The Effect of Instagram Promotion and Whatsapp Online Consultation on the Decision to do Outpatient Treatment at Dr. Yati Zarnudji Main Inpatient Clinic

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Abstract: This research purposes to determine the effect of promotion through Instagram social media and WhatsApp online consultation services in influencing the patient's decision to do outpatient treatment at Dr. Yati Zarnudji Main Inpatient Clinic. This research uses a quantitative method. The sample in this research was 145 outpatient Dr. Yati Zarnudji Main Inpatient Clinic determined by purposive sampling method. The research instrument used a closed questionnaire and analyzed using multiple regression analysis. The results of this research indicate that the promotion of Instagram and WhatsApp online consultation services partially and simultaneously have an influence on the decision to do outpatient (service purchase decisions). This research has contributed to the management of Dr. Yati Zarnudji Main Inpatient Clinic related to promotional strategies and policies through Instagram and the ongoing online whatsapp consultation service.

Keywords: Social media, teleconsultation, purchasing decisions

INTRODUCTION

The impact of the coronavirus (Covid-19) pandemic has been felt in the business and economic world. In a fairly short period of time, marketing patterns have changed, especially when the social distancing and Large-Scale Social Restrictions (PSBB) are in effect. Business people optimize online marketing and digital branding as a means of communication with potential customers. The coronavirus pandemic has had an impact on the business sector in Indonesia. There are several business sectors that have the potential to experience a decline in sales during the Covid-19 pandemic, namely: workshops, restaurants, salons, spas, properties, mice, tour & travel, hotels, transportation, flights, malls, fashion, and several other business sectors (Agus Aryanto).

However, there are several business sectors that have the potential to be stable and increase, such as health products needed during a pandemic, e-commerce, minimarkets, grocery stores, pharmacies, herbal shops, internet providers, video conferencing services, learning from home applications, and others.

The Covid-19 pandemic has had an impact on changes in consumer behavior which has resulted in a decline in various kinds of businesses, including hospitals. Many people are afraid and reluctant to go to hospital for treatment and prefer to use digital-based health applications. This is certainly very influential on costs, income and operational activities in the hospital. The Covid-19 pandemic has made health services...
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crucial. Meanwhile, on the other hand, people tend to worry about going to the hospital. The assumption that hospitals are places that are prone to virus transmission makes people start looking for other alternatives to still be able to access health services. The Covid-19 pandemic has opened up opportunities for the health industry to make new innovations and meet the needs of public health information during a pandemic, one of which is telehealth (Iwan Supriyadi & M Fadil Djailani-voice.com/17/03/2020). The changing situation caused by the Covid-19 pandemic has proven to increase the level of health consultation via online-based channels. According to a report by Mr. Doddy Lukito, Chief (In Hospital) Business Officer & Co Founder of Halodoc, an online-based health application, that during the Covid-19 pandemic, teleconsultation transactions with doctors through the Halodoc platform increased six times. This happened precisely in the period March-May 2020. when the government implemented the Large-Scale Social Restriction (PSBB) policy as an effort to slow down the spread of the pandemic. The situation of discomfort caused by the Covid 19 pandemic has made marketers innovate in providing health services to the community, one of which is online doctor consultation services.

During the Covid-19 pandemic, apart from online consulting, social media is getting more and more attention from business owners because social media can be used to sell products, promote products to potential customers, build good relationships with customers, ask for criticism and suggestions for products or services from customers, and interact with customers. Social media is a new way of communicating with customers and has great potential to increase the marketing and sales of a product or service (Bagja Prayasti-viva.co.id/17/03/2020). The use of social media can increase effectiveness and increase access to information needed to make optimal decisions. Companies that use social media must be able to assist companies in tracking information that is useful for product development, consumer responses to products, and help analyze what buyers want, like, and are looking for.

According to data from Hootsuite We Are Social According to data from hootsuite we are social Indonesia in January 2021 the total population of Indonesia reached 274.9 million people, of which 73.7% or 202.6 million people use the internet in their daily lives. As many as 62% or 125.6 million people from the total population are active users of social media and the remaining 32% or 76.9 million other people are non-active users of social media.

