

Digital Marketing Mix Strategy of Klinik Pratama Asera Cantika Sumbawa

I Gde Yoghie Pradnyana^{1*}

Study Program of Magister Management
Adhirajasa Reswara Sanjaya University,
Bandung, Indonesia
E-mail: evergreenghie@gmail.com

Aceng Rohendi²

Study Program of Magister Management,
Adhirajasa Reswara Sanjaya University,
Bandung, Indonesia
E-mail: arohendi@ars.ac.id

Yani Restiani Widjaja³

Study Program of Magister Management,
Adhirajasa Reswara Sanjaya University,
Bandung, Indonesia
E-mail: yani.yrw@ars.ac.id



ABSTRACT

The digital era has brought significant changes to marketing strategies, including in the healthcare sector. Klinik Pratama Asera Cantika Sumbawa faces increasingly intense competition, requiring effective marketing strategies to enhance competitiveness and attract more patients. This study aims to analyze the implementation, challenges, and solutions of digital marketing mix strategies to attract and retain customers at Klinik Pratama Asera Cantika Sumbawa. This research employs a qualitative approach using observation and focused interviews. The study's informants include the marketing team and social media team of Klinik Pratama Asera Cantika Sumbawa. The researcher focuses on the implementation of the P-based digital marketing mix strategy, as well as the factors that hinder and support its success in reaching the target market. The findings indicate that Klinik Pratama Asera Cantika Sumbawa has comprehensively implemented the digital marketing mix strategy using the P approach, covering product, price, place, promotion, process, people, and physical evidence. However, internal challenges such as budget constraints in marketing communication, difficulties in building customer loyalty due to intense competition, and accessibility and service convenience issues remain major obstacles in optimizing digital strategies. To address these challenges, the clinic has adopted various solutions, including online consultation systems, social media and influencer-based promotional strategies, and improvements in facilities and services to enhance customer experience. By implementing more focused and adaptive strategies, the clinic aims to strengthen its competitive advantage and maintain customer loyalty amid the increasingly competitive beauty industry.

Keywords: Digital Marketing Mix; Marketing Strategy; Pratama Clinic; Healthcare Services

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INTRODUCTION

The beauty industry has become one of the fastest-growing and most significant sectors globally. This rapid growth is primarily due to increasing public awareness of the importance of self-care and improving personal appearance (Joshi *et al.*, 2022). Good appearance is not only considered an aesthetic aspect but is often associated with overall health and well-being. This indicates that many people view beauty care as a reflection of optimal health, making beauty clinics a popular destination for those who want to enhance their beauty and skin health (Kim & Chung, 2011).

Beauty clinics provide various types of services and treatments specifically designed to meet the diverse needs and desires of consumers (Sunipa & Ehyani, 2022). The services offered include a wide range of treatments, from simple basic skin care to more complex and invasive cosmetic surgical procedures. With various solutions available, these clinics aim to maintain and improve overall physical appearance, providing options that suit each individual's specific needs (Hoyer *et al.*, 2020).

Continuous technological advancements also play a significant role in the beauty industry. Beauty clinics are committed to adopting the latest and most advanced technologies, ensuring that the treatments provided are not only more effective but also safer for clients (Greenhalgh *et al.*, 2017). By integrating technological innovations into their services, these clinics can offer more advanced treatments that comply with high safety standards, improving the quality and satisfaction of the services they provide (Bolton *et al.*, 2018).

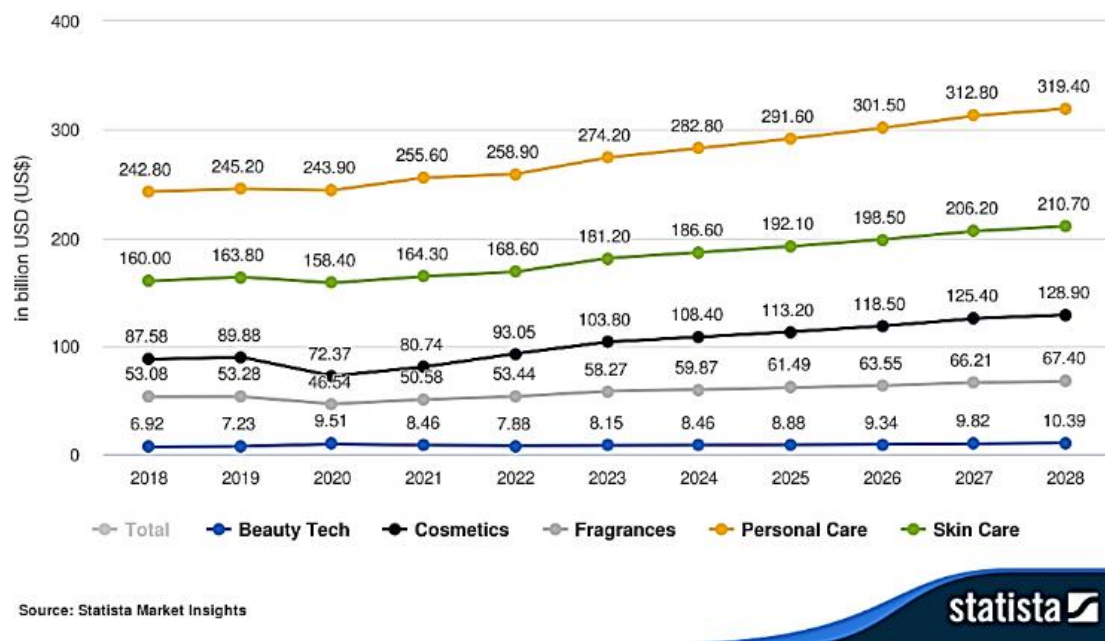


Figure 1. Beauty and Personal Care Market Revenue in the World
 Source: Statista, 2024

The beauty market potential in the current digital era is very large and growing rapidly, driving the need for effective online promotion. The growth of the beauty industry is driven by increasing awareness of self-care and personal appearance, while consumer behavior, which now more often researches and purchases products online, reinforces the importance of digital presence (Soesilo & Rohendi, 2024). Social media plays a major role in promoting beauty trends and products, with influencers having a significant impact on purchasing decisions. E-commerce platforms also make it easier for

consumers to buy products online, and digital reviews and recommendations greatly influence consumer decisions (Armiani *et al.*, 2024; Thariq & Efawati, 2024). By utilizing integrated online promotion strategies, beauty brands can maximize market potential and reach a wider customer base.

