

## INTEGRATION OF EMPLOYEE PERFORMANCE, SERVICE QUALITY, ARTIFICIAL INTELLIGENCE, AND SOCIAL MEDIA IN INCREASING PATIENT NUMBERS: A SYSTEMATIC LITERATURE REVIEW

Beny Irawan <sup>1\*</sup>, Mochamad Mochklas <sup>2</sup>, Setya Haksama <sup>3</sup>

<sup>1,2,3</sup>University of Muhammadiyah Surabaya, Indonesia

<sup>1</sup> [dr.benyirawan83@gmail.com](mailto:dr.benyirawan83@gmail.com)

\* Corresponding Author

Received: 04-12-2025

Revised: 10-12-2025

Approved: 26-12-2025

### ABSTRACT

*This literature review analyzes and synthesizes the relationship between employee performance, service quality, the use of artificial intelligence (AI), and the use of social media in efforts to increase patient numbers in the healthcare sector. Using a systematic literature review approach, this research examines various studies that discuss the contribution of each variable to increasing patient accessibility and interest. A total of 20 empirical journal articles published between 2018 and 2024 were analyzed thematically. Data were collected from various academic databases using keywords such as "employee performance," "service quality," "number of patients," "patient volume," "artificial intelligence in healthcare," "social media in healthcare," "patient acquisition," and "patient retention." Most of the reviewed studies used quantitative methods, applying statistical tools such as linear regression analysis. The results indicate that social media and AI influence performance and the number of visits. This review highlights the need for healthcare facilities to utilize social media and AI to improve employee and patient performance. Future research should explore the relationship between social media and AI, as the digital era challenges every organization to be more creative and innovative in order to stay up-to-date. .*

*Keywords: Service Quality, Patient Volume, Artificial Intelligence, Social Media, Employee Performance.*

### INTRODUCTION

The healthcare industry in Indonesia, particularly hospitals, is facing increasingly fierce competition driven by public demands for better service quality and broader information accessibility. Increasing patient numbers is a key indicator of a healthcare facility's success, reflecting not only public trust but also operational sustainability. In this context, internal factors such as employee performance and service quality are key foundations. Performance is defined as the quality and quantity of employee output while carrying out their assigned work responsibly. The quality of healthcare services serves as an indicator to measure the extent to which patients' needs and expectations are met during their hospital stay [1]. As patient demands and needs increase, the quality of healthcare services provided also improves [2]. Optimal employee performance and excellent service quality directly contribute to patient satisfaction, which in turn can encourage repeat visits and word-of-mouth recommendations.

The dynamic development of information and communication technology has introduced a new dimension in strategies to increase the number of patients. As technology developments in the field of computer science have also given rise to artificial intelligence which is used as a technological tool that is easy and fast to use in everyday life, even without humans realizing that they are always interacting with AI [3], AI can be applied in various aspects of hospital operations, from scheduling, diagnosis, medical record management, to personalization of services, all of which have

the potential to increase efficiency and effectiveness.

Furthermore, social media can play a crucial role in accessing and disseminating health information. Social media has the potential to promote health and provide interventions. The effectiveness of social media in health promotion has been proven to increase public understanding and support healthy living [4]. A strong social media presence can enhance a hospital's reputation and ability to attract patients. Therefore, social media plays a crucial role as a supporting medium in maximizing hospital performance. Indonesia, with a population of 278,696,200, has data on the five most widely used social media platforms, including YouTube (93.8%), WhatsApp (87.7%), Instagram (86.6%), Facebook (85.5%), and Twitter (63.6%)[5]. Furthermore, a survey conducted by the revealed that the penetration rate of internet users based on region is still highest in urban areas, contributing 69.5%, and in rural areas, contributing 30.5% [6].

Despite the growing body of research examining the roles of employee performance, service quality, artificial intelligence, and social media in healthcare settings, existing studies remain fragmented and often focus on these factors in isolation, resulting in inconsistent findings regarding their combined impact on patient numbers and hospital performance. Some studies emphasize the dominant role of service quality and human resources in shaping patient satisfaction and loyalty, while others highlight the transformative potential of digital technologies and social media engagement in influencing patient decision-making and healthcare utilization. Given this diversity of perspectives and methodological approaches, a comprehensive and integrative review is necessary to synthesize current evidence and identify how these factors interact in increasing patient numbers.