![Percentage of Social Media Users in Indonesia in January 2021](source)

The number of active users of social media in Indonesia makes several social media crowded by the public. The top four of them are: whatsapp, facebook, youtube, and instagram. Social media users carry out various activities with different time spans. The types of activities conducted by social media users include sharing and searching for information, online conversations, listening to music, reading news, and playing games. The following is a presentation of four social media that are widely used by the people of Indonesia:

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Dr. Yati Zarnudji Main Inpatient Clinic as one of the main clinics in Bogor Regency that uses WhatsApp online consultation services, homecare services, and Instagram promotions. Main Inpatient Clinic Dr. Yati Zarnudji actively uses Instagram @klinikdryati to share health information, postpartum moments, health services, and doctor’s practice schedules to make it easier for patients to plan visits. In addition, Dr. Yati Zarnudji Main Inpatient Clinic has online consultation services with general practitioners and specialist doctors as well as the Covid-19 homecare team in an effort to help the community get comfortable, safe and quality health services, especially during the Covid-19 pandemic. However, during January – April 2021, the number of outpatient visits at Dr. Yati Zarnudji Main Inpatient Clinic continues to decline in every poly. WhatsApp online consultation services in the first three months, namely January-April 2021, only experienced a small increase.

According to the current situation and the development of social media for business activities, the researcher intends to find out how the influence of promotions through Instagram and WhatsApp online consultation services affects patient decisions in using outpatient services at Dr. Yati Zarnudji Main Inpatient Clinic.

Formulation of the Problem

1. Is there any effect of Instagram promotion on the decision to use outpatient services at Dr. Yati Zarnudji Main Inpatient Clinic?
2. Is there any effect of whatsapp online consultation service on the decision to use outpatient services at Dr. Yati Zarnudji Main Inpatient Clinic?
3. How do Instagram promotions and whatsapp online consultation services affect the decision to use outpatient services at Dr. Yati Zarnudji Main Inpatient Clinic?

LITERATURE REVIEW

Marketing Communication

Marketing communication is a targeted interaction with consumers and potential consumers using various media such as letters, newspapers, magazines, television, billboards, telemarketing, and the internet. Marketing communication is a means for a
company to disseminate information, persuade consumers, and remind consumers directly or indirectly about the products and services being sold (Keller & Kotler, 2012:172). Marketing communication helps to create, develop, and build a positive brand awareness in the community. In addition, marketing communication also helps to maintain products with a consumer base and build good relationships with consumers and distributors. The marketing communication process does not have a big difference with the communication process in general. The communication process occurs by involving elements of communication, namely: the source, message, communication channel and receiver. There are also other elements that support a communication process, namely: encoding, transmission, decoding, interference, feedback and responses. The following describes the communication process using a chart:

![Communication Process Chart](chart.png)

**Figure 3**
Marketing Communication Process

### Using Instagram as a Promotional Media

One of the marketing communication mix which also includes the promotion mix is advertising. Advertising is an important form of promotion and cannot be separated from the modern business world as it is today. One of the evolutions in internet advertising over the last five years is the use of social media as part of the promotion mix. Social media promotions are activities and programs designed to engage customers or increase prospects directly or indirectly to increase awareness, image or generate sales of products and services (Widyastuti, 2017: 23).

Instagram is a type of social media used by users to share photos. Instagram users can make direct edits using the effects and filters provided by Instagram (Prajarini, 2020:132). Instagram is a popular social media in Indonesia where on this social media there is an Instagram ads feature that is useful for business purposes. Instagram ads are an advertising program provided by Instagram for users to advertise on Instagram in the form of stories or feeds (Helianthusonfri, 2020: 104). There is an indicator that can be used to support marketing success using Instagram social media, namely the SHARE model (Story, How, Audience, Reach, Excellent). Story relates to a series of content uploaded in the context of promotion through Instagram social media. How is about promotion techniques using the company's flagship social media. Audience relates to Instagram's social media efforts designed to focus on followers. Reach is all about expanding the reach of more followers. Excellent relates to efforts to achieve excellence and long-term relationships with followers (Ortiz, 2019: 141).