Marketing strategy plays an important role in strategic management by providing clear direction in understanding and meeting customer needs (Adoli & Kilika, 2020; Efawati *et al.*, 2024). Focusing on customers ensures that all marketing efforts are directed at increasing customer satisfaction and loyalty. Market segmentation helps in dividing audiences into more specific groups, allowing companies to tailor their offerings more precisely. Positioning affects how products or services are perceived in the market, differentiating them from competitors (Mulyadi & Efawati, 2024). In addition, dynamic analysis of customers allows companies to follow changes in preferences and behavior. Competitors are also analyzed to understand strengths and weaknesses. Overall, marketing strategy supports more effective and adaptive strategic decision-making (Cavallo *et al.*, 2021).

The implementation of an effective marketing strategy is essential in achieving the goals and targets set by an organization (Chaniago & Efawati, 2022). A well-designed and executed marketing strategy will directly affect the organization's performance in various aspects (Mehra & Coleman, 2016). By implementing the right strategy, an organization can ensure that all marketing efforts can maximize the achievement of desired goals, such as increasing market share, increasing sales, or improving brand image (Batra & Keller, 2016). In addition, the success of marketing strategy implementation is also closely related to the company's ability to respond to market changes, meet customer needs and preferences, and compete effectively with competitors (Spyropoulou *et al.*, 2018). One approach widely used in marketing strategy is the marketing mix, which consists of four main elements: product, price, place, and promotion. These four elements are interrelated and play an important role in attracting consumer interest, including increasing interest in visiting a product or service (Indah *et al.*, 2024). With optimal management of the marketing mix, organizations can create relevant value for customers while strengthening their position in the market.

The marketing mix is a fundamental foundation in marketing strategy that helps companies design effective approaches to achieve business goals (Widjaja *et al.*, 2024). Understanding and implementing comprehensive marketing mix elements is very important to ensure that the products or services offered can meet customer needs and desires in a competitive business world (Abrar *et al.*, 2016). Through the utilization of the marketing mix, companies can optimize product development, determine appropriate prices, select efficient distribution channels, and design attractive promotional strategies that will contribute to higher customer attraction and retention (Wichmann *et al.*, 2022).

The 7P marketing mix (product, price, place, promotion, people, process, and physical evidence) is closely linked to digital marketing. Digital marketing strengthens these elements by enabling product promotion through online platforms, implementing dynamic pricing strategies, and expanding distribution through e-commerce (Pogorelova *et al.*, 2016). Promotions are carried out measurably through digital advertising and social media, while direct interaction with customers is possible through chatbots and online support. The marketing process is also simplified with automation technology, and physical evidence, such as website design and visual content, builds trust. Digital marketing refines and optimizes every aspect of the 7P marketing mix to achieve more effective and efficient results (Kant, 2020).

Digital marketing refers to all marketing activities carried out through digital platforms and media to reach online audiences. This includes various channels and

techniques that allow companies to connect with customers in the virtual world. Digital marketing is becoming increasingly important with the development of technology and increasing internet use by consumers (Pramadyanto, 2022). Digital marketing offers a holistic and integrated approach to reaching and interacting with modern audiences. By utilizing various available techniques and tools, companies can increase consumer engagement and attract consumers more efficiently (Bag *et al.*, 2022).

The role of digital marketing is crucial for companies in this modern era, as it functions to expand market reach and increase company profitability through various effective strategies (Yasmin *et al.*, 2015). One of the main benefits of digital marketing is its ability to expand the customer base more efficiently and measurably compared to traditional marketing methods. Social networks or social media play a very important role in digital marketing (Peter & Dalla, 2021). Platforms such as Facebook, Instagram, and Twitter allow companies to interact directly with audiences, build closer relationships, and gain valuable feedback (Leli *et al.*, 2023). This strategy also includes creating engaging content, using paid advertising, and promotional campaigns designed to increase interest in visiting beauty clinics.

Digital marketing also contributes to increasing the quantity and quality of interactions on digital business platforms. By using various digital marketing techniques such as online advertising, social media, and email marketing, companies can attract more visitors and interact more effectively with audiences. This not only helps in expanding market reach but also in improving the quality of interactions, which can ultimately strengthen relationships with customers and increase satisfaction (Rangaswamy *et al.*, 2020). In addition to the benefits in interaction, digital marketing also contributes to reducing transaction costs for users and production costs for platforms. By relying on efficient digital marketing techniques, companies can reduce costs usually associated with traditional marketing methods, such as print advertising or television advertising. Digital marketing allows for more measurable and cost-effective campaign management, and simplifies transaction processes through digital technology (Moctezuma & Rajagopal, 2016).

The growing growth of health care and beauty services, on the one hand, certainly brings benefits to consumers because there will be more choices of places that want to do health care and beauty, but on the other hand, it will pose a threat to beauty clinic managers themselves, because they have to face very tight competition in competing for the number of customers/consumers (Arief 2016). Increased awareness of self-care and the growth in the number of beauty clinics create very tight competition in the beauty service industry. In order to attract and retain customers, and with patients who are more critical in this digital era, a digital marketing mix strategy is needed in service development at every clinic, especially at Klinik Pratama Asera Cantika Sumbawa, so that it can compete with other beauty clinics.