Therefore, the objective of this article is to systematically review and synthesize findings from peer-reviewed studies that investigate the relationships between employee performance, service quality, artificial intelligence, and social media in the context of increasing patient numbers in healthcare organizations. This review aims to identify dominant research themes, methodological trends, and areas of convergence and contradiction in the literature, while also highlighting research gaps and underexplored dimensions. In particular, future research should further examine the synergistic and mediating roles of patient satisfaction, trust, perceived service value, and digital engagement, conduct comparative analyses across public and private hospitals as well as different regional or cultural contexts, and adopt longitudinal and mixed-method designs to better capture the dynamic effects of technological adoption and service innovation on patient behavior over time.

## **RESEARCH METHODS**

This literature review was conducted using a systematic approach to identify, evaluate, and synthesize relevant research related to the impact of employee performance, service quality, AI, and social media on patient volume growth. The literature search focused on scientific articles published in reputable journals and conference proceedings. Searches were conducted on various leading electronic databases, including PubMed, Scopus, Web of Science, Google Scholar, ScienceDirect. The keywords used in the search include a combination of the following terms, both in Indonesian and English, using Boolean operators (AND, OR): "Employee performance" OR "Employee performance", "Service quality" OR "Service quality", "Number of patients" OR "Patient numbers" OR "Patient volume" OR "Patient acquisition" OR

"Patient retention", "Artificial intelligence" OR "Artificial intelligence" OR "AI" OR "AI in healthcare", "Social media" OR "Social media" OR "Social media in healthcare", "Hospital" OR "Hospital")

**Inclusion criteria:**

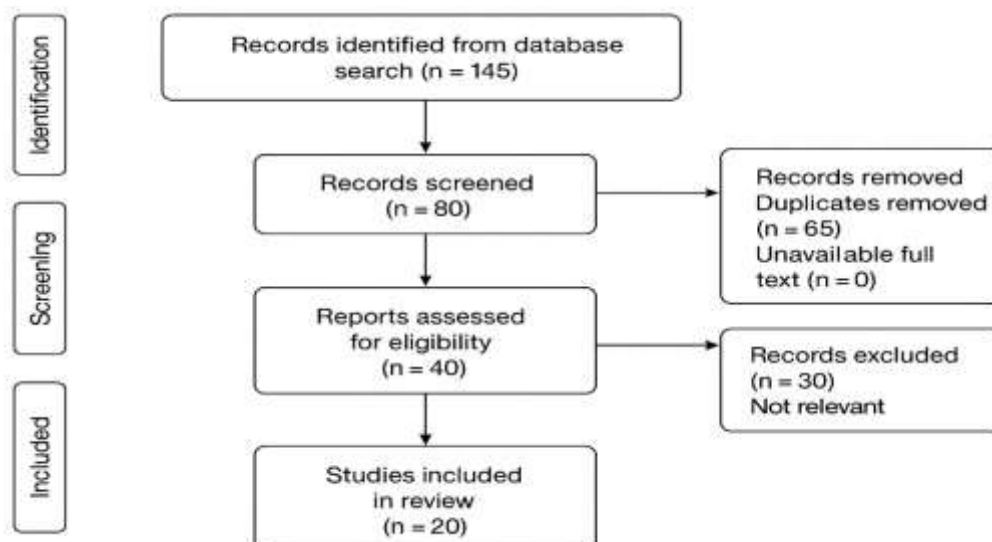
1. Relevant scientific journal articles, conference proceedings, or books.
2. Articles discussing employee performance, service quality, AI, social media, and/or increasing patient numbers in the healthcare sector.
3. Publications published within a relevant timeframe (e.g., 2010-2024, to capture the latest trends, especially related to AI and social media).
4. Articles available in full-text.
5. Publication languages is Indonesian and English.

**Exclusion criteria:**

1. Articles that are not relevant to the research topic.
2. Opinions, editorials, or abstracts without full text.
3. Non academic reports or news.

