



## Application of Digital Marketing to Customer Service In MSU Medical Center Kuala Lumpur, Malaysia

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### ABSTRACT

The aim is to help provide an understanding of the application of digital marketing to customer service. Meanwhile, the benefit of international community service is that employees, medics and paramedics at MSU Medical Center Kuala Lumpur Malaysia are able to implement the digital marketing on the services provided to patients who come to MSU Medical Center, supported by very sophisticated robotic technology equipment and very good service from medical staff, employees and students. The method used in this community service activity, consists of five stages, namely: Observation, Sociological empirical approach, Coordination and arranging activities to be carried out, Carrying out activities, Evaluation. After carrying out community service activities with the theme Digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia, it can be concluded that: Participants have been able to understand the concept of Digital marketing to improve the quality of service In MSU Medical Center Kuala Lumpur Malaysia, an outline of strategies and policies that can be applied in developing and implementing the concept of Digital marketing to improve the quality of service In MSU Medical Center Kuala Lumpur Malaysia in improving service to patients. Participants have also been able to understand the mechanism for implementing Digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia. Participants can understand the important role of Digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia. It is hoped that the Management of the MSU Medical Center will pay attention to employees, doctors and paramedics, especially in terms of carrying out activities related to increasing understanding of Digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia in the era of increasingly rapid development of information technology. Through the Community Service program, it is hoped that we can provide good quality service to patients by implementing Digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia to support improving the image of MSU Medical Center Kuala Lumpur Malaysia.

**Keywords:** Customer Service, Digital Marketing, MSU Medical Center

### I. INTRODUCTION

The phenomenon of disruptive innovation is known today in the world in the era of industrial revolution 4.0, namely where digital economics, artificial intelligence, big data, robotics and so on are emphasized. Changes in the current era led to technology and can change the way people live and work in relation to each other. The Minister of Research, Technology and Higher Education (Mohamad Nasir) in 2018 revealed that Indonesia is estimated as a country with high potential in facing the industrial revolution 4.0.

Technology makes parts of the economy more effective and efficient and makes things easier like marketing. Digital marketing is currently known as marketing 4.0, namely marketing with the specific aim of advocating for consumers in achieving company goals that use online interactions and offline interactions in its implementation. Digital marketing provides positive benefits for both companies and consumers. Like companies with consumers via the internet, one of them is by using advertisements for the products or services they are promoting.

Developing a marketing strategy requires looking carefully at the appropriate media used for promotion. Promotion can determine the success of a product sale (Jasri et al., 2020). In general, the media that can be used in

digital marketing in this modern era include websites, social media, e-commerce, and so on. Based on survey results, it was found that out of a total of 277.7 million people in Indonesia in 2022, as many as 204.7 million people used the Internet, and 191.4 million of them were active social media users (GrahaNurdian.com, 2022) .

In the era of digital technology that continues to develop, the application of digital marketing has become a key factor in improving marketing performance and opening up new opportunities for business success. Digital marketing is a marketing strategy that uses digital platforms and technology to promote products or services. In a business context, digital marketing plays a crucial role in increasing brand visibility, reaching a wider market, increasing customer engagement and generating increased sales. By implementing an effective digital marketing strategy, businesses can achieve significant growth in increasingly fierce business competition. In the current digital era, business actors will need the right information technology to be able to grow and compete in the current digital era. Business actors find it difficult to get the right information technology solutions because most business actors lack updates or don't know how to operate information technology. Another obstacle, namely the large variety of technology products, makes business people confused about choosing the right solution. Therefore, business actors need guidance in choosing the right information technology according to their type of business and needs.

In this community service, the plan that will be carried out is to provide an understanding of the importance of digital marketing to improve the quality of service to employees, doctors, paramedics and students at MSU Medical Center Kuala Lumpur Malaysia.

## II. RESEARCH METHOD

The method used in this community service activity, consists of five stages, namely:

1. Observation,
2. Sociological empirical approach,
3. Coordination and arranging activities to be carried out,
4. Carrying out activities,
5. Evaluation.

Observations are carried out to find out the problems that exist in the community service environment so that they can help and provide advice regarding what the community needs. After the observations have been carried out and the problems have been discovered, a sociological empirical approach is carried out by designing what type of service is to be applied to the community through the Total Quality System approach.

The services to be provided in this community service include installing floor plans, organizational structures, and several instructional posters that employees and guests need to pay attention to when visiting the company. After the planning has been discussed thoroughly, the plan is then coordinated with the company to first confirm whether the program can be implemented and find out more about the company's needs.

When the program has been implemented, an assessment is carried out by looking at how useful the program is for the community by paying attention to whether workers or guests are helped by the floor plan and organizational structure when looking for a particular room or employee when visiting the office. Apart from that, the assessment is also based on observing whether employees and guests obey instructions

### 2.1 Evaluation of Program Implementation

After community service is carried out, an evaluation of the community service program is carried out. The success of community service can be seen from the indicators, namely how partners understand marketing strategies.