Klinik Pratama Asera Cantika Sumbawa currently has a social media presence through the Instagram and Facebook platforms. Although the clinic has utilized both platforms for marketing and audience interaction, the results achieved are still less than optimal, reflected in the relatively low number of followers, inadequate audience engagement with posted content, and the average monthly turnover not yet reaching the set target. The following is the turnover data, average, and sales targets for Klinik Pratama Asera Cantika Sumbawa.

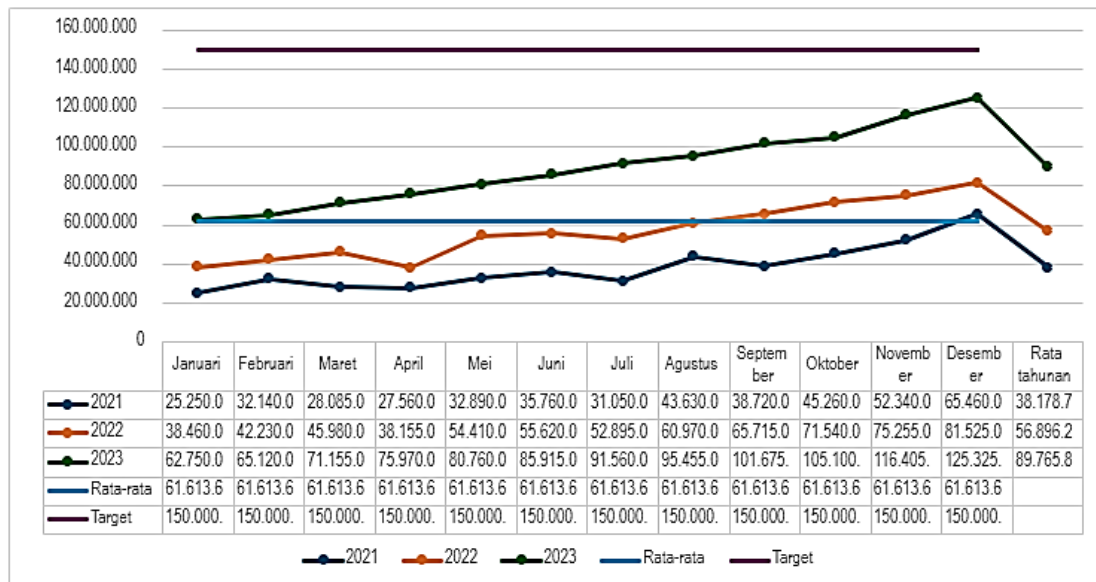


Figure 2. Beauty and Personal Care Market Revenue in Indonesia
Source: Klinik Pratama Asera Cantika Sumbawa, 2024

Figure 2 shows that the revenue of Klinik Pratama Asera Cantika Sumbawa in 2021, 2022, and 2023 has not yet reached the company's target of Rp150,000,000; while the average revenue per 3 years is Rp61,613,600; A gap of 58.92% was found between turnover and revenue target. If calculated annually, Klinik Pratama Asera Cantika Sumbawa experienced an increase in revenue from the previous year, this can be seen in the average annual revenue. In 2021, the average revenue was Rp38,178,750; in 2022, it was Rp56,896,250; and in 2023, it obtained a turnover of Rp89,765,833, with the highest revenue in 3 years being in December 2024 at Rp125,325,000. This shows that there is an increase in revenue every year carried out by Klinik Pratama Asera Cantika Sumbawa in achieving its targets.

That Figure shows Klinik Pratama Asera Cantika Sumbawa Turnover January-June 2024 Source: Klinik Pratama Asera Cantika Sumbawa (2024) Figure I.4 shows that turnover in 6 months fluctuated, with the company's average turnover recorded at Rp104,242,500, which is about 69.5% of the target turnover of Rp150,000,000. Although the displayed average is higher than the last three years, there is still a gap of 30.5% between the achieved average turnover and the set target, indicating the need for serious attention. This shows that even though the clinic has a presence on these platforms, the marketing strategy implemented has not been maximally successful in attracting the attention of new potential customers and maintaining strong relationships with existing customers to achieve the company's turnover target.

Therefore, it is important to evaluate and identify areas that need improvement in Klinik Pratama Asera Cantika Sumbawa's social media marketing strategy. Finding obstacles that hinder marketing effectiveness, and formulating solutions that can improve the clinic's social media performance in attracting and retaining customers based on the digital marketing mix. Below is customer visit data to Klinik Pratama Asera Cantika Sumbawa throughout 2021-2023. The figure shows Monthly Visit Data 2021-2023.

Based on the data above, there has been a consistent increase in the number of visits from 2021 to 2023, with 2023 recording the most significant growth in visits. This increase is due to various factors, such as increased popularity or relevance of the services offered, and also more effective promotional efforts in recent years. The highest surge in

the data was seen in 2023, reflecting a surge in demand or interest in visiting the place or service.

This is because Klinik Pratama Asera Cantika Sumbawa has utilized digital marketing as part of its strategy to increase visibility and attract new patients in the last two years. By understanding the importance of online presence in the digital era, this clinic actively uses various digital channels to reach a wider audience. This clinic also regularly posts informative content on social media platforms such as Facebook and Instagram, which not only introduces the latest services but also provides health tips and clinic news. In addition, Klinik Pratama Asera Cantika Sumbawa collaborates with local influencers to expand reach and build public trust in the services offered.

Studies on the marketing mix have been conducted. Nuzula *et al.* (2024) looked at the marketing mix strategy of the Paradise Parisudha Village Clinic, Plosoklaten Kediri, in increasing sales volume by emphasizing products. Hanggraito *et al.* (2020) researched alternative marketing mix strategies at the Yogyakarta Batik Museum, Ihsannudin *et al.* (2022) researched how the marketing mix is implemented in the hotel industry, the marketing mix in hospitals during the Covid-19 pandemic, which emphasizes the quality of service products (Ekawati & Andriani, 2022). Regarding the study of the marketing mix, previous studies examined the marketing mix in general; it is necessary to study more deeply the integration of marketing mix strategies and digital marketing, especially in beauty clinic services, to attract and retain customers.

