

DOI: <https://doi.org/10.38035/sjam.v4i3.1251><https://creativecommons.org/licenses/by/4.0/>

Received: 12 October 2026 | Revised: 19 October 2026 | Accepted: 22 October 2026

The Influence of Digital Marketing and Website Information Quality on Patient Visit Interest

Verena Ignacia Manek¹, Nithyananda Aulia Azzahra², Kartika Imasari Tjiptodjojo^{3*}¹Universitas Kristen Maranatha, Bandung, Indonesia, verenignacia@gmail.com²Universitas Kristen Maranatha, Bandung, Indonesia, nithyanandaaulia@gmail.com³Universitas Kristen Maranatha, Bandung, Indonesia, kartika.it@eco.maranatha.edu*Corresponding Author: kartika.it@eco.maranatha.edu³

Abstract: The development of digital technology encourages hospitals to utilize digital marketing and websites as a means of communication with the public and the delivery of service information. This study aims to analyze the influence of digital marketing and the quality of hospital website information on patient visits interest, both partially and simultaneously. Sampling was carried out using non-probability sampling with purposive sampling techniques. The study respondents were 92 people who knew Maranatha Hospital and had seen or accessed the hospital's website and/or digital media. Data was analyzed using multiple linear regression. The results showed that digital marketing and website information quality had a significant effect on patient visit interest. These findings show that the quality of website information has a stronger role in encouraging patient visits interest. Therefore, hospitals need to integrate digital marketing strategies with the provision of accurate, complete, relevant, up-to-date, clear, and trustworthy website information.

Keywords: Digital Marketing, Patient Visit Interest, Website Information Quality.

INTRODUCTION

The development of digital technology has changed the way people obtain information and interact with various organizations, including healthcare organizations. In Indonesia, internet usage continues to increase. The number of Indonesian internet users in 2024 will reach 221.56 million people with a penetration rate of 79.5%, an increase from 78.19% in the previous year. Data also shows that 72.78% of Indonesia's population will have access to the internet by 2024 and 68.65% of the population already has a mobile phone (Haryanto, 2024; Badan Pusat Statistik, 2025). This condition shows the increasing public access to digital information sources. In the context of health services, these changes also affect the process of prospective patients in getting to know, compare, and consider hospitals before using services. Prospective patients can obtain information about doctors, types of services, facilities, schedules, locations, registration procedures, and other information through various digital channels without having to come directly to the hospital. Thus, the ability of hospitals to form and maintain interest in patient visits becomes increasingly related to how hospitals present and communicate in the digital environment (Chen & Wang, 2021).

Patient interest is one of the important aspects in the sustainability of hospital services because it describes the tendency of the community to choose and use the services offered. This interest is not formed suddenly but can be influenced by the process of seeking information, assessment of the hospital, experiences and recommendations from other parties, as well as perceptions of the hospital's ability to meet service needs. In perspective Theory of Planned Behavior, the intention to perform a behavior (behavioral intention) is a factor that precedes actual behavior and is formed by attitudes towards behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of hospitals, visit interest can be understood as the tendency of prospective patients to choose or use services after evaluating various information and considerations they have. Therefore, efforts to understand the factors that can shape patient visit interest are important in hospital management.

One of the factors that can be related to the patient's interest in visits is digital marketing. The development of digital media allows hospitals not only to convey information about services, but also to build communication and interaction with the community. Through websites, social media, search engines, apps, and other digital channels, hospitals can introduce services, provide health education, build brand awareness, as well as increasing engagement with potential patients (Setyawati et al., 2024). The effectiveness of these activities became relevant to patient visit interest because social media marketing proven to have a positive and significant effect on patient visit intention, either directly or through brand awareness (Hariyanti et al., 2023).

Several studies have shown a relationship between digital marketing and patient visit interests. Pramesti et al. (2024) showed that interactive elements and incentive programs in digital marketing had a significant relationship with visit interest. Hariyanti et al. (2023) shows that social media marketing affects patient visit intention, with brand awareness as one of the mechanisms related to the formation of interest in visits. Hairiah et al. (2026) research also found a relationship between digital marketing and customer revisit intention in hospital patients, either partially or together with the quality of service and price. The findings provide the basis that digital marketing can be one of the factors related to the patient's tendency to visit or reuse hospital services.