### Whatsapp Online Consultation

During the Covid-19 pandemic, all people are forced to change their behavior by taking advantage of technological advances. Including one of them doing an online doctor's consultation or what is known today as telemedicine. Telemedicine in principle is the implementation of long-distance health services using audio-visual communication.
and data. Including treatment, diagnosis, consultation and treatment as well as medical data exchange and remote scientific discussions (Masa, M Anas: 2014: 228). The existence of online health consulting services about health provides many benefits for the general public. This service, which is also often referred to as teleconsultation, can help people who have health complaints without having to come to the hospital. At first, the process of examining patients by doctors was done face-to-face or in person, where patients come to health facilities such as clinics and hospitals to meet directly with doctors and undergo the treatment process. However, currently the examination and consultation process between doctors and patients can be conducted by utilizing technology through online consultation programs or teleconsultation. An example of a social media application that can be used for online consultation media is whatsapp.

Whatsapp is a chat application where users can send text messages, pictures, sounds, locations and even videos to other users using any type of cellphone connected to the internet (Jubilee, 2012: viii). Whatsapp has features that can be used to support the online consultation process between doctors and patients. The features in question include sending text messages, voice, pictures and making video calls. With whatsapp media, online consultation can be done without being limited by location and time. Whatsapp is also a popular application among the public so it is easy to use.

Effective Communication in Whatsapp Online Consultation

Communication skills are very important for a doctor to have in their practice. Good communication skills will improve the quality of consultation with patients to the maximum and get a good response as expected. Through good communication skills from a doctor, patients can receive information correctly so as to reduce the risk of misunderstanding on the part of the patient which results in the treatment process being ineffective and endangering the safety of the patient’s life. The consultation process between doctors and patients can run smoothly if effective communication is achieved. Effective communication can be realized if the message conveyed can be received and understood properly according to the sender’s expectations and the message received is then followed up without any obstacles that interfere with the follow-up process (Syahrizal & Nilasari, 2013: 85). There are five indicators in effective communication, namely: Respect), Empathy, Audible (can be heard well), Clarity (avoiding ambiguity), and Humble (humble attitude).

Purchasing decision

Purchasing decision is a problem adjustment process which consists of five stages, namely: problem recognition process, information search process, alternative evaluation process, decision making, and post-purchase evaluation. Sometimes a consumer does not go through all the stages in the decision-making process. Consumers may skip one or several other stages (Keller & Kotler, 2012: 184). Consumer purchasing decisions are all behavior that is intentionally according to the desire that is generated when consumers consciously choose one of the alternative actions available (Sangadji & Sopiah, 2013:121).

In the service sector, purchasing decisions involve decisions to buy and use the services offered by a company. For health facilities such as clinics, the types of services offered include outpatient services, inpatient care, pharmacy installations, emergency services (ER), home services and so on. Outpatient is a form of medical service provided for patients who are not hospitalized. Included in this service are all the usual activities conducted by clinics and hospitals, including home care services (Homenursing) (Hidayah, AN, 2016: 6). According to the Decree of the Minister of Health of the Republic of Indonesia Number 1165/MENKES/SK/2007 Chapter 1 Article 1 paragraph 4, inpatient services are services for people who enter hospitals/puskesmas/or clinics for the purposes of observation, diagnosis, treatment, medical rehabilitation, and other health services without staying in the hospital.

Consumer purchasing decisions are influenced by internal, external, and situational
factors. Internal factors include: perception, family, motivation, knowledge, attitude, learning, lifestyle, and age group. While external factors include: culture, social class, and membership in a group. In purchasing decisions, there are four indicators, namely: stability in a product, habits in buying products, providing recommendations to others, and making repeat purchases.

**Relationship between Instagram Promotion** ($X_1$) **and Purchasing Decision** ($Y$)

Promotion in the form of advertising, is one example of things that affect consumers who come from outside (external). The impact of advertising a product can be divided into three, namely: cognitive responses related to receiving messages, affective responses that develop consumer attitudes towards a product, and behavioral responses which include real actions taken by the target of the advertising. Attractive advertisements are designed to be able to attract the attention of potential consumers and influence their feelings towards a product or service. So that the attractiveness of advertising is expected to make consumers talk about their needs or wants and ultimately generate interest in buying (Widyastuti, 2017:189-190).