The marketing mix has a positive effect on increasing customer decisions and satisfaction in beauty clinics and other sectors. The marketing mix strategy can be integrated with digital marketing to attract and retain customers in beauty clinics. The research of Shofwatunida & Nurmawaty (2022) provides a comprehensive overview of each element of the marketing mix applied to a Clinic, so the findings of this study show that a clinic must focus more on promotion as an area, so it can increase clinic visibility. Fajrini *et al.* (2022) found that the application of innovative marketing mix strategies, such as promotions integrated with technology, can support clinics to adapt, increase competitiveness, and survive in crises.

The results of Puspita & Santoso's (2018) research show that there are four main digital strategies carried out to offer beauty products, namely by implementing new strategies in their marketing promotions, such as flash sales, product package promotions, and discounts. The research gap that will be examined in this study, based on some of the above research, is the lack of specific analysis of promotion strategies, technological innovation, and digital strategies of beauty clinics.

Based on the previous description, the researcher intends to examine the existing marketing mix at Klinik Pratama Asera Cantika Sumbawa as one of the beauty clinics. Therefore, this research will be titled "Digital Marketing Mix Strategy of Pratama Asera Cantika Sumbawa Clinic."

The beauty clinic market is currently very competitive, with many clinics and aesthetic service providers competing to attract and retain customers. Every clinic strives to utilize various marketing channels to differentiate itself and gain market share. In this highly competitive environment, Klinik Pratama Asera Cantika Sumbawa faces significant challenges. Although the clinic has a social media presence through Instagram and Facebook, the results achieved are still inadequate. The number of followers on their social media accounts is still low, indicating that the digital marketing strategy implemented needs to utilize the full potential of these platforms.

To overcome these challenges, a systematic approach is needed through an in-depth analysis of the implementation of the digital marketing mix strategy. The first step is to evaluate how existing strategies are implemented on social media platforms and other

digital marketing elements. This analysis will help identify obstacles that may hinder marketing effectiveness. Based on an understanding of these obstacles, strategic and practical solutions are formulated to improve marketing performance. By using a more integrated and effective digital marketing mix strategy, the clinic can increase its visibility, attract more new customers, and achieve better results in retaining customers in this highly competitive market.

The main focus of this research is on the implementation, challenges, and solutions of digital marketing strategies applied by Klinik Pratama Asera Cantika Sumbawa in Sumbawa Regency. This includes analyzing the elements of the marketing mix, namely product, price, promotion, place, people, process, and physical evidence. Elements of digital marketing, such as social media and digital advertising, and how these elements are used to attract and retain clinic customers, as well as the challenges and solutions of the digital marketing mix strategy.

The limitations in this study include several important aspects. This study only focuses on aesthetic clinics, specifically Klinik Pratama Asera Cantika Sumbawa, and not on other types of medical services. Second, the research period is for a certain period, so changes in digital marketing trends after that period will not be covered. Third, the aspects studied in the digital marketing mix include 7 elements of the marketing mix, namely product, price, promotion, place, people, process, and physical evidence. Finally, the research is limited to analyzing challenges and solutions to evaluate the effectiveness of existing digital marketing mix strategies.

The results of this study are expected to provide both theoretical and practical benefits. Theoretically, this research can serve as a reference for future academic studies by offering insights into the application of the digital marketing mix, particularly in the context of health and beauty services. It is anticipated that the findings will deepen scholarly understanding and stimulate further research related to digital marketing strategies across various industries. Practically, the study offers actionable insights for Klinik Pratama Asera Cantika Sumbawa and similar institutions by highlighting how the integration of digital marketing mix elements can enhance efforts to attract and retain customers. The research also aims to help clinics identify specific areas of improvement within their marketing strategies, providing a useful foundation for facing competition in the increasingly dynamic beauty industry.

LITERATURE REVIEW

Marketing Strategy

Marketing strategy is a comprehensive plan designed to achieve marketing objectives by effectively utilizing available resources. This strategy involves identifying target markets, developing marketing mixes (product, price, place, promotion), and positioning products or services to create a competitive advantage (Kotler & Armstrong, 2018). A well-defined marketing strategy helps organizations allocate resources efficiently, respond to market changes, and build strong customer relationships (Porter, 1985).

According to Kotler and Keller (2016), marketing strategy is the process of selecting a target market and developing a marketing mix to satisfy the needs of that market. This involves understanding consumer behavior, market segmentation, targeting, and positioning. Furthermore, Lamb *et al.* (2018) emphasize that marketing strategy is about creating value for customers and building profitable customer relationships. It encompasses decisions about product development, pricing, distribution channels, and promotional activities.

Digital Marketing

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers (Chaffey & Ellis-Chadwick, 2019). The rise of digital marketing has transformed how businesses interact with their audience, offering new opportunities for engagement, personalization, and measurement (Ryan, 2017).

Key components of digital marketing include Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, social media marketing, email marketing, and affiliate marketing (Patel & Singh, 2019). Digital marketing allows for precise targeting of audiences, real-time campaign adjustments, and detailed performance tracking, making it a highly effective and efficient marketing approach in the modern era (Mangold & Faulds, 2009).

Marketing Mix

The marketing mix is a set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market (McCarthy, 1960). Traditionally, it consists of the 4 Ps: Product, Price, Place, and Promotion. These elements are interconnected and crucial for developing a successful marketing strategy (Kotler & Armstrong, 2018).

