

ORIGINAL RESEARCH ARTICLE

Assessment of brand awareness and marketing techniques of health services by users of primary health centres in Indonesia

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Abstract

Community health centres are of great importance in the context of disease prevention and health promotion. Nevertheless, the number of individuals who utilise health centres for preventive care is significantly lower than those who seek treatment for existing illnesses. The objective of this study was to provide insights into innovative marketing strategies and brand awareness to enhance the utilisation of primary health services. A cross-sectional study was conducted with a randomly selected sample of 249 respondents who visited the health centre in 2023. The results of the survey indicated that the majority 62% of respondents had been informed about the healthy people mall innovation programme by the health centres. The most prevalent method of communication regarding the healthy people mall innovation program was through direct promotion by health centre health workers, as reported by 39% of respondents. This indicates that direct promotion remains a pivotal strategy for introducing the healthy people mall initiative. The healthy people mall plays a crucial role in prompting individuals to prioritize their healthcare services. (*Afr J Reprod Health 2024; 28 [10s]: 199-205*).

Keywords: Brand awareness, preventive, promotional, community health center, innovative marketing techniques

Résumé

Les centres de santé communautaires revêtent une grande importance dans le contexte de la prévention des maladies et de la promotion de la santé. Néanmoins, le nombre de personnes qui utilisent les centres de santé pour des soins préventifs est nettement inférieur à celui de celles qui recherchent un traitement pour des maladies existantes. L'objectif de cette étude était de fournir un aperçu des stratégies de marketing innovantes et de la notoriété de la marque pour améliorer l'utilisation des services de santé primaires. Une étude transversale a été menée auprès d'un échantillon sélectionné au hasard de 249 répondants qui ont visité le centre de santé en 2023. Les résultats de l'enquête ont indiqué que la majorité (62 %) des répondants avaient été informés du programme d'innovation du centre commercial pour personnes en bonne santé par les centres de santé. La méthode de communication la plus répandue concernant le programme d'innovation du centre commercial Healthy People était la promotion directe par les agents de santé des centres de santé, comme l'ont indiqué 39 % des personnes interrogées. Cela indique que la promotion directe reste une stratégie essentielle pour introduire l'initiative des centres commerciaux pour personnes en bonne santé. Le centre commercial des personnes en bonne santé joue un rôle crucial en incitant les individus à donner la priorité à leurs services de santé. (*Afr J Reprod Health 2024; 28 [10s]: 199-205*).

Mots-clés: Notoriété de marque, prévention, promotion, centre de santé communautaire, techniques de marketing innovantes

Introduction

Strengthening quality primary health care is a central focus of health development policy aimed at enhancing the quality of basic health services. This initiative encompasses several strategies, including strengthening the health system, expanding

funding, improving access, enhancing health insurance, and raising standards for both basic and referral health services. Primary health centers (Puskesmas) play a critical role by prioritizing preventive and promotional efforts to elevate public health standards while implementing high-level individual health initiatives. Patient satisfaction is a

crucial outcome in health care delivery. When patients feel their expectations are met and express a desire to utilize services again, they are considered satisfied¹. Integrated health services provided by Puskesmas cover promotive, preventive, and curative activities, all aimed at improving community health. Nevertheless, community utilisation of these centres remains low².

Effective health communication is vital for disseminating information regarding disease prevention, health promotion, and maintenance programs. It enhances public knowledge about health issues, risks, and solutions³. The goals of effective communication include not only providing information but also preventing adverse health outcomes. Health centres employ various marketing methods to engage the community, primarily through direct and digital communication. Direct communication includes face-to-face interactions, community events, and outreach strategies such as home visits and workshops, which foster trust and enhance relationship-building⁴. Studies indicate that these personalized approaches can effectively increase patient awareness and utilization of health services⁵. In contrast, digital communication leverages social media, websites, and mobile applications to disseminate health information, effectively reaching younger demographics. However, while well-executed digital strategies can improve public health awareness and service utilization⁶, disparities in access to technology may hinder their effectiveness in certain communities.