A significant relationship between promotions through Instagram and purchasing decisions is evidenced in a research by Pijoh Meliani Caecelia, Paulus Kindangan, and Ferdinan Tumewu in 2017 who researched with the title The Effect of Maybeline Social Media Marketing (Facebook, Youtube, and Instagram) on Customer Purchase Decision: Research at Sam Ratulangi University where the results of the research state that social media Instagram partially has a significant influence on Maybeline product purchase decisions by Sam Ratulangi University students. Facebook social media promotion does not have a significant influence on Maybeline product purchase decisions by Sam Ratulangi University students. For the simultaneous effect, promotion through social media Instagram, Facebook, and YouTube has a significant influence on Maybeline product purchase decisions by Sam Ratulangi University students.

**Relationship between Whatsapp Online Consultation** ($X_2$) **and Purchasing Decision** ($Y$)

In the health sector, online consultation using whatsapp is provided to make it easier for patients to consult with doctors so that patients do not need to visit the clinic directly. In organizing online consultations, interpersonal communication skills are needed from a doctor to support the creation of effective communication between doctors and patients. Effective communication occurs when a message can be understood by the recipient of the message according to what is expected by the sender of the message and there are no obstacles to achieving the process (Syahrizal & Nilasari, 2013: 83). Effective communication is useful for increasing patient satisfaction, increasing patient trust in doctors and being the basis for good relationships between patients and doctors, increasing success in the process of diagnosing and providing therapy to patients, and increasing patient resilience in dealing with their illness.

A significant relationship between whatsapp online consultation and the patient's decision to use a health service was proven in a research conducted by Pheno Mon Joy and DR. S. Vintakesh entitled A Research on Patient Feedback About Telemedicine Using Whatsapp in A Private Hospital During the Covid-19 Pandemic, where the results of the research stated that telemedicine received a positive response and attention from the community as a new health service and had benefits for the community during this period. pandemic. The community also hopes that in the future the quality of telemedicine services can be improved and introduced to the public.

**Framework**

According to the theoretical basis and concepts that have been described, this research...
analyzes the effect of Instagram promotion and WhatsApp online consultation on the decision to do outpatient treatment at Dr. Yati Zarnudji Main Inpatient Clinic. The variables used in this research consisted of two independent (independent) variables, namely Instagram promotion and WhatsApp online consultation, and the dependent variable (dependent) namely the decision to do outpatient (purchase decision). This research was used to examine the effect of the independent variables either partially or simultaneously on the dependent variable with the following framework:

![Research Hypothesis Framework](image)

**Research Hypothesis**

**H$_1$**: It is suspected that there is a partially significant effect between promotion on Instagram and the decision to use outpatient services.

**H$_2$**: It is suspected that there is a partially significant effect between WhatsApp online consultation and the decision to use outpatient services.

**H$_3$**: It is suspected that there is a simultaneous significant effect between Instagram promotion and WhatsApp online consultation on the decision to use outpatient services.

**RESEARCH METHODS**

**Research Design**

The type of research conducted is quantitative research to analyze the effect of Instagram promotion and WhatsApp online consultation on the decision to do outpatient (purchase decision). The research location is at Dr. Yati Zarnudji Main Inpatient Clinic which is located at Jln. Pabuaran Indah number 31 Kec. Cibinong, Kab. Bogor. The types of data that will be used are quantitative data and qualitative data sourced from respondents' answers (primary data) and data from third parties such as articles, journals, and company data (secondary data). The instrument used was a closed questionnaire which was distributed to 145 research respondents online via Google form and directly to respondents when visiting the clinic.

**Research and Operationalization Variables**

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This research uses three variables consisting of two independent variables and one dependent variable. The independent variables used are Instagram promotion (X1) and WhatsApp online consultation (X2). The dependent variable used is the decision to do outpatient (Y). The operational definitions of the three variables can be described as follows:

1. **Instagram Promotion**
   
   Instagram promotion is a form of internet advertising on a product or service using Instagram social media. Instagram is a type of social media used by users to share photos, videos, and make direct edits using the effects and filters provided by Instagram (Prajarini, 2020:132). Promotion through Instagram can be measured by the following indicators:
   
   a. **Story**
   b. **How**
   c. **Audience**
   d. **Reach**
   e. **Excellent**

2. **WhatsApp Online Consultation**

   WhatsApp online consultation is a form of telemedicine service in the form of teleconsultation using WhatsApp social media to support the non-face-to-face communication process between doctors and patients. WhatsApp is a chat application where users can send text messages, pictures, sounds, locations and even videos to other users using any type of cellphone connected to the internet (Jubilee, 2012: viii). Online consultation via whatsapp is related to the ability to create effective communication between doctors and patients. Effective communication can be measured by the following indicators:
   
   a. **Respect**
   b. **Empathy**
   c. **Audible**
   d. **Clarity** (Clear and avoid ambiguity)
   e. **Humble**

