Analysis of the Influence of Digital Marketing and Service Quality on Organizational Culture at St. Catholic Hospital Vincentius a Paulo Surabaya City

Priyo Utomo

Sekolah Tinggi Ilmu Ekonomi Pemuda, Surabaya Indonesia

Corresponding Author*: priyoutomo.stiepemuda@gmail.com

ABSTRACT

Purpose: Health is a right of every citizen, so the hospital's strategy for improving services should see opportunities from various aspects, especially in today's digital era. The purpose of this study is to ascertain how digital advertising and quality of service affect consumer choice to choose health services through organizational culture at St. Vincentius A Paulo City of Surabaya.

Design/methodology/approach: This study's methodology brings together a descriptive technique with a quantitative approach. Customers who submitted their information into the database compose the population in the present research. The sample in this research is 200 respondents. Data collection techniques used questionnaires distributed to consumers who served as participants in tests. Analyzing data technique with path analysis method.

Findings: The findings revealed that the quality of service (X2) and digital advertising (X1) had a favorable and considerable impact on organizational culture (Y) at St. Vincentius A Paulo / RKZ Surabaya City where X1 = 0.000 and X2 = 0.000 is less than 0.05. Practical implications, as input to the hospital for material evaluation of organizational culture development policies in the St. Vincentius A Paulo City of Surabaya. Theoretical repercussions, serving as a resource for future research on fundamental research of institutional cultures as input to the hospital for material evaluation of organizational culture development policies in the St. Vincentius A Paulo City of Surabaya. Theoretical repercussions, serving as a resource for future research on fundamental research of institutional cultures as input to the hospital for material evaluation of organizational culture development policies in the St. Vincentius A Paulo City of Surabaya. Theoretical repercussions, serving as a resource for future research on fundamental research of institutional cultures.

Research limitations/implications:

Practical implications:

Paper type: Research Paper

Keyword: Digital Marketing, Organizational Culture, Service Quality

Received : March 13th

Revised : March 18th

Published : May 31th

I. INTRODUCTION

One of our fundamental demands is our health. Furthermore to having access to meals, apparel, and housing, staying in shape is essential for maintaining one's quality of existence because, when ill, it is difficult for people to effectively carry out their daily responsibilities. Additionally, those who are unwell (patients) and unable to recover themselves must turn to healthcare professionals who are able to cure them, and these professionals will perform what is referred to as medical efforts by offering healthcare services. (Ananda, 2021).

In line with this goal, St. Vincentius A Paulo City of Surabaya has provided various choices in health services through digital marketing, and service quality is expected to have an increased impact on organizational culture. Not only for all people who come when they are sick but also for maintaining health. In the St.

Analysis of the Influence of Digital Marketing and Service Quality on Organizational Culture at St. Catholic Hospital Vincentius a Paulo Surabaya City
Priyo Utomo

Page | 473

Petersburg hospital management system. Vincentius A Paulo Surabaya City is very concerned about the quality of its services. Digital marketing is a promotional activity, whether to promote a brand, product, or service using digital media. The term digital marketing is indeed new, along with the increasing use of the internet. However, it turns out that digital technology has been used since 1910. In its development, the St. Vincentius A Paulo City of Surabaya

The lack of adjustment of human resources in the digitalization era will have an impact on organizational culture which is slow in self-adjustment for both individuals and organizations and will indirectly have an impact on the quality of services available at the St. Vincentius A Paulo City of Surabaya.

The accomplishments of a firm are thought to be largely determined by its staff of professionals, who perform a crucial part in it (Utomo et al., 2018). Organizational culture then involves rules, assumptions, language, symbols, norms, vision, systems, beliefs, habits, symbols, and written and unwritten values. Organizational culture is also known as The organization's fundamental philosophy, which determines its internal rules, standards, and principles. Organizational Culture that is applied at the St. catholic hospital. Vincentius A Paulo, Surabaya City is an attraction so that later it will become the main element in attracting people to pay attention to their health so that they can educate them that going to the hospital is not only when they are sick, but also to make decisions for routine health checks.