Over time, the marketing mix has evolved, especially in the service industry, leading to the expansion to 7 Ps: Product, Price, Place, Promotion, People, Process, and Physical Evidence (Booms & Bitner, 1981). Product: Refers to the goods or services a company offers to its target market. This includes features, quality, design, branding, and packaging (Kotler & Keller, 2016). Price: The amount of money customers have to pay to obtain the product. Pricing strategies involve considering costs, competition, and customer value (Monroe, 2003). Place (Distribution): Encompasses activities that make the product available to target consumers. This includes distribution channels, coverage, logistics, and transportation (Rosenbloom, 2012). Promotion: Activities that communicate the merits of the product and persuade target customers to buy it. This includes advertising, personal selling, sales promotion, and public relations (Belch & Belch, 2018). People: Refers to all human actors who play a part in service delivery and thus influence the buyers' perceptions, namely, the firm's personnel, the customer, and other customers in the service environment (Zeithaml *et al.*, 2009). Process: The actual procedures, mechanisms, and flow of activities by which the service is delivered—the service delivery and operating systems (Lovelock & Wirtz, 2016). Physical Evidence: The environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service (Bitner, 1992).

Related Research

Several studies have explored aspects of the marketing mix and digital marketing in various contexts. Nuzula *et al.* (2024) investigated the marketing mix strategy of a village clinic, focusing on product emphasis to increase sales volume. Hanggraito *et al.* (2020) researched alternative marketing mix strategies in a museum setting. Ihsannudin *et al.* (2022) examined the implementation of the marketing mix in the hotel industry. Ekawati & Andriani (2022) studied the marketing mix in hospitals during the Covid-19 pandemic, highlighting the importance of service product quality.

Shofwatunida & Nurmawaty (2022) provided a comprehensive overview of marketing mix elements applied to a clinic, suggesting that clinics should prioritize promotion to increase visibility. Fajrini *et al.* (2022) found that innovative marketing mix strategies, especially those integrated with technology, help clinics adapt and enhance competitiveness. Puspita & Santoso (2018) identified four main digital strategies for beauty product offerings, including flash sales and product package promotions.

This current research aims to bridge the gap by providing a specific analysis of promotion strategies, technological innovation, and digital strategies within beauty clinics, particularly focusing on the integration of marketing mix and digital marketing to attract and retain customers.

Theoretical Position of Research

This research is positioned at the intersection of marketing strategy, digital marketing, and the marketing mix, with a specific focus on the healthcare and beauty service industry. It builds upon existing theories of the 7P marketing mix and digital marketing principles to analyze their integrated application in a real-world clinic setting. The study contributes to the understanding of how traditional marketing mix elements are transformed and optimized through digital channels to achieve customer acquisition and retention in a highly competitive market. By examining the implementation, challenges, and solutions of digital marketing mix strategies, this research provides practical insights for beauty clinics seeking to enhance their market presence and customer loyalty in the digital era.

RESEARCH METHOD

This research was conducted at Klinik Pratama Asera Cantika Sumbawa, located in Sumbawa Regency, from January to June 2024. The clinic was chosen as the research site due to its active implementation of digital marketing strategies, which aligned closely with the study's focus on the digital marketing mix in beauty clinics. The study employed a qualitative approach, which is a scientific method of observation used to gather nonnumerical data and explore the reasons behind social phenomena through the lived experiences of individuals (Creswell, 2014). This approach was deemed appropriate for investigating the implementation, challenges, and solutions related to digital marketing mix strategies that involve complex human behaviors and perceptions. The participants in this study included members of the marketing and social media teams of the clinic, specifically three individuals: two from the marketing team and one from the social media team. These participants were selected because of their direct involvement and deep understanding of the clinic's digital marketing operations, providing a well-rounded perspective on both strategic planning and content execution.

The research setting was the clinic itself, which enabled the researcher to conduct direct observation and focused interviews in the natural environment of marketing activities. Data collection methods included observing the clinic's digital marketing efforts, such as social media content, online interactions, and website presence, and conducting semi-structured interviews with the aforementioned team members to gain in-depth insights into their strategies, challenges, and solutions. The data gathered from these methods were analyzed through qualitative data analysis techniques, which consisted of three stages: data reduction, data display, and conclusion drawing and verification. In the data reduction stage, information relevant to the research objectives was selected and summarized; in the data display stage, the reduced data were organized using visual formats to identify patterns and relationships; and in the final stage,

conclusions were drawn and continuously verified to ensure validity and reliability (Miles and Huberman, 1994).

RESEARCH RESULTS

Implementation of Digital Marketing Mix Strategy to Attract and Retain Customers at Klinik Pratama Asera Cantika Sumbawa

Klinik Pratama Asera Cantika Sumbawa has implemented a comprehensive digital marketing mix strategy based on the 7P framework to attract and retain customers. This strategy integrates all core elements: product, price, promotion, place, people, process, and physical evidence into digital platforms to ensure a consistent and customer-focused experience. By utilizing various online tools and communication channels, the clinic aims to strengthen its market presence, improve service delivery, and remain competitive in the beauty and health care industry.

The *product* element is reflected in the diverse range of services offered by the clinic, including skin treatments, aesthetic procedures, and medical consultations. These services are actively promoted through descriptive and visually engaging content on the clinic's website and social media platforms. In addition to in-clinic treatments, the product offering includes online booking systems and virtual consultations, which enhance service accessibility and accommodate the evolving preferences of modern consumers.

The *price* element is managed with transparency and strategic flexibility. Pricing information is clearly communicated through the clinic's digital channels, with special offers, promotional packages, and loyalty programs regularly advertised on social media and email newsletters. These initiatives are designed to attract first-time customers while also encouraging repeat visits. The availability of digital payment methods adds convenience and supports the clinic's commitment to a seamless online experience.

In terms of *promotion*, this element plays a central role in the clinic's digital marketing efforts. The clinic maintains an active presence on Instagram and Facebook, where it engages in content marketing by sharing before-and-after photos, customer testimonials, and educational posts about skin health. Collaborations with local influencers help extend the clinic's reach and build brand credibility. Paid digital advertising campaigns are also launched on social media platforms and search engines to target specific customer segments.