In addition to activities digital marketing in general, website information quality is another aspect that can play a role in the process of considering prospective patients. Website an official hospital can be one of the sources of information that provides information about hospital profiles, doctors, types of services, facilities, schedules, registration procedures, and other supporting information. For prospective patients, the existence of information alone is not necessarily sufficient if the information is inaccurate, incomplete, irrelevant, or not updated. The quality of information is important because prospective patients need to obtain information that can be understood and trusted when evaluating alternative health services. Thus, website information quality can be part of the prospective patient's initial experience before direct service contact occurs (Shaygani et al., 2023; Theresia & Syahrir, 2025).

Research on quality websites the hospital shows that the information and quality aspects website related to how hospitals deliver and promote services through the digital environment. The quality of websites can be evaluated through accessibility, experience, marketing, and technology, and found differences in quality in several dimensions based on hospital characteristics. Shaygani et al also found a relationship between quality website hospitals as well as information about services and facilities with a share of medical tourism at the provincial level. The study shows that websites are one of the marketing instruments that can be used to convey information about hospital services to potential service users. Meanwhile, Gunawan et al found that the quality of website and the quality of service affects patient satisfaction, which is further related to the formation of the hospital's image (Gunawan et al., 2026; Nurfikri et al., 2023; Shaygani et al., 2023).

Although previous research has shown a link between digital marketing and patient visit interest and the importance of quality of website. Research on digital marketing in health services has studied a lot of social media activities, brand awareness, e-WOM, and visit intention Patients (Hariyanti et al., 2023; Vicky et al., 2026; Zhohara et al., 2026). Meanwhile, research on websites is more likely to assess the quality of websites and information, accessibility, patient satisfaction, hospital image, and website utilization in the context of medical tourism. Thus, there is still room to test digital marketing and the quality of hospital website information together in relation to patient visit interest, especially in the context of hospital management in Indonesia. This study is further directed to analyze the influence of digital marketing and website information quality to the interest of patient visit interest. This study examines the influence of digital marketing on patient visit interest, the effect of hospital website information quality on patient visit interest, and the simultaneous influence of these two variables on patient visit interest.

H1: The effect of digital marketing on patient visit interest

H2: The effect of website information quality on patient visit interest

H3: The effect of digital marketing and website information quality on patient visit interest

METHOD

This study uses a quantitative approach with the type of explanatory research and cross-sectional design. The sampling method used is non-probability sampling with techniques purposive sampling. The research sample is the community or prospective patients who know Maranatha Hospital and have seen or accessed website official and/or digital media of Maranatha Hospital. Respondents must be able to understand and fill out the questionnaire and be willing to be respondents. The determination of the number of samples refers to Green (1991) for regression analysis, namely $N \geq 50 + 8m$, with m being the number of independent variables. This study has two independent variables so that $N \geq 50 + 8(2) = 66$ respondents. To anticipate incomplete data or not meeting the analysis criteria, the target number of respondents is set at 85 respondents (Green, 1991).

The definition of variable operationalization is prepared based on previous research concepts and instruments. Variables digital marketing (X1) is Respondents' perception of the effectiveness of hospital marketing activities through various digital media in conveying information, communicating, and promoting services and measured using the concept social media marketing activities (SMMA) consists of entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM) (Kim & Ko, 2012; Wijaya et al., 2021). The variable of website information quality (X2) is Respondents' perception of the quality of information available on website hospital in meeting the information needs of users, this refers to the concept WebQual, with a focus on dimensions information quality, including aspects of accuracy, completeness, relevance, up-to-date, and ease of understanding information (Barnes & Vidgen, 2002; Natasia et al., 2023). The variable of patient visit interest (Y) refers to the concept of behavioral intention in Theory of Planned Behavior (Ajzen, 1991), which in this study describes the tendency or desire of respondents to visit with indicators in the form of transactional, referential, preferential, and exploratory interests. All indicators were measured using a scale Likert five levels, i.e. 1 = strongly disagree to 5 = strongly agree (Ajzen, 1991; Saadi & Junadi, 2025). Data analysis was performed using multiple linear regression with the help of SPSS (Ghozali, 2021).