The phenomenon of disruptive innovation is known at this time in the world During the period known as the Revolutionary Industry 4.0, namely where digital economics, artificial intelligence, big data, robotics, and so on are emphasized. Changes in the current era lead to technology and can change the way of life and work related to one another (Kurniawan, 2020). With this phenomenon, the efforts of all service institutions are forced to adapt if they don't want to be left behind, especially the St. Catholic Hospital. Vincentius A Paulo Surabaya City is trying to adjust to the current digital era.

Improving services is an important issue because good public services have always been the demand of the community while the public services provided have not changed. Many problems such as slow, expensive, and complicated services make people continue to demand changes in improving the public service system. A good public service has a good system as well and will result in high-caliber social service, outstanding customer service mechanism is a system that complies with existing standards and mechanisms so that in the service process there are no deviations and if they do occur there will be visible and known (Maulani, 2020). Services at the Catholic Hospital of St. Vincentius A Paulo Surabaya City are trying to improve services with various innovations to improve services.

In this present research, it examines the effect of digital advertising and outstanding service on organizational culture at St. Vincentius A Paulo City of Surabaya.

A. Research Purposes

The goal of the research was to ascertain how the cultural environment of St. Catholic Hospital was affected partially and simultaneously by the level of service and online marketing characteristics. Vincentius A Paulo City of Surabaya.

B. Theoretical review
1. Digital Marketing

According to Coviello et.al in Aryan (2021), Online marketing is the process of using the World Wide Web and other multimedia platforms to establish and maintain an interaction between businesses and their target audiences. They contend that electronic commerce includes electronic marketing as well. Additionally, digital advertising, includes advertising, is defined by Sanjaya and Tarigan in Aryan (2021) as promotional activities. For instance, blogs, websites, email, Google Ad Words, and numerous online social platforms. According to Lane in Silviana (2020) Advertising goods and service through digital platforms is known as "Digital advertising." Electronic marketing, or digitally marketing, is another name for the practice of sending promotional information to consumers via electronic or social media platforms.

According to Yazer Nasdini in Iqbal (2021)Digital Marketing indicators namely: 1) Accessibility refers to the capacity of users to utilize the data and features offered by online advertisements. 2) The term "interactivity" relates to a degree of interaction in both directions that describes the capacity for interaction between advertising and buyers, as well as the capacity for both parties to react to the feedback they obtain. 3) The ability to market in a way that makes people happy or entertained. 4) Reliability measures how much online users believe the commercials they see. 4) Disturbing events in advertisements on the internet include dissatisfaction. 5) Informational Value The capability for marketing to give buyers information is the core of an ad.

2. Service Quality

Arianto (2018) stated that In order to fulfill customer demands, excellent service can be defined as an emphasis on both fulfilling demands and standards and deadlines. Value of Service is applicable to all activities

Analysis of the Influence of Digital Marketing and Service Quality on Organizational Culture at St. Catholic Hospital Vincentius a Paulo Surabaya City
Priyo Utomo

Page | 474

rendered by the business when the customer is inside the business. According to Kottler & Keller (2014)is a product's or service's capabilities' fullness that can provide satisfaction to a need. According to Cashmere(2016), An individual or organization's acts or behaviors that are intended to satisfy clients or staff are referred to as providing high-quality service. Meanwhile, according to Tjiptono (2014), In terms of goods, services, and human resources, quality of service is a continuous situation. Additionally, environments as well as procedures that ideally match or even surpass the anticipated level of quality of service should be considered.

According to Pasuraman, Zeithaml, and Berry quoted by FandyTjiptono (2014), service quality indicators are as follows: 1) Reliability is a capability to offer services follows what was originally promised, particularly compatibility in complying with customer demands, corresponding to rapidity, identical service for buyers, empathetic manner and outstanding precision. 2) The desire and capacity of staff to support clients and offer receptive services is referred to as reactivity. 3. Assurance refers to staff actions that increase consumer confidence in a business and enable the business to give its clients a sense of security. 4) Showing clients that a business cares about them includes listening to their concerns, acting in their best interests, providing them with individualized service, and keeping convenient times.