**PRISMA Flow Summary:**

1. Records identified through database searching: 145
2. Records after duplicates removed: 80
3. Full-text articles assessed for eligibility: 40
4. Studies included in final review: 20
5. Articles excluded due to irrelevance or non-empirical design: 60



Picture 1. PRISMA flow chart

**Data extraction and synthesis**

The initial data search yielded 145 records. Duplicates were removed and titles and abstracts were screened for relevance, leaving 80 articles. A full-text review was conducted for 40 studies, and 20 articles met all inclusion criteria. Each article was assessed for quality and relevance based on methodological clarity, operationalization of variables, and statistical rigor. Data from the selected studies were synthesized

thematically to identify patterns, methodological approaches, and inconsistencies in the relationships between employee performance, service quality, AI, social media, and patient volume growth. The screening and selection process was conducted independently by two reviewers, and disagreements were resolved through discussion to ensure the findings reflect a comprehensive overview of the latest empirical evidence in the field.

Definition of variables:

1. Employee performance refers to The level of employee success in completing tasks based on quality, quantity, time, and contribution to organizational goals. [7]
2. Service quality refers is the patient's perception of how good the health services provided are, there are five variables including, tangibles, reliability, responsiveness, assurance, and empathy, based on the SERVQUAL model [8].
3. Social media is a platform that can be used to share opinions, information, educational content, informative content, satire and criticism [9].

**RESULTS AND DISCUSSION**

This literature review synthesized findings from 20 peer-reviewed journal articles published between 2018 and 2024, focusing on the integration of employee performance, service quality, artificial intelligence, and social media in relation to patient volume growth within healthcare and service-related contexts. The majority of the studies were conducted in Indonesia, while several others were based in Malaysia, Turkey, Saudi Arabia, the United Kingdom, and other international settings, reflecting both developing and developed healthcare systems. Most studies employed quantitative research designs, commonly utilizing structural equation modeling (SEM), PLS-SEM, multiple regression analysis, and SERVQUAL-based measurement models to examine relationships among variables. Sample sizes generally ranged from 100 to over 400 respondents, with research subjects predominantly consisting of hospital patients, healthcare employees, or social media users interacting with healthcare organizations. In addition, several studies extended their analysis to non-healthcare service sectors, such as e-commerce, hospitality, and public organizations, to explain how digital technologies, service quality, and employee performance influence customer engagement and demand, thereby providing conceptual insights applicable to patient volume growth in healthcare settings.

**Tabel.1**  
**Fifteen Cited Articles on the Integration of Employee Performance, Service Quality, Artificial Intelligence, and Social Media in Increasing the Number of Patients in 2018-2024**

Author (year)	Research purposes	Research methods	Research result
Ratih Kusuma Wardani (2019)	To find out the influence of service performance and service quality together on patient satisfaction at the Gunung Sugih Community Health Center UPTD.	Quantitative approach with questionnaires analyzed through regression	Service performance and service quality together have a significant influence on patient satisfaction.

Author (year)	Research purposes	Research methods	Research result
Pingkan Evangelista Komaling, Adisti A, Rumayar, Sulaemana Engkeng (2023)	To determine the relationship between each dimension of health service quality and patient satisfaction at the Modinding Community Health Center, South Minahasa Regency.	quantitative research with analytical survey and cross-sectional study approach	There is a relationship between the quality of health services and the satisfaction of outpatients at the Modinding Community Health Center, South Minahasa Regency.
Widyana Dini Maylinda, Sonja Andarini (2024)	Analyzing the influence of customer experience and Artificial Intelligence (AI) Personalization on Shopee e-commerce consumer loyalty in Surabaya.	This quantitative research uses the explanatory research method through questionnaires.	Customer experience and Artificial Intelligence (AI) personalization simultaneously influence Shopee e-commerce consumer loyalty in Surabaya significantly
Claire Laetitia Fernende Nleng Aloma, Murat Basal (2024)	investigate the impact of social media activities used by hospitals in promoting their healthcare services on patient perceptions, specifically referring to the physical stimuli experienced by patients through their sensory organs	Quantitative approach with questionnaires analyzed through regression	The use of social media marketing in the hospital's digital environment has a positive impact on patient perceptions of health.
Arif Marsal, Fitri Hidayati (2018)	The influence of social media usage on employee performance at UIN Sultan Syarif Kasim Riau	Quantitative descriptive study using path analysis	The use of social media has a significant influence on employee performance at UIN Sultan Syarif Kasim Riau.