**Table 2.1 Program Evaluation**

Program	Indicators	Criteria	Instruments
Digital marketing to improve the quality of service at MSU Medical Center Kuala Lumpur Malaysia	The ability of employees, medics and paramedics at MSU Medical Center Kuala Lumpur Malaysia to implement digital marketing to improve service quality	There has been a positive change in partners' ability to implement total digital marketing to improve service quality	Questionnaire

### 2.2 Partner Participation

Partners in community service actively participate in this activity, including:

- a. As a provider of places for service activities,
- b. As a service participant who takes part in all activities from planning, implementation and evaluation of activities

## III. RESULTS AND DISCUSSION

### 3.1 Implementation of Activities

The implementation of international community service activities with the theme Application of digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia is carried out by delivering material in the form of lectures, followed by question-and-answer activities and discussions as well as visits to treatment rooms at MSU Medical Center Kuala Lumpur Malaysia. Then the concept of Services Development Through Digital Marketing is explained.

The implementation of this training activity was opened by Prof. Tan Sri Dato Wira Dr Mohd Shukri Ab Yajid, President and Founder of MSU Medical Center and attended by Medical and Para-Medical employees as well as 20 (twenty) Unsultra and MSU students. The resource person in this training activity is a Field Supervisor who provides an explanation of the material Digital marketing to improve service quality. The material was presented by the resource person, Mr. Ghalib Suprianto, SM., MM, followed by Imran, SE., M.EC., DEV. Service Development then the next material about Digital Marketing was delivered by Ridha Taurisma, S.Si., MM, continued by Dr. Sri Wiyati Mahrani and Dr. Mohammed AM Alhoot with a duration of approximately one hour. The material presented is as follows:

### Digital Marketing

Business and marketing professionals refer to this saturation as "clutter"

- Clutter is a major problem for today's marketer
- The cost of selling has almost tripled over the past decade
- Today's consumer has a broken trust with traditional marketing means (broadcast media, print media etc.)

### Digital Marketing

#### How does clutter impact marketers?

- Marketers today must determine ways to effectively cut through the clutter if the firms they represent are to financially thrive
- Today's digital marketers must become more creative and free thinking in their approach to promoting company products and services
- Sports, entertainment and event marketing provide an effective means for cutting through today's marketing clutter

### Digital Marketing Strategies

#### Internet Marketing

The Internet, far more than any other medium, has given consumers a voice, a publishing platform and a forum where their collective voices can be heard, shared and researched, creating a more powerful and educated audience than ever before



### Digital Marketing Strategies

#### How are marketers adjusting?

Digital marketers turn to technology to help reach target consumers

1. Internet marketing
2. Mobile marketing
3. Social marketing
4. Viral marketing

### Digital Marketing Strategies

#### Consumer-Generated Media (CGM)

1. Blogs
2. Message boards and forums
3. Social media
4. Discussions and forums on large email portals (Yahoo!, AOL, MSN)
5. Online opinion/review sites and services/ feedback/complaint sites

### Digital Marketing

#### How are marketers adjusting?

The goal for digital marketers is to focus on **interactive elements**, encouraging consumers to participate in the marketing process

U.S. interactive marketing spending will reach \$55 billion by 2014, making up 21% of all marketing spending, according to a report issued by Forrester Research

After that, there was a question-and-answer session and discussion. Internal resource persons themselves are people who are competent in their fields, apart from being lecturers, resource persons are also active in various organizations and companies so they can provide input and share experiences with participants. The resource person conveyed many things and field experiences based on what had been done in several activities related to Digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia. This further adds to the insight and enthusiasm of the training participants to further explore and develop their potential to develop the knowledge of medical employees and paramedics at MSU Medical Center Kuala Lumpur.

### 3.2 Training Participants' Responses.

Digital marketing to improve the quality of service at MSU Medical Center Kuala Lumpur Malaysia training lasts one day from 08.00 WITA to 15.00 WITA. The venue is MSU Medical Center Kuala Lumpur Malaysia. The training went smoothly and relaxed, but serious in delivery. All participants and resource persons sat or stood equipped with LCDs, microphones and loudspeakers. The delivery of material is carried out using English and Malay, so that training and discussions run smoothly and achieve the desired goals and objectives.

### 3.3 Participant Feedback.

This feedback is an important part of Digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia *training* This aims to determine the extent of participants' understanding and assessment of the

training material provided. This feedback will be used as evaluation material for International Community Service implementers to develop the following service roadmap. In this feedback session, participants are asked to convey impressions and messages, as well as criticism and suggestions for training directly. It turned out to be as expected, namely that the participants gave a positive response, as seen from several participants' comments which stated that the material provided was beneficial. In this way, we can build enthusiasm to advance services to patients at the MSU Medical Center.

## IV. CONCLUSION AND SUGGESTION

### 4.1 Conclusion

After carrying out community service activities with the theme Digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia, it can be concluded that:

1. Participants have been able to understand the concept of Digital marketing to improve the quality of service In MSU Medical Center Kuala Lumpur Malaysia, an outline of strategies and policies that can be applied in developing and implementing the concept of Digital marketing to improve the quality of service In MSU Medical Center Kuala Lumpur Malaysia in improving service to patients.
2. Participants have also been able to understand the mechanism for implementing Digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia. Participants can understand the important role of Digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia.

### 4.2 Suggestions

1. It is hoped that the Management of the MSU Medical Center will pay attention to employees, doctors and paramedics, especially in terms of carrying out activities related to increasing understanding of Digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia in the era of increasingly rapid development of information technology.
2. Through the Community Service program, it is hoped that we can provide good quality service to patients by implementing Digital marketing to improve service quality In MSU Medical Center Kuala Lumpur Malaysia to support improving the image of MSU Medical Center Kuala Lumpur Malaysia.

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