3. Organizational Culture

Based on Sutrisno (2015) Organisational culture is a set of beliefs, principles, or standards that have historically been embraced and upheld by the staff of an organization. Business culture, also known as organisational culture, is an assortment of agreed beliefs or standards that have existed in place for a considerable amount of time and that are used as guidelines for behaviour when resolving issues within a company.

According toTika (2014) argues that The culture of an organization is a set of fundamental presumptions and attitudes that all of its stakeholders share. It is created and passed down down the generations to address adaptability issues.

According to Siagian (2015) defines that The focus of organisational culture is resolving both internal and external issues. This application is taken out continuously by the group, and it eventually leaves new members with the proper understanding, perspective, and emotional response to the aforementioned issues.

According to Samsuddin (2018) argues that Organisational culture is a meaning-based structure or values shared by all organisation's staff. The system of meanings and values will look for the unique characteristics of an organization and will make the organization different from other organizations. Employees who can understand these distinctive characteristics will behave following what is expected by the organizational culture

According to Robbins & Judges (2015), wrote that A framework of collective significance used by members to set one organization apart from another is referred to as organisational culture. The most important parameters that effectively convey organisational culture as follows: 1) Creativity and Taking Risks In each position, workers are urged to be creative and brave in taking chances. 2) Regard to specifics The quality of staff members must exhibit accuracy, analysis, and attention to detail. 3) Results-driven The managerial position concentrates on achieving objectives rather than the methods and procedures employed to do so. 4) Human relations perspective The degree to which management choices are made while taking into account how outcomes will affect the organization's workforce. 5) Orientation for teams the quantity of labor done by groups instead of persons. 6) Aggression Instead of being laid back, they will be hostile and competing. 7. Durability when it comes to organizational activities, preservation of the current status quo is prioritized over progress.

II. METHODS

This research employs a quantitative method of descriptive research. The database's clients make up the complete study topic, or research community. Simple random sampling technique was utilized in this research. Proposed notion of simple random sampling by Sugiyono (2017) is the odd selection of the sample participants from a population without considering into account any underlying strata. 200 consumers will receive the samples, thus. strategies for gathering data via employing questionnaires. Multiple linear regression analysis is used in data analysis, and SPSS 26 is used to handle the data.

III. RESULTS AND DISCUSSION

The validity test used is scale analysis which looks at the item-total statistics table and the corrected item column. The total correlation is then compared with the r table of 0.05, it is said to be valid if the correlation item-total correlation > r table = 0.138. depending on the outcomes of the processing of data, It is evident that

Analysis of the Influence of Digital Marketing and Service Quality on Organizational Culture at St. Catholic Hospital Vincentius a Paulo Surabaya City
Priyo Utomo

Page | 475

each item from the statements in the questionnaire are declared valid, because t count > r table = 0.138, then all questions were declared valid.

According to Ghozali (2018) If responses to a questionnaire are generally constant or stable, it is said to be dependable. Reliability testing was taken out using the Cronbach Alpha method with a Cronbach Alpha reliability coefficient value of > 0.7. Where this value is the minimum value of each variable to be said to be reliable or reliable.

Table 1 Reliability Test

Cronbach's Alpha	N of Items
.860	19

Source: SPSS Processing Data 26, 2022

The Cronbach Alpha value for all items is 0.860 in the table above, which is greater than 0.7, indicating that the research instrument is suitable or reliable.

The purpose of the normality test is to determine if the independent and dependent variables in a regression model, or both of them, have a distribution that is normal.
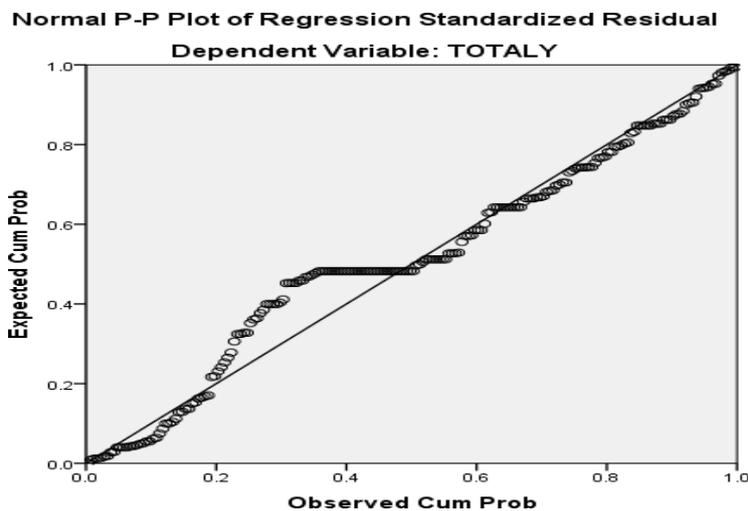
Source: SPSS Processing Data 26, 2022