Author (year)	Research purposes	Research methods	Research result
Cheerful Febiana, Anita Putri Wijayanti, Wiwin Winarti, Mutiafani Hanafi (2024)	to see the influence of promotion through social media and word of mouth on the interest in repeat visits by patients at PINDAD Hospital	Quantitative approach with Google form and also observations analyzed through multiple linear.	Promotion through social media carried out by RSU PINDAD has a positive and significant effect on patient interest in visiting with a regression coefficient of 0.344, while word of mouth also has an effect with a regression coefficient of 0.362.
Ratih Kusuma Wardani (2019)	To find out the influence of service performance and service quality together on patient satisfaction at the Gunung Sugih Community Health Center UPTD.	Quantitative approach with questionnaires analyzed through regression	Service performance and service quality together have a significant influence on patient satisfaction.
Pingkan Evangelista Komaling, Adisti A, Rumayar, Sulaemana Engkeng (2023)	To determine the relationship between each dimension of health service quality and patient satisfaction at the Modinding Community Health Center, South Minahasa Regency.	quantitative research with analytical survey and cross-sectional study approach	There is a relationship between the quality of health services and the satisfaction of outpatients at the Modinding Community Health Center, South Minahasa Regency.
Widyana Dini Maylinda, Sonja Andarini (2024)	Analyzing the influence of customer experience and Artificial Intelligence (AI) Personalization on Shopee e-commerce consumer loyalty in Surabaya.	This quantitative research uses the explanatory research method through questionnaires.	Customer experience and Artificial Intelligence (AI) personalization simultaneously influence Shopee e-commerce consumer loyalty in Surabaya significantly
Claire Laetitia Fernende Nleng Aloma, Murat Basal (2024)	investigate the impact of social media activities used by hospitals in promoting their healthcare services on patient	Quantitative approach with questionnaires analyzed through regression	The use of social media marketing in the hospital's digital environment has a positive impact on patient perceptions of health.

Author (year)	Research purposes	Research methods	Research result
	perceptions, specifically referring to the physical stimuli experienced by patients through their sensory organs		
Arif Marsal, Fitri Hidayati (2018)	The influence of social media usage on employee performance at UIN Sultan Syarif Kasim Riau	Quantitative descriptive study using path analysis	The use of social media has a significant influence on employee performance at UIN Sultan Syarif Kasim Riau.
Cheerful Febiana, Anita Putri Wijayanti, Wiwin Winarti, Mutiafani Hanafi (2024)	to see the influence of promotion through social media and word of mouth on the interest in repeat visits by patients at PINDAD Hospital	Quantitative approach with Google form and also observations analyzed through multiple linear.	Promotion through social media carried out by RSU PINDAD has a positive and significant effect on patient interest in visiting with a regression coefficient of 0.344, while word of mouth also has an effect with a regression coefficient of 0.362.
Ratih Kusuma Wardani (2019)	To find out the influence of service performance and service quality together on patient satisfaction at the Gunung Sugih Community Health Center UPTD.	Quantitative approach with questionnaires analyzed through regression	Service performance and service quality together have a significant influence on patient satisfaction.
Pingkan Evangelista Komaling, Adisti A, Rumayar, Sulaemana Engkeng (2023)	To determine the relationship between each dimension of health service quality and patient satisfaction at the Modinding Community Health Center, South Minahasa Regency.	quantitative research with analytical survey and cross-sectional study approach	There is a relationship between the quality of health services and the satisfaction of outpatients at the Modinding Community Health Center, South Minahasa Regency.

