

Implementation of the AIDA Model in Marketing Communication Strategy for Executive Outpatient Services at a Private Hospital in Karawang

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ABSTRACT

This study analyzes the implementation of marketing communication strategies based on the AIDA model (Attention, Interest, Desire, Action) to increase patient visits to Executive Outpatient Services at Hermina Karawang Hospital in 2025. The research was driven by a 49% decline in executive outpatient visits compared to the previous year. A descriptive qualitative method with a case study approach was employed. Data were collected through in-depth interviews, observations, and document reviews, and validated using source and method triangulation. Informants included marketing staff, hospital management, and patients who had used the services. The findings indicate that at the Attention stage, social media promotions (Instagram, TikTok) and leaflets successfully attracted attention, although public understanding of service benefits remained limited. At the Interest stage, interest was fostered through comfortable facilities and fast-track services, but educational efforts were inadequate. The Desire stage showed that personalized services and exclusive facilities stimulated desire, yet cost perceptions acted as a barrier. At the Action stage, some patients utilized and recommended the service, but conversion from interest to action was suboptimal due to limited information and the absence of loyalty programs. The study concludes that applying the AIDA model enhances awareness and interest but requires stronger efforts in patient education, cost transparency, and retention strategies. It is recommended that Hermina Karawang Hospital develop educational content, testimonial-driven digital campaigns, and loyalty programs to ensure sustainable utilization of executive outpatient services.

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INTRODUCTION

Healthcare services are experiencing rapid changes as hospitals compete to meet the rising expectations of patients seeking convenience, transparency, and quality care. Executive outpatient services have emerged as a response to this demand, offering comfort and efficiency beyond standard outpatient units. However, the challenge of maintaining patient

volume and loyalty remains significant, requiring hospitals to adopt more strategic and targeted marketing approaches (Kotler & Keller, 2016).

Marketing communication in healthcare is not merely about advertising but about building trust, credibility, and long-term relationships. In this context, the AIDA model, comprising awareness, interest, desire, and action, provides a structured framework for guiding patients through their decision-making journey (Strong, 1925). The model has been widely used in various industries, yet its application in healthcare requires adaptation due to the sensitive nature of health-related decisions (Belch & Belch, 2018).

Patient behavior in choosing healthcare services is shaped by multiple factors, including service quality, accessibility, and perceived value. Studies show that patients are increasingly influenced by digital communication and peer recommendations when making healthcare choices (Anderson & Lee, 2019). This underscores the need for hospitals to integrate both traditional and digital marketing strategies to ensure wider reach and stronger engagement.

Executive outpatient services represent a niche offering that emphasizes speed, privacy, and personalized attention. Yet, if patients are not adequately informed about the benefits, they may perceive these services as unnecessary or overly costly (Berry & Bendapudi, 2007). Therefore, effective communication strategies must highlight the added value while ensuring transparency about costs and procedures.

The integration of social media and online platforms has created new opportunities for healthcare marketing. Research indicates that digital platforms not only enhance awareness but also foster stronger emotional connections between healthcare providers and patients (Smith, 2020). By leveraging interactive and educational content, hospitals can create meaningful engagement that goes beyond transactional relationships.

Despite these opportunities, many hospitals face obstacles in converting awareness into action. Lack of clear call-to-action mechanisms, limited information about service packages, and absence of loyalty programs often hinder patient conversion (Zeithaml et al., 2018). This gap illustrates the importance of refining communication strategies to guide patients more effectively through the AIDA stages. From a strategic perspective, patient loyalty is as critical as initial acquisition. Loyalty programs, post-visit follow-ups, and personalized communication have been shown to significantly enhance repeat visits and referrals (Oliver, 2014). In the absence of such efforts, hospitals risk losing patients to competitors that offer more comprehensive engagement strategies.

The application of the AIDA model in healthcare marketing has been examined in different contexts, but studies focusing specifically on executive outpatient services remain limited. For instance, Hossain et al. (2020) found that green banking communication using AIDA increased adoption intentions, suggesting that the framework can be equally powerful in healthcare when adapted appropriately.

This research therefore aims to analyze how the AIDA model can be applied to marketing communication strategies in promoting executive outpatient services. By examining how hospitals create awareness, stimulate interest, build desire, and drive action, the study seeks to identify strengths, weaknesses, and areas for improvement in current practices. Ultimately, this research contributes to both academic literature and practical

healthcare management. For academics, it provides insights into the adaptation of classical marketing models in a sensitive sector. For practitioners, it offers actionable recommendations to design more effective communication strategies that align with patient expectations, increase satisfaction, and sustain loyalty in an increasingly competitive healthcare landscape (Kotler et al., 2021).

METHODS

This study employed a qualitative research design with a case study approach to capture the complexity of marketing communication strategies in promoting executive outpatient services. The case study method was selected because it allows for an in-depth exploration of contextual realities and provides rich descriptions of how communication practices are designed and implemented within a healthcare setting (Creswell & Poth, 2018).

The research site was a private hospital that had experienced a noticeable decline in executive outpatient visits. This setting was chosen because it represents a relevant context where marketing communication strategies are urgently needed to restore patient trust and interest. By focusing on one institution, the study was able to closely examine the dynamics between organizational goals, communication tactics, and patient perceptions (Yin, 2018). Participants were selected using purposive sampling to ensure that those included had direct experience with or responsibility for marketing communication activities. The informants consisted of hospital marketing officers, medical staff, and patients who had previously used executive outpatient services. This combination of perspectives provided a comprehensive view of both the internal strategies and the external responses they generated.