3. **Outpatient Decision (Purchasing Decision)**

   Purchasing decision is a problem adjustment process which consists of five stages, namely: problem recognition process, information search process, alternative evaluation process, decision making, and post-purchase evaluation (Kotler & Keller, 2012: 184). Outpatient decision making is related to the process when a patient makes a choice to use services and take care actions at a hospital, clinic, or home service without being hospitalized at the hospital or clinic. Indicators to measure purchasing decisions are:
   
   a. stability in a product
   b. habits in buying products,
   c. recommend to others,
   d. make repurchases.

**Population and Sampling Techniques**

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The population in this research were all patients at Dr. Yati Zarnudji Main Inpatient Clinic who has used the online whatsapp consultation service. According to the data obtained by the author, the population in this research was 145 people, which is the number of patients who used the online whatsapp consultation service during January-April 2021. The sampling technique used was purposive sampling, where the author will make patients who become followers on Instagram @ clinicdryati and had done an online whatsapp consultation as a research sample. Researchers determine the size of the sample used by making all the population as many as 145 people in the table as the research sample. In this research the authors use a margin of error of 5%.

Measurement Scale

In this research, the questionnaire measurement technique used the agree-disagree scale. This scale describes statements that result in agree-disagree responses from respondents in various value ranges. The scale used to measure is a Likert scale with an interval of 1-5 with the following meanings:

<table>
<thead>
<tr>
<th>Nilai</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predikat</td>
<td>Sangat tidak setuju</td>
<td>Tidak setuju</td>
<td>Netral</td>
<td>Setuju</td>
<td>Sangat setuju</td>
</tr>
</tbody>
</table>

Data Analysis Technique

The data obtained from the respondents were then processed by researchers to produce research results. Data processing begins with testing the research instrument through testing the validity and reliability of the instrument. After that, the data collected was tested for classical assumptions including: data normality test, multicollinearity test, and heteroscedasticity test. Classical assumption testing is needed as a condition in forming a good regression. After that linearity test to test whether the variables studied have a linear relationship. After all the initial testing has been conducted, the next step is to carry out testing and analysis as follows:

1. **Multiple Regression Analysis**
   Multiple linear regression is used to test the effect of two or more independent variables on the dependent variable, where the regression model compiled assumes that there is a straight line or linear relationship between the dependent variable and the others (Kurniawan & Yuniarto, 2016: 91). Multiple linear regression analysis was used to determine the effect of the independent or independent variables, namely instagram promotion and whatsapp online consultation on the dependent or dependent variable, namely the decision to use outpatient services at Dr. Yati Zarnudji Main Inpatient Clinic.

2. **Hypothesis Test**
   Hypothesis testing was conducted, namely partial test (t test) and simultaneous test (F test). Partial test was conducted to determine whether in the regression model the independent variable partially had a significant effect on the dependent variable. Meanwhile, the simultaneous test was conducted to measure how much influence the independent variables had together on the dependent variable.

3. **Coefficient of Determination Test (R²)**
   The coefficient of determination (R²) is the analysis used to determine how much influence the independent variable has on the rise and fall of the dependent variable. The coefficient of determination ranges from zero to one (0 R² 1) which

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means that if $R^2 = 0$ shows no influence between the independent variables on the dependent variable.

RESULTS AND DISCUSSION

Dr. Yati Zarnudji Main Inpatient Clinic Profile

Dr. Yati Zarnudji Main Inpatient Clinic is a health facility incorporated as a Limited Liability Company (PT). This clinic was founded on the initiative of dr. Yati Zarnudji on June 1, 1997. Initially this clinic was his private doctor's practice who handled general health check-ups and childbirth. The commitment to continue to provide the best health benefits and services to the community makes the doctor's practice continue to grow until it operates as the main clinic. Standing on an area of more than 3000 m², Dr. Yati Zarnudji Main Inpatient Clinic comes with the concept of "Smart, Beautiful and Clean", where the existence of green open spaces, in the form of gardens and fish ponds, makes patients feel comfortable and feel at home. Hospitality and excellent service quality are also our main focus in order to maintain the level of patient satisfaction.