Author (year)	Research purposes	Research methods	Research result
Widyana Dini Maylinda, Sonja Andarini (2024)	Analyzing the influence of customer experience and Artificial Intelligence (AI) Personalization on Shopee e-commerce consumer loyalty in Surabaya.	This quantitative research uses the explanatory research method through questionnaires.	Customer experience and Artificial Intelligence (AI) personalization simultaneously influence Shopee e-commerce consumer loyalty in Surabaya significantly

Following the PRISMA-based systematic review process, the synthesis of 20 empirical studies published between 2018 and 2024, Employee Performance, Service Quality, Artificial Intelligence, and Social Media were found to significantly influence Increasing Patient Numbers in healthcare settings.

**1. Employee Performance and Service Quality in increasing the number of patient visits**

Employee performance and service quality significantly influence the increase in patient attendance at healthcare facilities, such as hospitals or community health centers. This relationship is generally indirect, where good employee performance and high service quality will increase patient satisfaction, which in turn will encourage patient loyalty and positive recommendations to others, potentially increasing the number of patients. Many studies confirm that high employee performance will influence patient satisfaction, which will have an impact on increasing the number of patients. For example, research at the Gunung Sugih Community Health Center concluded that service performance and service quality together significantly influence patient satisfaction [10]. Other research also concluded that service quality and facilities simultaneously significantly influence the number of patient visits at K General Hospital, Bandung [11]. In line with this research, research at the Modinding Community Health Center in South Minahasa Regency also proved a relationship between the quality of healthcare services and outpatient satisfaction [12]. The relationship between employee performance and service quality is symbiotic. Good employee performance directly contributes to improving the quality of service, which in turn increases patient satisfaction and patient numbers.

**2. Artificial Intelligence (AI) in Increasing the Number of Patients.**

The implementation of AI in the healthcare sector shows great potential as a mediator in improving operational efficiency and service quality, which indirectly impacts the number of patients. This is in accordance with research on the influence of customer experience and Artificial Intelligence (AI) personalization on the loyalty of Shopee e-commerce consumers in Surabaya, with the results of customer experience and Artificial Intelligence (AI) personalization simultaneously significantly influencing the loyalty of Shopee e-commerce consumers in Surabaya [13]. Another study examining how the application of AI in the retail sector can increase customer loyalty through a better customer experience, resulting in personalized content and product recommendations having a significant positive impact on customer loyalty [14]. Research related to the implementation of AI that has been proven to significantly affect

the number of patients in hospitals is still limited, this is because AI is a new technology, but there is a lot of research on AI can improve the quality of hospital services. In the medical world, AI significantly outperforms humans in terms of accuracy, efficiency, and timeliness in terms of medical decisions [15]. The capabilities of AI algorithms are utilized to process and analyze data, especially in radiology, pathology, and dermatology units [16]. In addition to being accurate, AI has also been proven to reduce costs [17] by simplifying administrative tasks and supporting clinical decision-making [18], efficiency of managerial activities [19] so that AI indirectly has an impact on increasing the number of patients.

### 3. Social Media in Increasing the Number of Patients

Social media has become a powerful tool for healthcare facilities (hospitals, clinics, community health centers, and private medical practices) to increase patient numbers. In this digital era, social media presence and activity are no longer optional but rather a necessity to reach a wider audience, build a positive image, and attract new patients. This is in line with research that concluded that the use of social media marketing in a hospital's digital environment has a positive impact on patient perceptions of health [20]. Promotion through social media conducted by PINDAD Hospital has a positive and significant effect on patient visit interest with a regression coefficient of 0.344, while word of mouth also has an effect with a regression coefficient of 0.362 [21]. Social media significantly influences tourist visits to Sumedang Island, Belitung [22]. Further research implementing a marketing mix strategy for healthy services at Yadika Hospital, Pondok Bambu, by utilizing online electronic media and maintaining service quality has an impact on patient visit interest [23]. The use of Instagram is effective in increasing public awareness and patient visits through targeted marketing strategies and engaging visual content [24]. Various studies, both in the healthcare and tourism sectors, have shown a positive impact on patient/customer numbers. Research conducted by identified reviews at hospital's Facebook is an indicator of service quality [25]. This information can help hospital managers in Malaysia develop strategies to increase patient numbers. Social media had powerfull effect to consumer involvement in improving hospital services. [26] [27]

Synthesis of relationships between variables are holistically, employee performance, service quality, AI and social media implementation will increase the number of patient visits, can be explained by the diagram below