The *place* element, within a digital marketing context, focuses on the accessibility of the clinic's services and information online. The website serves as a centralized digital hub, offering service details, appointment scheduling, and customer support. Social media platforms function as additional touchpoints, allowing customers to engage with the clinic remotely and in real time, effectively bringing the clinic's services closer to its audience regardless of physical location.

The *people* element emphasizes the professionalism and expertise of the clinic's staff, including doctors, dermatologists, and aestheticians. Staff profiles and credentials are showcased on the website and social media to foster trust and highlight the quality of care. Digital customer service tools, such as chatbots and direct messaging, ensure quick and responsive communication, contributing to a positive customer experience.

Under the *process* element, the clinic has streamlined the customer journey through digital tools and automation. From initial inquiries to post-treatment follow-ups, processes are facilitated via online appointment systems, digital registration forms, and automated reminders. These systems not only improve operational efficiency but also

enhance customer satisfaction by making the service experience smoother and more convenient.

The *physical evidence* element is conveyed through the clinic's professional digital presence. This includes the design and functionality of the website, the quality of images and videos showcasing the clinic's facilities, and the display of positive reviews and testimonials. Virtual tours are also available to give prospective customers a realistic view of the clinic environment, reinforcing trust and reducing uncertainty before visiting in person.

Overall, the integration of all seven elements of the digital marketing mix demonstrates Klinik Pratama Asera Cantika Sumbawa's commitment to delivering a cohesive and customer-oriented digital strategy. This holistic approach allows the clinic to effectively connect with its target audience, adapt to digital trends, and maintain a strong position in the competitive beauty clinic market.

Obstacles to Digital Marketing Mix Strategy to Attract and Retain Customers

Despite the comprehensive implementation of its digital marketing mix strategy, Klinik Pratama Asera Cantika Sumbawa faces several internal challenges that hinder the optimal effectiveness of its approach. These challenges are primarily grouped into three key areas: core services, communication and marketing, and access and convenience.

Firstly, in relation to the elements of product, people, and process, Klinik Pratama Asera Cantika Sumbawa faces notable limitations in its marketing communication efforts due to budget constraints. The clinic operates with a relatively limited allocation of funds dedicated to digital marketing activities, which affects its ability to invest in advanced tools, high-quality content production, and expansive advertising campaigns. As a result, the promotional materials often lack the professional polish and broad reach necessary to stand out in a crowded digital landscape, reducing the clinic's visibility and appeal to new potential customers.

Another key issue lies in the difficulty of fostering customer loyalty amid intense competition in the beauty and health services industry. Although the clinic offers a variety of treatments, it lacks a strong differentiation strategy that would set it apart from other providers offering similar services. Without a clear and consistent brand identity communicated through digital platforms, customers may struggle to perceive added value, making it easier for them to shift to competitors. In a market where customer experience and perception are highly influential, this gap in strategic positioning significantly hampers long-term client retention.

Moreover, the clinic's internal processes, particularly those involving staff readiness and service consistency, also face challenges. While the staff may possess the necessary technical expertise, the integration of digital processes into daily operations remains limited. For instance, follow-up routines, customer feedback loops, or digital tracking of client preferences are not yet optimized through automated systems. This not only reduces the efficiency of the clinic's workflow but also weakens the overall customer experience, as patients may perceive a lack of personalization and continuity in their care journey.

Secondly, regarding the elements of *promotion* and *place*, Klinik Pratama Asera Cantika Sumbawa struggles with weak audience engagement on its digital platforms. While the clinic is active on social media, particularly Instagram and Facebook, its content fails to generate significant interaction in the form of likes, comments, or shares. This suggests that the promotional materials may not be effectively tailored to the preferences and needs of the target audience. Content that lacks relevance or emotional

appeal will naturally result in lower engagement, and this low interaction rate diminishes the overall effectiveness of the promotional strategy.

In addition, the clinic faces difficulties in growing its follower base and expanding its digital reach. The stagnation in the number of followers on social media platforms limits the clinic's ability to access new market segments and increase brand exposure. Contributing factors may include inconsistent posting schedules, limited use of interactive content such as stories, reels, or live sessions, and underutilization of paid advertising features. Without a strategic approach to content planning and distribution, the clinic misses opportunities to attract and retain digital audiences.

Furthermore, changes in social media algorithms have also affected the clinic's ability to organically reach potential customers. As platforms increasingly prioritize paid content and user interaction history in their feed algorithms, accounts like Klinik Asera Cantika must adapt by investing in sponsored posts or optimizing content to trigger algorithmic favor. Failure to respond to these platform dynamics risks the clinic falling further behind in visibility, regardless of the quality of services it offers offline. Therefore, a data-driven and adaptive digital marketing plan is crucial for overcoming these promotional barriers.

Thirdly, in terms of process and physical evidence, the clinic encounters challenges related to access and service convenience. While an online booking feature is available, many customers still report confusion or inefficiencies in coordinating between online and offline services. For example, delays in appointment confirmation or unclear instructions after booking online may disrupt the customer experience. This indicates a need for better system integration to ensure real-time communication between digital interfaces and on-site service operations.

Moreover, the digital user experience lacks several features that modern consumers now expect. The absence of automated reminders, real-time chat support, or user-friendly navigation in the clinic's digital platforms can reduce customer satisfaction. Patients who seek a seamless and responsive digital journey may find the current system insufficiently supportive. In a service industry where convenience is often a decisive factor, these limitations represent missed opportunities to create a competitive advantage.

Lastly, in terms of physical evidence in the digital space, the clinic has not fully maximized its online presentation to build trust and confidence. While basic information and images are present, the clinic lacks immersive elements such as 360-degree virtual tours, detailed staff introduction videos, or consistent client testimonials. These visual and interactive elements serve as proof of quality and professionalism in digital marketing. Without them, potential customers may find it difficult to assess the credibility and ambiance of the clinic before deciding to visit. Strengthening this digital representation is essential to support the clinic's overall branding and service perception.