Figure 1 Probability Plot Normality Test

According to the image above, the regression model's normalcy test results are properly distributed. Consequently, in accordance with Ghozali (2018), the model used for regression is considered to be properly distributed if the data displayed (dots) that represent the true data followed a line that is diagonal.

Using the strength of the coefficient of correlation, the multicollinearity test seeks to gauge the degree of the connection or effect between various independent variables. The measurement of the VIF, or variance inflation factor, might be used to determine the strategy utilized to identify multicollinearity in the regression model. Regression models are stated to be multicollinearity-problem-free if VIF > 10 and tolerance value > 0.1.

Analysis of the Influence of Digital Marketing and Service Quality on Organizational Culture at St. Catholic Hospital Vincentius a Paulo Surabaya City
Priyo Utomo

Page | 476

Table 2 Multicolcollinearity Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
	(Constant)	5,000	1,462		3,419	001		
1	Digital Marketing	.624	.115	.310	5,429	.000	.613	1631
	Service quality	.714	.070	.549	10.225	.000	.695	1,440

a. Dependent Variable: organizational culture
Source: SPSS Processing Data 26, 2022

On the basis of the aforementioned table, it is clear that the tolerance value and VIF value of the two independent digital marketing variables (X1) are (0.613) > (0.010) and (1.631) (10.0), respectively. and service quality (X2), where a count (0.695) > a (0.10) and a VIF count (1.440) > a VIF (10.0) respectively. Due to the tolerance value (a) of each independent variable being below 10.0, it could be said that the regression model lacks convergence.

The heteroscedasticity test, also known as hemoscedasticity or heteroscedasticity, is intended to determine how the remainder of the variance of a single observation differs from the remaining variability of another observation in the regression model. Assessing with a scatter plot is the procedure applied to determine whether heteroscedasticity is present or absent.
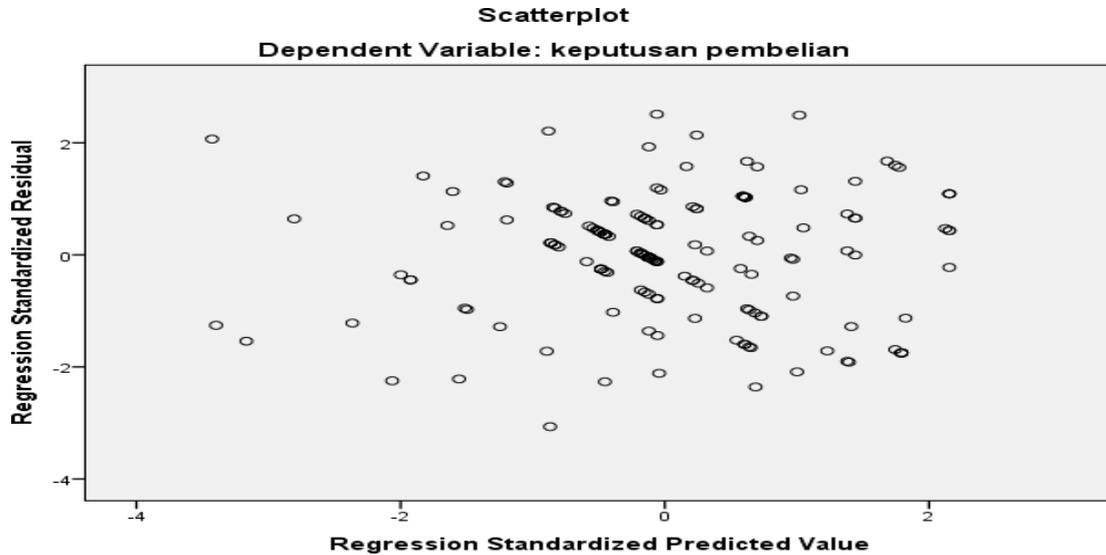
Source: SPSS Processing Data 26, 2022