Figure 1. Synthesis of relationships between variables

Employee performance & service quality: Competent, responsive, friendly, and communicative employees (doctors, nurses, administrative staff) are the face of a healthcare facility. They create positive interactions at every point of contact. excellent performance ensures every patient feels valued and well-cared for, and service quality is the collective result of employee performance, supported by clean facilities, modern equipment, reliable diagnoses, and guaranteed treatment. High service quality directly results in patient satisfaction. Therefore, the synergy of employee performance and service quality impacts patient satisfaction, resulting from superior employee performance and service quality as the primary drivers. Satisfied patients become loyal patients and, most importantly, spread positive word-of-mouth recommendations. These recommendations are the most effective and trusted form of marketing.

AI: By improving internal efficiency and the quality of medical services, AI directly supports hospitals' ability to provide excellent care rooted in optimal employee performance. This creates a better patient experience, ultimately increasing patient volume.

Social Media: These platforms serve as a bridge for hospitals to communicate the quality of their services, manage their reputation, and interact with the public. Positive experiences resulting from employee performance and excellent service quality are shared widely through social media, attracting more patients. Conversely, social media also allows hospitals to proactively respond to feedback, thus maintaining a positive image that contributes to increased patient numbers.

In contrast, several studies revealed variations in the dominant factors influencing patient volume growth. While a number of studies emphasized employee performance and service quality as the most influential determinants through their impact on patient satisfaction and loyalty, other studies highlighted the growing importance of artificial intelligence and social media as strategic enablers that shape patient decision-making and access to healthcare services. These differences may be attributed to variations in organizational readiness, technological adoption levels, patient demographics, and contextual factors, such as whether healthcare services are delivered in public or private institutions, as well as differences in regional digital literacy and infrastructure.

The synthesis of findings suggests that employee performance, service quality, artificial intelligence, and social media function as interconnected components rather than independent drivers of patient volume growth, but each plays a distinct role:

1. Employee performance and service quality form the foundational elements of patient experience, directly influencing patient satisfaction, trust, and loyalty through consistent, responsive, and empathetic service delivery.
2. Artificial intelligence enhances operational efficiency, service accuracy, and personalization, indirectly supporting patient volume growth by improving patient flow, reducing waiting times, and strengthening overall service effectiveness.
3. Social media acts as an external amplification mechanism, communicating service quality and organizational reputation to a wider audience, shaping public perceptions, and facilitating patient engagement and acquisition.

Together, these elements create an integrated patient-centered strategy in which human resources, service excellence, and digital innovation mutually reinforce one another. This integration is critical for healthcare organizations seeking to sustainably increase patient numbers, strengthen competitiveness, and adapt to the evolving

demands of the digital healthcare environment.

## **CONCLUSION**

Based on the various literature reviewed, it was concluded that employee performance and service quality are the most significant factors that have a major influence on the number of patients, and it is based on the satisfaction, loyalty, and intention of patients to return and use the services of the healthcare facility. It was found that employee performance is positively related to the quality of services, and it has a positive influence on the perception of service quality, which results in an increase in the number of patients seeking healthcare services.

However, it was found that artificial intelligence and social media play a supporting role, and they are considered enabling factors that have an indirect influence on the number of patients, based on the presence of employee performance and service quality factors. It was found that there was a significant gap in the literature, as most of the studies reviewed focused on the human, service, and technology factors, and it was found that there was a lack of integrative studies, particularly focusing on the developing countries context. Overall, the findings underscore the central role of employee performance and service quality as core drivers of patient volume, while highlighting opportunities for future research to explore integrated models that capture the combined effects of organizational and technological variables.

Addressing these research gaps will not only enrich the theoretical understanding of how human and technological factors intersect in healthcare management but also provide practical insights for hospital leaders seeking to optimize strategies for competitiveness, patient satisfaction, and long-term sustainability.