Solutions for Digital Marketing Mix Strategy to Attract and Retain Customers

To overcome the various challenges identified in the implementation of its digital marketing mix strategy, Klinik Pratama Asera Cantika Sumbawa has developed a range of targeted solutions. These solutions are designed to strengthen each element of the 7P framework product, price, promotion, place, people, process, and physical evidence by enhancing service quality, improving communication and engagement, and ensuring a more seamless customer experience across both digital and physical platforms. The following section outlines the specific measures undertaken by the clinic to attract and retain customers more effectively.

Firstly, to address challenges related to the elements of *product*, *people*, and *process*, Klinik Pratama Asera Cantika Sumbawa has introduced a more structured and

robust online consultation system. This system is designed to improve the flow of patient services by minimizing waiting times and enabling customers to receive medical advice from the comfort of their homes. Through this approach, the clinic not only increases accessibility but also enhances overall customer satisfaction by offering flexibility and convenience, two factors that are highly valued in modern service delivery.

In addition, the clinic is focusing on enhancing service quality by investing in continuous staff training. Team members, including doctors, aestheticians, and front-desk personnel, are regularly equipped with both technical and soft skills necessary for excellent customer service. By implementing structured feedback mechanisms and routine service evaluations, the clinic aims to monitor performance, identify service gaps, and create a culture of constant improvement. This approach is intended to ensure that every customer interaction is professional, responsive, and aligned with the clinic's brand promise.

Moreover, the integration of digital tools in operational processes is being refined to improve overall service efficiency. From appointment scheduling to post-treatment care, the clinic is working to digitize key touchpoints and automate standard procedures. This not only reduces administrative burden but also ensures a smoother experience for patients, reinforcing their trust and encouraging repeat visits. A well-coordinated digital process is central to strengthening loyalty and maintaining service excellence across both online and offline channels.

Secondly, in response to issues within the elements of *promotion* and *placement*, the clinic has adopted new strategies to increase visibility and engagement. One of the key steps is intensifying social media and influencer-based promotional strategies. By collaborating with local micro-influencers and respected community figures, the clinic aims to create more relatable and authentic content that resonates with potential clients. In addition, content formats are being diversified to include short videos, live Q&A sessions, and behind-the-scenes content, all of which are known to boost audience interaction and emotional connection.

The clinic is also investing in targeted digital advertising to ensure marketing resources are used efficiently. By leveraging advanced targeting features on platforms such as Instagram, Facebook, and Google Ads, Klinik Asera Cantika can reach a more relevant audience based on interests, demographics, and behavior patterns. This enables a better return on investment (ROI) for advertising spend while also improving the likelihood of attracting new and loyal customers. Data analytics tools are also being utilized to monitor campaign performance and adjust strategies in real time.

In addition to expanding outreach, the clinic is focusing on consistent content scheduling and community engagement. By maintaining a regular posting schedule and actively responding to comments and messages, the clinic seeks to foster stronger relationships with its digital audience. Engagement is also encouraged through interactive campaigns, giveaways, and testimonial-driven promotions. These initiatives are expected to not only increase follower growth but also drive deeper trust and familiarity with the clinic's brand over time.

Thirdly, to resolve barriers in the elements of *process* and *physical evidence*, the clinic has prioritized the improvement of facilities and service environments. Investments have been made in upgrading clinic infrastructure, such as more comfortable waiting areas, modernized equipment, and streamlined administrative systems. These improvements aim to create a more welcoming and efficient physical space that complements the professionalism projected through digital channels, resulting in a consistent customer experience.

Efforts have also been made to develop an integrated online-offline experience, ensuring that each digital interaction translates into smooth and satisfying in-person service. For example, customers who make appointments online now receive automated reminders, clear arrival instructions, and the option for post-treatment digital follow-ups. This reduces friction and confusion while reinforcing the convenience of using digital platforms for health and beauty services. Seamless coordination between platforms also helps strengthen the clinic's image as a digitally competent and customer-focused institution.

Lastly, the clinic is enhancing its digital touchpoints as physical evidence to build greater trust and credibility. High-quality visuals, including virtual tours, staff introduction videos, and real-time customer reviews, are being prominently featured across online platforms. These elements provide prospective clients with a clear understanding of the clinic's environment and service quality, serving as tangible proof of professionalism in a digital setting. Together, these strategies aim to improve both the perception and the reality of customer care, ensuring long-term loyalty and satisfaction.

DISCUSSION

Implementation of Digital Marketing Mix Strategy to Attract and Retain Customers at Klinik Pratama Asera Cantika Sumbawa

Klinik Pratama Asera Cantika Sumbawa has implemented a digital marketing mix strategy that fully integrates the seven elements of the marketing mix framework to attract and retain its customers. In the product element, the clinic offers a wide range of skincare and aesthetic treatments, which are promoted through visual content such as before-and-after images, video tutorials, and customer testimonials. This aligns with the concept proposed by Kotler *et al.* (2018) that emphasizes the need for high-quality, well-packaged, and varied services to meet customer expectations. The clinic's use of social media for product presentation mirrors the findings of Aboubi & Chibani (2024), who highlight the significant role of visual content in increasing customer conversion rates in the healthcare sector. Moreover, Chaffey & Ellis-Chadwick (2019) argue that attractive digital packaging and visual storytelling are crucial in enhancing customer engagement in the beauty industry.

In terms of pricing and distribution strategy, the clinic adopts a competitive and transparent pricing approach, offering discounts and promotional bundles across digital platforms such as Instagram and WhatsApp. This practice is consistent with the marketing mix theory, which views price as a key factor influencing consumer decisions (Kotler *et al.*, 2018). The transparency in price communication also reflects the findings of Mohammed & Korankye (2024), who suggest that clearly presented pricing fosters fairness and strengthens customer loyalty. Additionally, the place element is addressed through both the strategic location of the physical clinic and its digital accessibility. The clinic utilizes online booking systems and active communication via social media to make services easier to access. This supports Hoyer *et al.* (2020), who assert that positive customer experience starts from the ease of access and the first interaction with the brand.