Figure 2 Graph of Scatter Plots

According to the image above, the points on the chart do not create a recognizable pattern since they are dispersed both above and below the Y axis's value 0, making it difficult to interpret the plot. As a result, it could be said that heteroscedasticity does not exist..

Furthermore, with several regression linear test, this test is used to determine digital marketing and service quality on organizational culture at St. Vincentius A Paulo City of Surabaya.

Analysis of the Influence of Digital Marketing and Service Quality on Organizational Culture at St. Catholic Hospital Vincentius a Paulo Surabaya City
Priyo Utomo

Page | 477

Table 3 Multiple Linear Regression Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
	(Constant)	5,000	1,462		3,419	001		
1	Digital Marketing	.624	.115	.310	5,429	.000	.613	1631
	Service quality	.714	.070	.549	10.225	.000	.695	1,440

a. Dependent Variable: organizational culture
Source: SPSS Processing Data 26, 2022

The outcomes of the previous equation for several linear regression could be interpreted in the following way: 1) Since the service's efficiency and digital advertising variable (a) are both constant at 5,000, the cost determination value is 5,000. Correlation coefficients, second Given that the digital advertising regression value (X1) is 0.624, it may be concluded that the variable X1 has a favorable impact on Y. 3) The service quality (X2) coefficient of regression is 0.714, that shows that the parameter X2 has an advantageous effect on Y, increasing it by 0.714.

If the independent factors separately having a substantial positive impact on the dependent variable, it could be determined using the T-test method. 200 questionnaires were utilized in the current research's data, and 200 was the t table value's 1.652 threshold; 1) If the t table value is more than the t count, then H0 is disregarded and Ha is allowed, indicating that there is a significant beneficial impact between the independent factors and the dependent variable. 2) If the t table value is less than the t count, then the hypothesis Ha is disregarded and the null hypothesis H0 is recognized, This indicates that there is no significant beneficial impact of the independent factors on the dependent factor. 3) If the significance level of the t-test is recognized as more than 0.05 and both Ha and H0 are accepted, it is concluded that the independent factors have no discernible influence on the dependent variable. 4) If the H0 value is rejected and the significant value of the t-test 0.05 Ha is embraced, it might be concluded that the independent variables significantly affect the dependent variable.

According to Table 3's t-test table, it might be characterized thereby: 1) The initial hypothesis (H1) is embraced and has an optimistic value since the findings of the primary digital advertising assumption reveal that t count > t table (5.429 > 1.652). Since the primary hypotheses H1 is relevant and the digital marketing signature value (X1) is 0.000 0.05, it may be said that it is valid. This indicates that organizational culture at the St. Vincentius A Paulo City of Surabaya is positively and marginally significantly influenced by digital marketing characteristics. (3) The second hypothesis (H2) is embraced and has a value that is positive since the findings of the second hypothesis demonstrate that the t count > the t table (10.225 > 1.652). It could be said that the primary hypothesis H2 is valid because the significance level of service quality (X2) is 0.000 > 0.05. This demonstrates that the service quality factor affects organizational culture at St. Vincentius A Paulo City of Surabaya in a favorable and relatively significant manner.

Use the F-test to determine if both the independent and dependent variables interact. The F test attempts to demonstrate the extent to which quality of service and digital advertising have an impact on the organisational culture of St. Catholic Hospital Hospital. Vincentius A Surabaya Paulo City. In this study, 200 questionnaires were utilized as data, thus the f table score of 200 was 2.65; 1) If the result of f count> f table then Ha is regarded as valid and H0 is denied, signifying that the independent and dependent factors are having a beneficial impact concurrently. 2) If the result of f measure is greater than the amount of f table, then Ha is disregarded and H0 is granted acceptance. This indicates that there is no contemporaneous beneficial impact between the independent and dependent variables. 3) The H0 hypothesis is considered valid and Ha is disregarded if the substantial result of the f test is greater than 0.05, indicating that there is no considerable interaction between the independent and dependent variables. 4) If the f test's significance threshold is less than 0.05, Ha and H0 are considered valid, indicating that there is a substantial relationship between both dependent and independent variables.