RESULTS AND DISCUSSION

Result

Table 1. Characteristics of Respondents

Features	Category	Frequency	Percentage (%)
	Male	58	63%

Gender	Women	34	37%
	Total	92	100%
Age	<20 Years	4	4.3%
	21-30 Years	38	41.3%
	31-40 Years	9	9.8%
	41-50 Years	27	29.3%
	>50 years old	14	15.2%
	Total	92	100%

Based on the characteristics of the respondents, this study involved 92 respondents. Based on gender, most respondents were male, which was 63% or 58 respondents, while female respondents were 37% or 34 respondents. Based on the age group, the most respondents were in the age range of 21–30 years, which was 41.3% or 38 respondents. Furthermore, the age group of 41–50 years was 29.3% or 27 respondents, the age group of >50 years was 15.2% or 14 respondents, the age group of 31-40 years was 9.8% or 9 respondents, and the age group of <20 years was 4.3% or 4 respondents.

Table 2. Validity Test

Variabel	Indicator	Corrected Item-Total Correlation
Digital Marketing	DM1	0.098
	DM2	0.827
	DM3	0.921
	DM4	0.908
	DM5	0.927
	DM6	0.919
	DM7	0.877
	DM8	0.884
	DM9	0.903
	DM10	0.911
	DM11	0.912
	DM12	0.913
	DM13	0.872
	DM14	0.896
	DM15	0.876
Website Information Quality	WIQ1	0.925
	WIQ 2	0.958
	WIQ 3	0.923
	WIQ 4	0.964
	WIQ 5	0.968
	WIQ 6	0.942
	WIQ 7	0.953
	WIQ 8	0.918
	WIQ 9	0.923
Patient Visit Interest	PVI1	0.931
	PVI 2	0.929
	PVI 3	0.955
	PVI 4	0.939
	PVI 5	0.964
	PVI 6	0.905

Based on Table 2, all items in the digital variables have a corrected item-total correlation value greater than 0.205. Thus, all statement items are declared valid.

Table 3. Reliability Test

Variable	Number of Items	Cronbach's Alpha if Item Deleted
Digital Marketing	15	0.984-0.985
Website Information Quality	9	0.985-0.987
Patient Visit Interest	6	0.975-0.980

Based on Table 3, Cronbach's alpha if item deleted value for each variable is in the high range. This shows that the items in the instrument have a high internal consistency.

Table 4. Descriptive Analysis

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Digital Marketing	92	1.00	5.00	3.9855	0.92729
Website Information Quality	92	1.00	5.00	4.0598	0.95860
Patient Visit Interest	92	1.00	5.00	3.9493	1.03767

Based on Table 4, digital marketing has an average value of 3.9855, website information quality of 4.0598, and visitor interest of 3.9493. The website information quality has the highest average value compared to other variables.

Table 5. Normality Test

Residual	Kolmogorov-Smirnov Sig.	Shapiro-Wilk Sig.
Unstandardized Residual	0.001	0.001

Based on Table 5, the significance values are 0.001, respectively. The value is smaller than 0.05 so that statistically residual regression models are not normally distributed.

Table 6. Multicollinearity Test

Variable	Tolerance	VIF
Digital Marketing	0.104	9.583
Website Information Quality	0.104	9.583

Based on the Tolerance and VIF values, the two variables have a tolerance of 0.104 and a VIF of 9.583. These values are still within the limits of the general criteria of tolerance >0.10 and VIF <10 . However, the results of collinearity diagnostics showed a condition index of 32,753, with variance proportions of digital marketing of 0.97 and website information quality of 0.97 in the same dimension. This shows that there is a strong indication of multicollinearity between digital marketing and website information quality. Therefore, although the VIF value is still slightly below 10, the results of the collinearity diagnostics show that the two independent variables have a very high relationship and the partial influence results need to be interpreted carefully.