Data collection relied on three primary techniques: in-depth interviews, documentation, and observation. Interviews were conducted with open-ended questions, enabling participants to share their experiences freely while allowing the researcher to probe further into specific issues. Documentation included promotional materials, hospital reports, and digital content, while observation focused on service flow and patient interaction points. These methods ensured that the data captured were both broad and detailed.

To enhance the credibility of the findings, the study employed triangulation across sources and methods. Data from interviews were cross-checked with documentary evidence and field observations to validate consistency. Member-checking was also conducted, where participants were invited to review and confirm the accuracy of transcribed information, thereby strengthening trustworthiness (Lincoln & Guba, 1985).

Data analysis was performed using thematic analysis, which involved coding the transcripts, identifying recurring patterns, and categorizing them into themes aligned with the stages of the AIDA model. Thematic analysis allowed the researcher to systematically interpret meanings while remaining grounded in the participants' voices (Braun & Clarke, 2006). This ensured that the findings were analytically rigorous yet faithful to the lived experiences of the informants.

Ethical considerations were carefully observed throughout the study. Participants were briefed about the purpose of the research, and informed consent was obtained before interviews commenced. Confidentiality was maintained by using pseudonyms and excluding

identifiable information from reports. The study also adhered to the ethical guidelines approved by the institutional review board of the university affiliated with the researcher.

RESULTS AND DISCUSSION

This research was conducted at Hermina Hospital Karawang to analyze the implementation of marketing communication strategies based on the AIDA model (Attention, Interest, Desire, Action) in Executive Outpatient Services. The informants consisted of two marketing staff, one hospital manager, and three patients or family members of patients.

Characteristics of Informants

Table 1. Characteristics of Informants

No.	Informant Category	Number	Description
Supporting Informants			
1	Marketing Staff of Hermina Hospital Karawang	Two	With at least one year of work experience
Main Informants			
2	Executive Outpatient Patients	Two	Have previously visited Hermina Hospital Karawang
Key Informant			
3	Hospital Management	One	With at least one year of work experience

Key Findings Based on the AIDA Model

The main findings based on the AIDA model reveal that Hermina Hospital Karawang has successfully utilized social media platforms such as Instagram and TikTok, along with printed leaflets, to capture public attention. While social media proved effective, a gap remains in public understanding regarding the unique advantages of executive outpatient services. Interest was cultivated through the provision of comfortable facilities, including clean waiting areas, Wi-Fi access, and a children’s playground, as well as through the availability of fast-track services. Nevertheless, public education about the service benefits has not yet reached an optimal level. At the desire stage, patients were motivated by added values such as personalized services and exclusive facilities, although perceptions of high cost became a significant barrier. Finally, in the action stage, some patients had already used the services and even recommended them to others, yet the overall conversion from interest into actual utilization was still limited due to insufficient information and the absence of structured loyalty programs. In conclusion, the AIDA-based communication strategy has been reasonably effective in attracting attention and generating interest; however, it requires further reinforcement through stronger public education initiatives, greater transparency in pricing, and comprehensive patient retention strategies to achieve a more optimal conversion into concrete actions.

Discussion

The findings indicate that the marketing communication strategy based on the AIDA model (Attention, Interest, Desire, Action) has been actively implemented by Hermina Hospital Karawang in promoting its Executive Outpatient Services. At the Attention stage, the use of social media platforms such as Instagram and TikTok, alongside physical leaflets, proved effective in capturing public attention. However, a gap remains between promotional messages and the public's understanding of the unique advantages of executive services. This finding aligns with Kotler and Keller (2016), who emphasized the importance of selecting appropriate media and employing strong visual messages to build consumer attention. Similarly, Rabindranath and Singh (2024) highlighted that attention can be fostered through both emotional and informative approaches tailored to the target audience.

At the Interest stage, public interest was cultivated through the comfort of facilities and service efficiency, such as fast-track systems and exclusive waiting areas. While these strategies were effective, some members of the public did not fully comprehend the benefits of the services, underscoring the need for more intensive public education. The Desire stage revealed that added values such as personalized services and exclusive facilities encouraged patients' willingness to use the services; however, cost perception emerged as a barrier. This supports Porter's (2010) theory of value-based healthcare, which stresses the importance of creating value and positive patient experiences in shaping preferences. At the Action stage, some patients had already utilized the services and recommended them to others. Nonetheless, the overall conversion from interest into concrete action remained suboptimal due to limited information and the absence of loyalty programs.

CONCLUSION

This study concludes that the application of the AIDA model has provided valuable insights into the marketing communication strategy of Hermina Hospital Karawang in promoting executive outpatient services. The hospital successfully captured public attention through the use of social media platforms and printed materials, yet a gap persists between the promotional messages delivered and the public's comprehensive understanding of the benefits offered. Interest was effectively stimulated by the comfort of facilities and the efficiency of services, although public education efforts remain insufficient to fully communicate the advantages of executive care. At the desire stage, patients were motivated by the promise of personalized and exclusive experiences, but concerns regarding cost continued to serve as a barrier to wider acceptance. While some patients had moved to the action stage by utilizing the services and recommending them to others, the overall conversion from interest to actual use was not maximized. The overall findings highlight that although the AIDA-based strategy has been moderately effective in building awareness and interest, further reinforcement is necessary in terms of patient education, transparency of pricing, and structured loyalty initiatives. Strengthening these aspects will enhance patient trust, support sustainable service utilization, and contribute to greater competitiveness in the healthcare sector.

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