Analysis of the Influence of Digital Marketing and Service Quality on Organizational Culture at St. Catholic Hospital Vincentius a Paulo Surabaya City
Priyo Utomo

Page | 478

Table 4 Simultaneous Test Results (Test F)

ANOVAa

	Model	Sum of Squares	Df	MeanSquare	F	Sig.
	Regression	702,399	3	234,133	101,259	.000b
1	Residual	453,196	196	2,312		
	Total	1155595	199			

a. Dependent Variable: organizational culture
b. Predictors: (Constant), digital marketing, service quality
Source: SPSS Processing Data 26, 2022

The estimated f value > f table (101.259 > 2.65) indicates that H4 is regarded as valid and has an affirmative value based on the aforementioned F test table. H4 could be deemed significance because the f test's relevant value is 0.000 0.05. The fourth hypothesis (H4), which states that digital advertising and quality of service are having a favorable and strong contemporaneous impact on organizational culture at St. Vincentius A Paulo City of Surabaya, might be said to be approved.

A. Discussion

According to the findings of the online marketing variable t-test, the t count > t table (5.429 > 1.652) and the corresponding significance value is 0.000 0.05. The conclusion that the online marketing variable has a favorable and only marginally substantial impact on the organizational culture at St. Vincentius A Paulo City of Surabaya is therefore based on the fact that Ha is deemed valid and H0 is denied.

MatterThis is in response to research by Ninety & Sulistiadi (2022), According to this study, online marketing at healthcare facilities during the COVID-19 epidemic is an advertising strategy with various advantages. The hospital's objectives determine the channels of online advertising that should be used. The Hospital then chooses which social media platforms to utilize, decides the aims and objectives to be accomplished through the chosen media, runs a scenario and audience assessment, and finally chooses a spending plan and marketing regularity. In order for the hospital to successfully and profitably accomplish its objectives, it is also vital to identify who is implementing the chosen promotional plan. Additionally, every digital marketing strategy needs to be monitored and evaluated after application.

The significance level of the t count t table (10.225 > 1.652) and the significant value is 0.000 > 0.05, respectively, according to the findings of the service's efficiency t-test. The quality of service variable has a favorable and marginally significant impact on organizational culture at St. Vincentius A Paulo City of Surabaya, as evidenced by the fact that Ha is approved and H0 is refused.

F value > F table (101.259 > 2.65) is calculated using the aforementioned F test table. Given that H4 is approved and has a considerable affirmative value, the f test's considerable value of 0.000 0.05 allows this to be said. The fourth hypothesis (H4) has been approved, which means that St. Vincentius A Paulo City of Surabaya's organisational culture is positively and significantly impacted at the same time by online marketing and the quality of service.

IV. CONCLUSION

It could be inferred as follows based on the findings of the research and discussion put out;

1. A favorable and marginally relevant relationship exists between the digital marketing variable (X1) and the organizational culture at St. Vincentius A Paulo City of Surabaya. The t-test findings demonstrating that the t count > t table (5.429 > 1.652) and the statistically significant value is 0.000 > 0.05 support this. This indicates that H1 is approved.
2. The organizational culture at St. Vincentius A Paulo City of Surabaya is positively and only marginally influenced by the service performance variable (X2). The t-test results, which demonstrate that t count > t table (10.225 > 1.652) and that 0.000 > 0.05 is significant, serve as proof of this. This indicates that H2 is approved.

Analysis of the Influence of Digital Marketing and Service Quality on Organizational Culture at St. Catholic Hospital Vincentius a Paulo Surabaya City
Priyo Utomo

Page | 479

3. The organizational culture at St. Vincentius A Paulo City of Surabaya is positively and significantly impacted by both quality of service and digitally marketing elements. The f-test findings, which indicate the value of f count> f table (101.259 > 2.65), provide proof of this. Because H4 is acknowledged, the significant value of the f test is 0.000 0.05.

