quality of Health Services is not an intervening variable between Content Marketing and BOR at Royal Prima Hospital Medan.

Keywords: BOR, SEO, Content Marketing, Social Media Marketing, Quality of Health Services.