The commitment to always provide the best service to the community, triggers the spirit to continue to develop as the best health facility. The available health services are: 24 hour delivery, pharmacy installation, outpatient general practitioner, family planning services, immunization, laboratory and since 2020 Dr. Yati Zarnudji Main Inpatient Clinic began to add 24-hour emergency services, general inpatient services for children and adults, as well as poly specialist services for internal medicine and pediatric specialists which were very well received by the community. With the support from the community and a commitment to continue to provide the best health services to the community, Dr. Yati Zarnudji Main Inpatient Clinic is currently undergoing the development process into Zarnudji General Hospital.

Characteristics of Respondents

According to the results of distributing questionnaires to 145 respondents, it is known that 81% or 117 respondents in this research were female, and 19% or 28 respondents were male respondents. The age range of the research respondents is between 20-30 years with the dominance of 80% of the total research respondents, and the remaining 20% are in the age range of 31-40 years and under 20 years. For the domicile of the research respondents, most of them are in the Cibinong area, namely 51% or 74 respondents, the remaining 49% or 71 respondents are outside the Cibinong area.

While the description of respondents according to the type of work shows that most of the respondents work as private employees, namely 71% or 104 respondents, then respondents who work as entrepreneurs are 14% or 20 respondents, housewives are 10% or 14 respondents, civil servants are 3% or 4 respondents, and MilitaryPolice by 2% or 3 respondents.

Regression Analysis

To determine the effect of Instagram promotion and WhatsApp online consultation on the decision to do outpatient treatment multiple regression analysis model with the SPSS program, where the results obtained are as follows:
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From table 2 above, it can be written that the multiple regression equation that the researcher uses is as follows:

\[ Y = 38.427 + 0.176X_1 + 0.130X_2 + e \]

From the regression model, it can be concluded that when the Instagram promotion and WhatsApp online consultation variables are not equal to zero, the outpatient decision is 38.427. If there is an increase of one unit in the Instagram promotion variable (X1), it will increase the outpatient decision by 0.176. If there is an increase of one unit in the whatsapp online consultation variable (X2), it will increase the outpatient decision by 0.130. The error term in the regression model is a confounding factor, which is a substitute for all variables that are omitted in the regression model but collectively affect the dependent variable.

**t Test**

The t-test was used to determine the effect of each independent variable on the dependent variable. The following is the processed result of the SPSS program for the t-test:

**Table 3**
The t-Test Results for Instagram Promotion Variables

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>43.164</td>
<td>3.072</td>
<td>11.146</td>
</tr>
<tr>
<td></td>
<td>Promosi_Instagram</td>
<td>238</td>
<td>.064</td>
<td>.297</td>
</tr>
</tbody>
</table>

**Table 4**
The t-Test Results for Whatsapp Online Consultation Variables

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>45.429</td>
<td>3.434</td>
<td>13.320</td>
</tr>
<tr>
<td></td>
<td>Konsultasi_Online_VIA</td>
<td>186</td>
<td>.853</td>
<td>.284</td>
</tr>
</tbody>
</table>

Siti Marini; Sumardjono; Dimas Ari Darmantyo. The Effect of Instagram Promotion and Whatsapp Online Consultation on the Decision to do Outpatient Treatment at Dr. Yati Zarnudji Main Inpatient Clinic
The results of the t-test calculations in tables 3 and 4 above can be explained as follows:

1. The results of the t-test calculation for the Instagram promotion variable obtained that the t-count value is greater than t-table, which is $3.722 > 1.97681$, and a significance value of $0.000 < 0.05$ so that the first hypothesis (H1) which states "It is suspected that there is a significant effect partially promotion on Instagram with the decision to use outpatient services" is accepted.

2. The results of the t-test calculation for the whatsapp online consultation variable obtained that the t-count value is greater than the t-table, which is $3.538 > 1.97681$ and the significance value is $0.000 < 0.05$ so that the second hypothesis (H2) which states "It is suspected that there is a significant influence partially whatsapp online consultation with the decision to use outpatient services" Accepted.