A. Research Implications
1. Theory Implications
theoretical ramifications, as a guide for future study theoretical studies regarding organizational culture, especially on digital marketing variables and service quality.

2. Practical Implications
Practical implications, as input to the St. Vincentius A Paulo City of Surabaya for evaluation material that organizational culture can be influenced by digital marketing and service quality.

REFERENCES

Ananda, S. M. F. (2021). Pelayanan Kesehatan Sebagai Bentuk Tanggung Jawab Negara Hukum Yang Berdemokrasi.

Arianto, N. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Pengunjung Dalam Menggunakan Jasa Hotel Rizen Kedaton Bogor. Jurnal Pemasaran Kompetitif, 1(2), 83–101.

Aryani, M. (2021). Analisis Digital Marketing Pada Hotel Kila Di Kabupaten Lombok Barat Terhadap Kepuasan Konsumen. Jurnal Visionary : Penelitian Dan Pengembangan Dibidang Administrasi Pendidikan, 6(1), 22. https://doi.org/10.33394/vis.v6i1.4085

Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25 (9th ed.). Badan Penerbit Universitas Diponegoro. https://digilib.usm.ac.id/fek/index.php?p=show_detail&id=2134

Iqbal, M. (2021). Efektifitas Digital Marketing Terhadap Kualitas Layanan pada Usaha di Masa Pandemi Covid 19 (Studi Kasus di Aceh). JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi), 7(2), 83–93.

Kasmir, K., & SE, M. M. (2016). Manajemen Sumber Daya Manusia. Jakarta: PT Rajagrafindo Persada.

Kottler, P. T., & Keller, K. L. (2014). Marketing Management Edisi 14. Global Edition. Pearson Prentice Hall.

Kurniawan, A. R. (2020). Tantangan pengembangan pariwisata berbasis masyarakat pada era digital di Indonesia (Studi Kasus Pengembangan Pariwisata Berbasis Masyarakat di Pangalengan). Tornare: Journal of Sustainable and Research, 2(2), 10.

Maulani, W. (2020). Penerapan Electronic Government Dalam Peningkatan Kualitas Pelayanan Publik (Studi Kasus Program E-Health Di Kota Surabaya). AS-SIYASAH: Jurnal Ilmu Sosial Dan Ilmu Politik, 5(2), 44–54.

Robbins, S. P., & Judge, T. A. (2015). Perilaku Organisasi (Edisi 16)(Salemba Empat, Ed). Jakarta: Pearson Education, Inc.

Samsuddin, H. (2018). Kinerja Karyawan tinjauan dari dimensi gaya kepemimpinan, budaya organisasi dan komitmen organisasi. Sidoarjo: Indomedia Pustaka.

Siagian, S. P. (2015). Development Administration. Jakarta. Aksa Earth.

Silviana, M. (2020). Pengaruh Digital Marketing Terhadap Tingkat Penjualan Melalui Sosial Media (Studi Kasus Di Kecamatan Bone-Bone). Universitas Muhammadiyah Palopo.

Sugiyono, P. D. (2017). Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D. Penerbit CV. Alfabeta: Bandung.

Sutrisno, E. (2015). Manajemen Sumber Daya Manusia (Cetakan ke tujuh). Jakarta: Kencana Prenada Media Group.

Tika, P. (2014). Budaya Organisasi dan Peningkatan Kinerja Karyawan. Jakarta: Bumi Aksara.

Tjiptono, F. (2014). Pemasaran Jasa–Prinsip. Penerapan, Dan Penelitian, Andi Offset, Yogyakarta.

Utomo, P., Arifin, S., & Nuryadi, N. (2018). Kinerja Pelayanan Publik Pusat Kesehatan Masyarakat (Puskesmas) Sememi Surabaya. Jurnal Mitra Manajemen, 2(5), 406–424.

Analysis of the Influence of Digital Marketing and Service Quality on Organizational Culture at St. Catholic Hospital Vincentius a Paulo Surabaya City
Priyo Utomo

Page | 480