Table 7. Hypothesis Test

Variable	B	Std. Error	Beta	t	Sig.
Constant	-0.038	0.221	-	-0.170	0.865
Digital Marketing	0.326	0.166	0.292	1.968	0.052

Website Information Quality	0.662	0.160	0.611	4.125	0.001
-----------------------------------	-------	-------	-------	-------	-------

Based on this equation, digital marketing has a positive coefficient of 0.326, while information quality has a positive coefficient of 0.662. The t-value in the results of digital marketing test on visit interest has a result of 1.968 with a significance of 0.052. Because it is $0.052 > 0.05$, digital marketing has no significant effect on visit interest. However, a regression coefficient of 0.326 indicates a positive relationship. The 95% confidence interval is in the range of -0.003 to 0.656, so it still includes zero. T-value website information quality on patient visit interest had a value of 4.125 with a significance of 0.001. Because it was $0.001 < 0.05$, website information quality had a positive and significant effect on patient visit interest. Meanwhile, the confidence interval of 95% was in the range of 0.343 to 0.980, so that the entire interval was above zero.

Table 8. Anova Test

F	Sig.
173.715	0.001

Based on table 8, the results show an F value of 173.715 with a significance of 0.001. Because the value of the significance is smaller than 0.05, digital marketing and website information quality simultaneously have a significant effect on patient visit interest. Thus, the results of the study show that the quality of information provided through digital media is an important aspect in shaping visitor interest, especially because the quality of website information has a greater standardized beta value than digital marketing.

Discussion

Digital marketing had no significant effect on patient visit interest. Nevertheless, a positive regression coefficient showed that the relationship digital marketing to patient visit interest has a positive direction. Thus, the increase in activity digital marketing tends to be followed by an increase in visitor interest, but the increase is not statistically strong enough to be statistically significant. Digital marketing can serve as a medium to introduce hospitals, build awareness, convey promotions, as well as reach a wider community. However, in the context of health services, a person's decision to visit a hospital is a decision that can involve other considerations, such as health service needs, trust in the hospital, previous experience, quality of service, cost, location, and recommendations from others. Pramesti et al. (2024) show that not all aspects of digital marketing are significantly related to the interest of visits. Interaction and incentive programs are influential, while cost and site design are insignificant. However, these results differ from the research of Theng & Saputra (2023) which found that digital marketing has a positive and significant effect on the decision of patient visits ($p=0.001$). These differences can be caused by the characteristics of the respondent, the hospital, the form of digital marketing, as well as the research variables used. Meanwhile, Utami et al. (2024) show that digital marketing Related to revisit intention. This shows that the influence of digital marketing on visiting behavior can be indirect and influenced by other factors, such as hospital image, patient experience, and electronic word of mouth. So, this study shows that it is not enough for hospitals to just increase activities digital marketing, but it is necessary to pay attention to how the activity provides the information that the potential patient really needs. Digital marketing should be directed not only to increase the frequency of promotions, but also to direct the public to service information that is complete, relevant, easy to understand, and trustworthy. This is important because of the value of significance digital marketing. In this study, 0.052 is very close to the limit of 0.05, so there is a tendency for a positive relationship

although it is not statistically significant.

Based on the results, website information quality has a positive and significant effect on patient visit interest. This means that the better the quality of information on the hospitals, the higher the interest of respondents in making visits. These findings show that website hospitals not only function as a medium for delivering information but can also be a source of consideration for prospective patients in choosing health services. Information that is complete, clear, relevant, easy to understand, and trustworthy can help prospective patients understand the services available and reduce uncertainty before deciding. Zhang & Kim (2022) through a meta-analysis of 147 studies that showed a strong relationship between the quality of web-based health information and intention to use health information systems ($r=0.58$). Aspects of ease of understanding information, navigability, and presentation website also affect users' perception of information quality. In this study, website information quality has an average score of 4.0598, the highest compared to digital marketing (3.9855) and interest in visits (3.9493). In addition, the value of standardized beta by 0.611 is higher than digital marketing by 0.292. This shows that website information quality is a comparatively stronger variable in explaining visitation interest. Pian et al. (2022) also shows that internet users in assessing the quality of health information consider various criteria, including the characteristics of the source, the content of the information, and the aspect of information presentation. The research emphasizes the importance of the user's ability to assess whether health information found online can be trusted and used. This supports the results of this study that the quality of information is not only related to the existence of information on the website, but also how that information is perceived and used by users. In the context of hospitals in Indonesia, Theresia & Syahrir (2025) also emphasizes the importance of quality website and user experience in the development of hospital digital services. The research on type C and D hospitals in East Java shows that the quality of the design website and user experience is an important factor in the development of hospital digital services. From the results of the discussion above, website information quality is a factor closer to the consideration process of prospective patients. Digital marketing can attract the attention of the public, while websites with quality information help prospective patients understand services and assess their suitability for their needs.