Community Health Centers must deliver high-quality services as they serve as the frontline of public health⁷. The Indonesian Ministry of Health has developed plans to create a healthy Indonesia, emphasizing equitable access to quality health services. The Government is committed to ensuring that all citizens can access high-quality health care, as service quality significantly influences health outcomes⁸. In the context of community health centres, service quality and affordability play crucial roles in patient decisions to utilize preventive and promotive services. Studies indicate that individuals are more likely to engage with these services when they perceive them as high-quality and affordable⁹. Key factors

influencing patient decisions include examination and treatment costs, the strategic location of health centres, infrastructure quality, and the competence of health care personnel.

The healthy people mall forms part of the health centre service innovation programme, which is focused on disease prevention and health promotion programmes. The Banyuwangi Regency Government has introduced a novel approach to the functioning of community health centers. Rather than being perceived as solely a facility for treating illness, these centres are now positioned as hubs for promoting well-being. This shift in perception is part of a larger initiative, healthy people mall Innovation, which aims to challenge the prevailing stigma surrounding these centers and encourage a more holistic approach to healthcare. The objective of this research article is to assess the level of brand awareness of health services in primary health center and to explore the effectiveness of innovative marketing techniques in enhancing this awareness within the community.

Methods

Study design

This research employs a quantitative methodology, utilizing a cross-sectional study design. The study was conducted in 2023 in 45 health centers at Banyuwangi Regency, East Java, Indonesia. The respondents were individuals who had visited the health centers and received health services at the healthy people mall. The Healthy People Mall forms part of the health centre service innovation programme, which is focused on disease prevention and health promotion programmes. Banyuwangi district is comprised of 25 sub-districts and is situated at the eastern extremity of the Java island, with an area of 5,782.40 km². Banyuwangi district is situated within the Horseshoe region. The district is bordered to the north by Situbondo and Bondowoso districts, to the east by the Bali Strait and Bali Province, to the south by the Indian Ocean, and to the west by Jember and Bondowoso districts. Banyuwangi Regency is the most extensive district in East Java and the third largest on the island of Java. The primary source of income of the population is derived from agricultural activities.

The Banyuwangi region is characterised by two distinct ecological zones, namely the lowlands and the highlands. The district is governed by a dual system of urban and rural administration.

Data collection

The population for this study was defined as patients visiting the healthy people mall throughout Banyuwangi Regency. These centers serve as critical points of access for health services, making them ideal for understanding health-seeking behaviors and experiences. The respondents were interviewed using a questionnaire guide. The questionnaire, completed by the respondents, comprised a series of questions with predetermined answer choices. The questionnaire was administered on a form designed by the interviewer. The questions in the questionnaire addressed the respondents' characteristics across a range of demographic factors, including age, gender, socioeconomic status, healthy people mall Visits, Offline health promotion, and Online health promotion. These factors were deemed essential for answering the research objectives.

A sample was drawn from the defined population using simple random sampling to ensure that every individual had an equal chance of being selected. This method minimizes selection bias and enhances the generalizability of the findings within the community context. The sample size was calculated using raosoft software, with a significance level set at 5%. This calculation resulted in a sample of 249 individuals, which is deemed sufficient for drawing meaningful conclusions about health behaviors and perceptions within the community.

Data analysis

The data were collected and presented in tabular form. The categorical variables were expressed as numbers and percentages. In this study, the dependent variable is healthy people mall visits. The independent variables are online health promotion and offline health promotion. A descriptive analysis was conducted to determine the frequency and percentage of each variable, which were then presented in tabular form.

Ethical clearance

Ethical clearance was obtained from the relevant institutional review board the ethics committee of the Institute of health science banyuwangi of banyuwangi, east java, indonesia (approval number: 208/04/KEPK-STIKESBWI/VII/2022). Informed consent was collected from all participants before data collection, ensuring they were fully aware of the study's purpose, procedures, and their rights. Confidentiality and anonymity were strictly maintained throughout the research process, with participants assured that their responses would be used solely for research purposes. This ethical framework underscores the commitment to conducting research responsibly and respectfully within the community.