**F Test**

The F test is used to determine the simultaneous effect of all independent variables on the dependent variable. The following is the result of SPSS processing for the F test:

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>542,509</td>
<td>2</td>
<td>271,259</td>
<td>9.801</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>17,826</td>
<td>144</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>560,335</td>
<td>146</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The results of the calculations for the F test obtained that the calculated F value is greater than the F table which is $9.381 > 3.06$ and a significance value of $0.000 < 0.05$ so that the third hypothesis (H3) which states "It is suspected that there is a simultaneous significant effect between Instagram promotion and whatsapp online consultation on the decision to use outpatient services." Accepted.

**Coefficient of Determination Test ($R^2$)**

The determination coefficient test was conducted to find out how much influence Instagram promotion and whatsapp online consultation had on outpatient decisions. The coefficient of determination ($R^2$) is the analysis used to determine how much influence the independent variable has on the rise and fall of the dependent variable. The coefficient of determination ranges from zero to one ($0 \leq R^2 \leq 1$), which means that if $R^2 = 0$ there is no influence between the independent variables on the dependent variable. The following is the result of SPSS processing for the coefficient of determination test ($R^2$):

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>$R^2$</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>542,509</td>
<td>2</td>
<td>271,259</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residual</td>
<td>17,826</td>
<td>144</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>560,335</td>
<td>146</td>
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The results obtained that the calculated $R^2$ value is $0.981$. This indicates that $98.1\%$ of the variation in the decision to use outpatient services is influenced by Instagram promotion and whatsapp online consultation.
According to the table 6 above, the Adjusted R Square value is 0.109. This means that the contribution of Instagram promotion variables (X1) and whatsapp online consultation (X2) to outpatient decisions (Y) is 10.9%. The remaining (100%-10.9% = 89.1%) outpatient decisions are influenced by other variables not included in this research, for example: service quality, price, brand awareness, location, and others.

The Effect of Instagram Promotion on the Decision to Outpatient

According to the results of the research showed that Instagram promotion had a significant influence on outpatient decisions at Dr. Yati Zarnudji Main Inpatient Clinic. This is evidenced by the results of the t-test (partial test) where the t-count obtained is greater than the t-table, namely 3.722 > 1.97681 and a significance value of 0.000 <0.05. Respondents gave a positive response to the Instagram promotion conducted by Dr. Yati Zarnudji Main Inpatient Clinic. The things that respondents like about the @klinikdryati Instagram promotion include: Instagram admin @klinikdryati using relevant hashtags to make it easier to search for information, quick response when followers need information via Instagram access, and any suggestions given by followers are highly appreciated by Dr. Yati Zarnudji Main Inpatient Clinic. These three things were responded very positively by respondents when filling out research questionnaires.

The positive influence between Instagram social media promotion and purchase decisions is in line with research from Pijoh Meliani Caecelia, Paulus Kindangen, and Ferdinand Tumewu in a journal entitled "The Effect of Social Media Marketing (Facebook, YouTube, and Instagram) on Purchase Decision (Case research). at Sam Ratulangi University Student) where the journal states that the results of the t-test (partial test) of social media promotion Instagram have a positive and significant effect on purchasing decisions.

The Effect of WhatsApp Online Consultation on the Outpatient Decision

According to the results of the research, it showed that whatsapp online consultation had a significant influence on outpatient decisions at Dr. Yati Zarnudji Main Inpatient Clinic. This is evidenced by the results of the t-test (partial test) where the t-count obtained is greater than the t-table, namely 3.538 > 1.97681 and a significance value of 0.000 <0.05. Respondents gave a positive response to the online whatsapp consultation service conducted by Dr. Yati Zarnudji Main Inpatient Clinic. Things that respondents like about online consulting services include: During the whatsapp online consultation process, doctors convey health information in a language that is easily understood by patients, doctors have a neat appearance, and in carrying out their duties doctors are fair to all patients. These three things were responded very positively by respondents when filling out research questionnaires.

In line with the research from Pheno MonJoy and DR S Ventakesh in the journal entitled "A Research on Patient Feedback about Telemedicine Using Whatsapp in a Private Hospital During the Covid-19 Pandemic" where the results obtained that telemedice received a good response from the community as a new health service during

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the COVID-19 pandemic, the Covid-19 pandemic where if the service is improved again, it will greatly help the community in aspects of health needs that are conducted online.