## **REFERENCE**

- [1] I Komang Budiasa., *Beban Kerja dan Kinerja Sumber Daya*, Cetakan Ke-1. Purwokerto: CV. Pena Persada, 2021.
- [2] A. Pasalli' and A. A. Patattan, "Hubungan Mutu Pelayanan Kesehatan Dengan Kepuasan Pasien Di Rumah Sakit Fatima Makale Di Era New Normal," *Jurnal Keperawatan Florence Nightingale*, vol. 4, no. 1, 2021, doi: 10.52774/jkfn.v4i1.57.
- [3] H. Benbya, T. H. Davenport, and S. Pachidi, "Special Issue Editorial: Artificial Intelligence in Organizations: Current State and Future Opportunities," *MIS Quarterly Executive*, vol. 19, no. 4, 2020, Accessed: Aug. 24, 2025. [Online]. Available: Benbya, Hind and Davenport, Thomas H. and Pachidi, Stella, Artificial Intelligence in Organizations: Current State and Future Opportunities (December 3, 2020). *MIS Quarterly Executive*: Vol. 19: Iss. 4 , Article 4, 2020, Available at SSRN: <https://ssrn.com/abstract=3741983> or <http://dx.doi.org/10.2139/ssrn.3741983>
- [4] E. Leonita and N. Jalinus, "Peran Media Sosial Dalam Upaya Promosi Kesehatan: Tinjauan Literatur," *INVOTEK: Jurnal Inovasi Vokasional dan Teknologi*, vol. 18, no. 2, pp. 25–34, Aug. 2018, doi: 10.24036/invotek.v18i2.261.
- [5] Global Socially Led Creative Agency We Are Social, "Data tren internet dan media sosial tahun 2021."
- [6] Asosiasi Penyelenggara Jasa Internet Indonesia, "Laporan Survei Internet APJII," Jakarta Selatan, 2024.
- [7] Bernardin, H. John, and Joyce EA Russel, *Human Resource Management: An Experiential Approach*. Boston: McGraw-Hill, 1993.

- [8] V. A. Zeithaml and L. L. Berry, "SERVQUAL: A multiple-Item Scale for measuring consumer perceptions of service quality," 1988, [Online]. Available: <https://www.researchgate.net/publication/225083802>
- [9] G. F. Khan, *Social Media for Government A Practical Guide to Understanding, Implementing, and Managing Social Media Tools in the Public Sphere*. Singapore: Springer, 2017.
- [10] R. K. Wardani, "Pengaruh Kinera Pelayanan dan Mutu Pelayanan terhadap Kepuasan Pasien di Puskesmas Gunung Sugih," *JURNAL SIMPLEX Vol.*, vol. 2, no. 3, 2019.
- [11] Nyanyu Febriani, Erliany Syaodih, and Bambang Sukijie, "Pengaruh mutu pelayanan dan fasilitas terhadap jumlah kunjungan pasien Rumah Sakit Umum 'K' Bandung," *Jurnal Ilmiah Wahana Pendidikan*, 2024.
- [12] P. E. Komaling, A. A. Rumayar, and S. Engkeng, "Hubungan Antara Mutu Jasa Pelayanan Kesehatan dengan Kepuasan Pasien Rawat Jalan di Puskesmas Modoinding Kabupaten Minahasa Selatan," *KESMAS: Jurnal Kesehatan Masyarakat Universitas Sam Ratulangi*, vol. 12, no. 1, 2023.
- [13] W. Dini Maylinda, S. Andarini, P. Nasional, "Veteran, and J. Timur, "THE INFLUENCE OF CUSTOMER EXPERIENCE AND PERSONALIZATION OF ARTIFICIAL INTELLIGENCE (AI) ON SHOPEE E-COMMERCE CONSUMER LOYALTY IN SURABAYA PENGARUH CUSTOMER EXPERIENCE DAN PERSONALISASI ARTIFICIAL INTELLIGENCE (AI) TERHADAP LOYALITAS KONSUMEN E-COMMERCE SHOPEE DI SURABAYA," *Journal of Economic, Business and Accounting*, vol. 7 nomor 3, 2024.
- [14] S. J. Cai *et al.*, "INFLUENCE OF ARTIFICIAL INTELLIGENCE (AI) ON CUSTOMER EXPERIENCE AND LOYALTY: MEDIATING ROLE OF PERSONALIZATION," 2023, doi: 10.5281/zenodo.98549423.
- [15] O. Ali, W. Abdelbaki, A. Shrestha, E. Elbasi, M. A. A. Alryalat, and Y. K. Dwivedi, "A systematic literature review of artificial intelligence in the healthcare sector: Benefits, challenges, methodologies, and functionalities," *Journal of Innovation and Knowledge*, vol. 8, no. 1, 2023, doi: 10.1016/j.jik.2023.100333.
- [16] R. Tiwari, "The Use of AI and Machine Learning in Healthcare and its Potential to Improve Patient Outcomes," *INTERANTIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING AND MANAGEMENT*, vol. 07, no. 01, 2023, doi: 10.55041/ijsrem17582.
- [17] S. A. Alowais *et al.*, "Revolutionizing healthcare: the role of artificial intelligence in clinical practice," *BMC Med. Educ.*, vol. 23, no. 1, 2023, doi: 10.1186/s12909-023-04698-z.
- [18] F. M. Dawoodbhoy *et al.*, "AI in patient flow: applications of artificial intelligence to improve patient flow in NHS acute mental health inpatient units," *Heliyon*, vol. 7, no. 5, 2021, doi: 10.1016/j.heliyon.2021.e06993.
- [19] D. Hee Lee and S. N. Yoon, "Application of artificial intelligence-based technologies in the healthcare industry: Opportunities and challenges," *Int. J. Environ. Res. Public Health*, vol. 18, no. 1, 2021, doi: 10.3390/ijerph18010271.
- [20] C. L. F. N. Aloma and M. Basal, "The Effect of Hospitals' Social Media Marketing on Patients' Health Perception: Research in Istanbul Province," *Sociology Mind*, vol. 14, no. 02, pp. 121–143, 2024, doi: 10.4236/sm.2024.142007.
- [21] C. Febiana, A. P. Wijayanti, W. Winarti, M. Hanafi, P. Al, and I. Bandung, "Pengaruh Promosi Melalui Media Sosial Dan Word Of Mouth Terhadap Minat Kunjungan