Results

Table 1 presents the data on the number of visits to healthy people mall from 2019 to 2023. Of the 294 respondents, 216 individuals (73%) indicated that they visited the mall between one and three times per year. In contrast, 45 individuals (15%) indicated that they visited the mall four to six times a year, while only 33 individuals (11%) claimed to visit more than six times a year. This data highlights a trend of infrequent mall visits among the surveyed population, suggesting a potential area for mall operators to explore strategies aimed at increasing visitor frequency.

Table 2 presents the various forms of offline health promotion that respondents received. The most common source was health workers, with 96 individuals (68%) reporting that they received health promotions conveyed by these professionals. This was followed by respondents who received promotions through billboards or banners, totaling 17 individuals (12%). Additionally, 10 respondents (7%) indicated they received health information via posters, while 2 respondents (1%) received promotions through leaflets. Other media accounted for 16 respondents (11%). In total, 141 respondents reported receiving offline health promotions, representing 100% of the sample.

Table 3 presents the various forms of online health promotion that respondents received. Among the respondents, the most common source was

Table 1: Healthy people mall visits 2019-2023

Healthy People Mall Visits 2019-2023	Frequency	Percentage
1-3 times	216	73%
4-6 times	45	15%
more than 6 times	33	11%
Total	294	100%

Table 2: Offline health promotion form that the respondents received

Health Promotion Form that the Respondents Received	Frequency	Percentage
Offline conveyed by the health workers	96	0.68
Offline using leaflet	2	0.01
Offline using poster	10	0.07
Offline using billboard/banner	17	0.12
Offline using other media	16	0.11
Total	141	100.0

Table 3: Online health promotion form that the respondents received

Health Promotion Form that the Respondents Received	Frequency	Percentage
Online from social media Facebook	5	0.05
Online from social media Instagram	57	0.53
Online from social media TikTok	1	0.01
Online from social media YouTube	0	0.00
Online from Website	8	0.07
Online from other source	37	0.34
Total	108	100.0

Instagram, with 57 individuals (53%) reporting they received health promotions through this platform. Facebook followed with 5 respondents (5%), while other sources accounted for 37 respondents (34%). Notably, there was minimal engagement with TikTok, with only 1 respondent (1%) indicating they received promotions from this platform, and no respondents reported receiving health promotions from YouTube. Additionally, 8 individuals (7%) accessed health promotions

through websites. Overall, the total number of respondents received online health promotions was 108, representing 100% of the sample. Regarding marketing innovation for Healthy People Malls, there are four types: radical innovation, incremental innovation, disruptive innovation, and architectural innovation. These marketing innovation methods can help build brand awareness for community health centers. Strategies to enhance brand awareness for the Healthy People Mall include rebranding, maintaining relationships, educating the public, expanding outreach, interacting with the community, holding events, personalizing services, competitive pricing, and forming partnerships and collaborations.

Discussion

The findings revealed that most respondents (73% of the total sample) had only accessed healthy people mall on one to three occasions per year. The frequency of visits to health facilities is closely correlated with low brand awareness, as demonstrated¹⁰. The implementation of an effective marketing strategy has the potential to enhance the frequency of visits to health services¹¹. Community participation in health programs can enhance brand awareness and encourage more frequent visits¹². Effective promotion can facilitate the development of user loyalty to health services¹³. Robust relationships must be established between health service providers and users to promote increased frequency of visits¹⁴. This emphasizes the need for more effective marketing strategies to attract a more significant number of regular visitors and to improve user loyalty.