Digital marketing and website information quality simultaneously had a significant effect on visitor interest. These results show that the two variables can be seen as a series of digital communication that complement each other. Digital marketing plays a role in reaching and attracting the attention of the public, while websites provide more complete information to support the consideration process of potential patients. Thus, the effectiveness of hospital digital communication does not only depend on promotional activities, but also on the quality of information available after the public is interested in seeking more information. These findings are in line with Theng & Saputra (2023) who show that digital marketing, word of mouth, and the quality of service simultaneously has a positive and significant effect on the patient's decision to visit the hospital. This shows that the decision of a patient visit can be influenced by several factors simultaneously. The results of this study need to be understood together with the partial test, namely digital marketing has a significance of 0.052, while the quality of website information is 0.001. This means that even though digital marketing is not partially significant at the level of 5%, the two variables together still produce a significant model, with the quality of website information showing a stronger partial influence. Based on the overall results, hospitals should integrate digital marketing with the provision of quality website information. Digital marketing can be used to attract the attention of the public, then the website provides complete, accurate, relevant, easy-to-understand, and trustworthy service information so that it can support the formation of interest in visits.

CONCLUSION

Based on the results, digital marketing and website information quality simultaneously have a significant effect on patient visit interest. The findings of the study show that the provision of complete, accurate, relevant, clear, easy-to-understand, and trustworthy website information needs to be the concern of hospitals in supporting the formation of interest in visits. Although digital marketing does not show a partial significant influence at the level of 5%, these activities can still play a role as a medium to attract public attention and direct prospective patients to obtain further information through the hospital website. Therefore, hospitals need to integrate digital marketing strategies with website information quality management so that digital communication can support the consideration process of prospective patients more effectively.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Haryanto, A. G. (2024). APJII: Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang. Detikinet. <https://inet.detik.com/cyberlife/d-7169749/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Badan Pusat Statistik. (2025). *Statistik Telekomunikasi Indonesia*. Badan Pusat Statistik. <https://www.bps.go.id/id/publication/2026/08/31/49c6f2edbe4fdc176175d833/statistik-telekomunikasi-indonesia-2025.html>
- Barnes, S. J., & Vidgen, R. T. (2002). An integrative approach to the assessment of e-commerce quality. *Journal of Electronic Commerce Research*, 3, 114–127. https://www.jecr.org/sites/default/files/03_3_p02_0.pdf
- Chen, J., & Wang, Y. (2021). Social media use for health purposes: Systematic review. *Journal of Medical Internet Reserach*, 23(5), e17917. <https://doi.org/10.2196/17917>
- Ghozali, I. (2021). *Aplikasi analisis multivariate dengan program IBM SPSS 26* (10th ed.). Badan Penerbit Universitas Diponegoro.
- Green, S. B. (1991). How many subjects does it take to do a regression analysis. *Multivariate Behavioral Research*, 26(3), 499–510. https://doi.org/10.1207/s15327906mbr2603_7
- Gunawan, Y., Young, F., Chio, L., Baes, S., Co, R. Y., Manaligod, H., & Yusuf, A. H. A. (2026). Hospital image formation: Assessing the effect of website and service quality as mediated by patient satisfaction. *Journal of Technology and Health*, 3(3), 159–180. <https://doi.org/10.61677/jth.v3i3.752>
- Hairiah, S., Sumijatun, S., & Hariyanti, R. T. S. (2026). The relationship of service quality, pricing, and digital marketing with customer revisit intention. *Indonesian Journal of Global Health Research*, 8(3), 765–772. <https://jurnal2.globalhealthsciencegroup.com/index.php/IJGHR/article/view/391/1200>.
- Hariyanti, T., Kurniawan, G., Yunus, A., Saputro, D., Husada, U. C., Rhynanti, C. L., & Rohman, F. (2023). The influence of social media marketing on patient visit intention mediated by brand awareness. *JMMR (Jurnal Medicoeticolegal dan Manajemen Rumah Sakit)*, 12(2), 163–178. <https://doi.org/10.18196/jmmr.v12i2.67>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Natasia, S. R., Insanittaqwa, V. F., & Hafid, A. Al. (2023). Analisis kualitas website Rumah Sakit Umum Daerah Beriman Balikpapan menggunakan metode Webqual 4.0 dan Importance-Performance Analysis (IPA). *SPECTA Journal of Technology*, 7(3), 658–669. <https://doi.org/10.35718/specta.v7i3.1025>
- Nurfikri, A., Roselina, E., & Hidayat, A. (2023). Evaluating quality of hospitals websites for