- Ulang Pasien,” *Jurnal Ilmiah Manajemen*, vol. 15, no. 2, pp. 2024–329, 2024.
- [22] A. Pradhana, H. Rachmadi, and F. Afif, “ANALISA PENGARUH PROMOSI MELALUI MEDIA SOSIAL TERHADAP KUNJUNGAN WISATAWAN DI PULAU SUMEDANG BELITUNG,” *Jurnal Pariwisata*, vol. 9, no. 2, 2022, doi: 10.31294/par.v9i2.14111.
- [23] S. S. Ekawati and H. Andriani, “Strategi bauran pemasaran kesehatan rumah sakit Yadika Pondok Bambu pada masa pandemi covid-19,” *Jurnal Medika Utama*, vol. Vol 03 No, no. Vol. 3 No. 02 Januari (2022): Jurnal Medika Utama, 2022.
- [24] J. S. Dwi Raharjo, J. Idris, and S. Tinggi Ilmu Administrasi Banten, “Pengaruh Media Sosial Instagram Terhadap Peningkatan Jumlah Kunjungan Pasien di Sebuah Rumah Sakit : Study Literature Review,” Feb. 2024.
- [25] A. I. A. Rahim, M. I. Ibrahim, K. I. Musa, S. L. Chua, and N. M. Yaacob, “Patient satisfaction and hospital quality of care evaluation in malaysia using servqual and facebook,” *Healthcare (Switzerland)*, vol. 9, no. 10, 2021, doi: 10.3390/healthcare9101369.
- [26] L. Walsh *et al.*, “Social Media as a Tool for Consumer Engagement in Hospital Quality Improvement and Service Design: Barriers and Enablers for Implementation,” *Int. J. Health Policy Manag.*, vol. 11, no. 10, 2022, doi: 10.34172/ijhpm.2021.151.
- [27] A. Marsal and F. Hidayati, “Pengaruh penggunaan media sosial terhadap kinerja pegawai di lingkungan UIN Suska Riau,” *Jurnal Ilmiah Rekayasa Dan Manajemen Sistem Informasi*, vol. 4, no. 1, 2018.