The most common source of health promotion was that delivered by health workers, with 68% of respondents indicating that they had received such information. Interactions with health workers have been demonstrated to enhance patient satisfaction and encourage greater engagement in self-care¹⁵. Training and support for health workers in health communication can enhance the efficacy of promotional activities¹⁶. The involvement of health workers in health promotion initiatives has been shown to facilitate greater access to and utilization of health services¹⁷. A comprehensive approach to health communication can potentially

reinforce the bond between healthcare providers and the communities they serve¹⁸. Therefore, it is imperative to optimize the role of health workers in health promotion as a constituent element of a broader marketing strategy. The most effective platform for online health promotion was identified as Instagram, with 53% of respondents indicating that they had received information through this social media platform. The use of social media can facilitate the dissemination of health awareness and the promotion of health services in an efficacious manner²⁰. The dissemination of content via social media can facilitate enhanced community interaction and involvement in health programmes²¹. The necessity of an integrated digital marketing strategy to reach a broader audience²². The utilization of social media can enhance user engagement with health-related information²³. It can be reasonably deduced that the strategic utilization of social media platforms will serve to increase the brand awareness of Healthy People Mall among a wider audience.

Further investigation is warranted to explore the potential of these marketing innovations to enhance organizational performance in the healthcare sector. This may lead to more effective strategies that improve patient outcomes and operational efficiency. Effective innovation has the potential to enhance organizational performance within the healthcare context²⁴. The significance of innovation in generating value for customers and enhancing satisfaction²⁵. An effective rebranding strategy can reinforce brand identity and attract a larger customer base²⁶. Innovation success is frequently contingent upon an organization's capacity to adapt to evolving market conditions²⁷. The implementation of innovative marketing strategies can facilitate the creation of a superior customer experience, thereby enhancing customer loyalty²⁸. A superior customer experience can be generated through customer-oriented innovation²⁹. Implementing appropriate innovation strategies, such as rebranding and personalization of services, will enable healthy people mall to meet the community's needs better and increase brand awareness. These findings suggest that enhancing direct communication strategies is essential for increasing healthcare service utilization and improving public health outcomes.

It is paramount to recognize the value of forging partnerships and collaborations with local communities to optimize the efficacy of health promotion initiatives. Community involvement has been demonstrated to enhance the effectiveness of health programming while simultaneously bolstering brand awareness for community health centers such as healthy people mall. Participatory and collaborative approaches in health promotion can potentially generate a significant impact³⁰. Implementing effective marketing innovation methods, such as rebranding, public education, and active interaction with the community, can enable healthy people mall to meet the community's needs better.

Limitations

While this study offers valuable insights into the brand awareness and effectiveness of marketing strategies for Healthy People Mall, it is important to recognize some limitations. Firstly, it is important to recognize that the cross-sectional design of this study does not allow us to draw causal inferences regarding the relationship between marketing strategies and healthcare utilisation. Additionally, the study was conducted in a specific geographical area, which may limit the generalisability of the findings to other areas or populations. It would be beneficial for future research to consider a longitudinal design and a larger, more diverse sample to validate these findings and explore the long-term impact of marketing innovations on healthcare utilisation.

Conclusion

Service quality and price are crucial factors influencing people's decisions to utilize preventive and promotive services at the Community Health Centre. This underscores the importance of effective promotion for the healthy people mall (MOS) to enhance public awareness and engagement. This study found that among respondents who received information about the MOS, the majority (38.6%) learned about it through offline promotions delivered by health workers. However, in the context of the ongoing Fourth Industrial Revolution, characterized by rapid

technological advancements, it is essential for human resources to become increasingly proficient in navigating the digital landscape. Implementing digital promotional strategies, particularly through platforms like Instagram, can significantly enhance outreach efforts. This includes defining market segments, selecting appropriate media, regularly posting product updates, sharing customer testimonials, and creating visually appealing content to attract attention. By leveraging digital technology effectively, the healthy people mall can foster greater community engagement and improve health outcomes.

Contribution of authors

Diansanto Prayoga: conceptualized and designed the study; writing manuscript draft

Nyoman Anita Damayanti: designed the methodology

Syifaul lailiyah: reviewed empirical studies

Jayanti Dian Eka Sari: collected and analysed the data

Muhammad Rifqo Hafidzudin Farid: analysed the data

Setya Haksama: wrote the introduction and edited the paper.

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