- medical tourism in Indonesia Ari. *Journal of Environmental Management*, 14(6), 2735–2744. [https://doi.org/10.14505/jemt.v14.6\(70\).21](https://doi.org/10.14505/jemt.v14.6(70).21)
- Pian, W., Lin, L., Li, B., Qin, C., & Lin, H. (2022). How users make judgements about the quality of online health information: A cross-sectional survey study. *BMC Public Health*, 22(2001), 1–12. <https://doi.org/10.1186/s12889-022-14418-9>
- Pramesti, E., Mailintina, Y., & Ludovikus. (2024). The relationship between digital marketing and outpatient visit interest at Elang Medika Corpora Pulomas Hospital in 2024. *Jurnal Kesehatan*, 17(3), 291–300. <https://doi.org/10.23917/jk.v17i3.6539>
- Saadi, M. T., & Junadi, P. (2025). Understanding outpatients' intention to revisit a hospital: a study using theory of planned behavior and satisfaction in an Indonesian hospital. *International Journal of Pharmaceutical and Healthcare Marketing*. <https://doi.org/10.1108/IJPHM-01-2025-0003>
- Utami, S. P., Yanti, A. R., & Hasyim, H. (2024). Pengaruh electronic word of mouth dan digital marketing terhadap revisit intention yang dimediasi hospital image pada pasien Rumah Sakit X Bogor. *Jurnal Ekonomi Manajemen Sistem Informasi*, 6(2), 1130–1139. <https://doi.org/10.38035/jemsi.v6i2.3572>
- Setyawati, B. O., & Ernawaty, E. (2024). Digital marketing strategies in healthcare services: literature review. *International Journal of Health Science and Technology*, 6(2), 89–99. <https://doi.org/10.31101/ijhst.v6i3.3690>
- Shaygani, F., Jahangiri, S., Roozegar, M. H. Z., Kavosi, Z., & Marzaleh, A. (2023). Investigating the quality of Iranian hospitals' websites and their association to the Province's share of medical tourism. 16, 332. <https://doi.org/10.1186/s13104-023-06619-1>
- Theng, L., & Saputra, B. W. (2023). The Influence of digital marketing, word of mouth, and quality of service on patients' decisions to visit Budi Medika Hospital Bandar Lampung. *International Journal of Science and Society*, 5(5), 1034–1049. <https://doi.org/10.54783/ijsoc.v5i5.970>
- Theresia, C., & Syahrir, I. (2025). The relationship of hospital website information quality and patient satisfaction in East Java. *Global Journal of Health Administration*, 1(1), 83–98. <https://doi.org/10.30651/gjha.v1i1.26864>
- Vicky, V., Yudha, E., & Purwati, W. D. (2026). The influence of digital marketing and e-wom on patient visit intention with brand awareness as an intervening. *International Journal of Economics and Management Sciences*, 3(1), 219–228. <https://doi.org/10.61132/ijems.v3i1.1162>
- Wijaya, O. Y. A., Sulistiyani, S., Pudjowati, J., Kartikawati, T. S., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers. *International Journal of Data and Network Science*, 5(3), 231–238. <https://doi.org/10.5267/j.ijdns.2021.6.011>
- Zhang, Y., & Kim, Y. (2022). Consumers' Evaluation of Web-Based Health Information Quality: Meta-analysis. *Journal of Medical Internet Research*, 24(4), e36463. <https://doi.org/10.2196/36463>
- Zhohara, V. T., Handayanuputri, A., & Uguy, L. S. (2026). Digital marketing, brand awareness, brand equity, and perceived quality on patient visit intention. *Jurnal Minds: Manajemen Ide dan Inspirasi*, 13(1), 339–350. <https://doi.org/10.24252/minds.v13i1.63005>