**The Effect of Instagram Promotion and Whatsapp Online Consultation on the Decision to Outpatient**

According to the results of testing the effect of instagram promotion and whatsapp online consultation on outpatient decisions at Dr. Yati Zarnudji Main Inpatient Clinic using the F test, the results obtained that the promotion of instagram and online consultation whatsapp together (simultaneously) have a positive and significant relationship. This is evidenced by the results of the F test where the calculated F obtained is greater than the F table, namely 9.831 > 3.06 and a significance of 0.000 < 0.05. Thus there is a significant influence between the variables of Instagram promotion and online whatsapp consultation together or simultaneously on outpatient decisions at Dr. Yati Zarnudji Main Inpatient Clinic. However, the value of the coefficient of determination (R2) obtained is below 50%, which is 12.2% so that the contribution of the independent variable to the ups and downs of decisions to use outpatient services at Dr. Yati Zarnudji Main Inpatient Clinic is very low. This can be considered as a basis for reviewing the promotional activities of Instagram @klinikdryati and the online whatsapp consultation service that is being run by Dr. Yati Zarnudji Main Inpatient Clinic. According to the results of the t-test (partial test) Instagram promotion has a greater t-count value of 3.722 compared to t-count from WhatsApp online consultation of 3.538, so the researcher suggests to continue and improve the Instagram promotion program that has been conducted through the Instagram account @klinikdryati. The use of social media for business activities can reach a wider range of consumers, modern features to make promotional activities more attractive and effective, and to interact with consumers better. For whatsapp online consultation services, researchers suggest terminating the service. Instead, the researchers also suggest adding service facilities that can improve patient decisions in choosing outpatient services at Dr. Yati Zarnudji Main Inpatient Clinic, for example, collaborates with insurance, companies, and social security agencies (BPJS) so that clinics can reach more consumers because of services using company guarantees, insurance, and BPJS. Researchers suggest discontinuing the service. Instead, the researchers also suggest adding service facilities that can improve patient decisions in choosing outpatient services at Dr. Yati Zarnudji Main Inpatient Clinic, for example, collaborates with insurance, companies, and social security agencies (BPJS) so that clinics can reach more consumers because of services using company guarantees, insurance, and BPJS. Researchers suggest discontinuing the service. Instead, the researchers also suggest adding service facilities that can improve patient decisions in choosing outpatient services at Dr. Yati Zarnudji Main Inpatient Clinic, for example, collaborates with insurance, companies, and social security agencies (BPJS) so that clinics can reach more consumers because of services using company guarantees, insurance, and BPJS.

**CONCLUSIONS AND RECOMMENDATIONS**

**Conclusions**

1. Partially, Instagram promotion has a significant influence on the decision to do outpatient treatment at Dr. Yati Zarnudji Main Inpatient Clinic.
2. Partially, whatsapp online consultation has a significant influence on the decision to do outpatient treatment at Dr. Yati Zarnudji Main Inpatient Clinic.
3. Simultaneously, instagram promotion and whatsapp online consultation have a joint effect on the decision to do outpatient treatment at Dr. Yati Zarnudji Main Inpatient Clinic.

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Suggestions

1. For Dr. Yati Zarnudji Main Inpatient Clinic

Continuing Instagram promotion activities because the media received a good response from research respondents who are followers of the @klinikdryati Instagram account. According to the survey, Instagram is one of the social media with the highest level of users in Indonesia so that the target consumer coverage becomes larger. In addition, features on Instagram such as: Instagram stories, live Instagram, feeds, filters, Q&A, the latest reels features, and insights can be developed to support promotional activities to be more interesting and effective. Seeing the low level of correlation between Instagram promotion and whatsapp online consultation on the decision to use outpatient services at the Main Inpatient Clinic, dr. Yari Zarnudji, the researcher also gave suggestions to add services in the form of health insurance services, corporate collaborations, and BPJS guarantees to support patient visits.

2. For Next Researcher

Seeing the low level of correlation between Instagram promotion and whatsapp online consultation on the decision to use outpatient services at the Main Inpatient Clinic, dr. Yari Zarnudji, researchers also provide suggestions for adding services in the form of. It is hoped that further researchers can develop this research more broadly with different variables, locations and statements so that more research can be done on aspects that can influence a consumer in deciding to use outpatient services at a facility, health. It is also hoped that further researchers can provide updates in terms of using reference text books, journals or other related articles.

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