The clinic also emphasizes the importance of the people, process, and physical evidence elements to deliver a comprehensive and consistent service experience. Employees are actively involved not only in operational duties but also in digital content creation, which enhances the brand's image and credibility online. According to Barney in Malik *et al.* (2020), human resource capabilities are essential assets in achieving competitive advantage in digital-based services. Furthermore, the clinic ensures service quality by maintaining transparent communication and quick response systems, in line

with the principles of relationship marketing. Physical evidence is conveyed through high-quality photos and videos of the clinic's interiors, treatments, and satisfied clients. This strategy follows Zeithaml *et al.* (2009), who emphasize that physical presentation contributes significantly to the perceived value of service quality, especially in the health and beauty industry.

Obstacles to Digital Marketing Mix Strategy to Attract and Retain Customers

One of the primary challenges faced by Klinik Pratama Asera Cantika Sumbawa in implementing its digital marketing mix strategy lies in the highly saturated beauty and aesthetic industry within the Sumbawa region. With many clinics offering similar services, the clinic is under continuous pressure to stand out and capture customer attention. This competitive intensity makes it difficult to build sustainable competitive advantages. Porter's theory emphasizes the importance of differentiation strategies in such environments, arguing that businesses must present unique product or service advantages to distinguish themselves from rivals (Gartner *et al.*, 2024). For the clinic, this implies not only innovating its offerings but also reinforcing a clear, unique value proposition in the digital space.

Another significant constraint involves the difficulty in communicating the added value of the clinic's services to potential customers who are already loyal to established brands. The clinic's marketing team acknowledges that persuading new customers requires more than showcasing treatment quality; it also demands delivering superior and memorable customer experiences. This is consistent with Kotler *et al.* (2018), who argue that customer education becomes critical in competitive markets. Educating the audience on what makes the clinic's services superior, whether through advanced technology, more personalized care, or improved service outcomes, can help foster customer trust and loyalty over time.

Effective communication in digital channels remains a complex issue, especially when attempting to differentiate the clinic's services from its competitors. According to Chaffey & Chadwick (2016), effective marketing communication is central to influencing consumer decision-making and establishing strong brand understanding. The clinic needs to enhance its digital transparency and prioritize educational content that highlights its unique strengths in ways that are accessible and relatable to the target audience. Without clear and persuasive messaging, even a high-quality service may struggle to gain traction, especially in a market where consumers are inundated with alternatives.

Solutions for Digital Marketing Mix Strategy to Attract and Retain Customers

To overcome challenges in improving accessibility and customer convenience, Klinik Pratama Asera Cantika Sumbawa focuses on developing flexible service delivery through digital technology. A key solution implemented is the integration of online consultation and digital booking systems, enabling customers to engage with the clinic's services remotely. This is particularly beneficial for individuals with time constraints or those living outside the area. As Kotler *et al.* (2019) explain, digitizing service operations not only enhances convenience but also boosts operational efficiency, making healthcare access more seamless. By adopting these tools, the clinic can expand its reach and serve a broader range of patients who might otherwise be limited by geographical or temporal barriers.

Digital-based services are aligned with contemporary customer preferences, as modern consumers increasingly seek effortless and time-saving healthcare interactions. Ji *et al.* (2023) affirm that digital transformation in service provision can deepen customer

engagement without compromising service quality. Online consultations, in particular, foster consistent interaction with the brand while maintaining a personalized touch. Moreover, digital marketing holds the potential to foster stronger customer relationships and achieve broader outreach with lower costs than traditional marketing methods (Widjaja, 2024). In addition to these tools, the clinic also explores loyalty programs as a retention strategy, as customer loyalty schemes have been shown to significantly improve retention rates in service industries (Soesilo & Rohendi, 2024).

Furthermore, the clinic's digital booking system serves as an effective mechanism to reduce queue times and streamline service operations. Customers gain greater autonomy in selecting treatment times according to their schedules, improving their overall experience. Chaffey & Chadwick (2016) argue that minimizing friction in the service process is vital for enhancing customer satisfaction and loyalty, and digital booking platforms offer customers more control over their care journey. Supporting this, Alwinie *et al.* (2024) demonstrate that efficient time management in healthcare services leads to higher satisfaction and stronger loyalty. Additionally, the digital system assists the clinic in optimizing operational capacity, minimizing scheduling errors, and improving overall service delivery effectiveness.

CONCLUSIONS

This study aimed to analyze the digital marketing mix strategy implemented by Klinik Pratama Asera Cantika Sumbawa to attract and retain customers. The findings indicate that the clinic has adopted a comprehensive 7P marketing mix approach, integrating product, price, place, promotion, people, process, and physical evidence with digital platforms. While the clinic has made efforts to leverage social media and online channels, challenges such as budget constraints, intense competition, and suboptimal social media engagement have hindered the full effectiveness of these strategies. To address these obstacles, the clinic has initiated solutions including enhancing online consultation systems, intensifying social media and influencer collaborations, and improving both physical facilities and the integration of online and offline services. These efforts demonstrate a commitment to adapting and refining their digital marketing strategies to better compete in the dynamic beauty industry and achieve their customer acquisition and retention goals.

The findings of this research offer several managerial implications for Klinik Pratama Asera Cantika Sumbawa and similar beauty clinics. Firstly, there is a clear need for strategic allocation of marketing budgets towards digital channels, focusing on areas that yield higher engagement and conversion rates. Secondly, continuous monitoring and analysis of social media metrics are crucial to understanding audience behavior and optimize content strategies for better reach and interaction. Thirdly, investing in seamless integration between online and offline customer touchpoints is essential to enhance overall customer experience and foster loyalty in a competitive market. Finally, leveraging data analytics to understand customer preferences and tailor marketing messages can significantly improve the effectiveness of digital marketing efforts.

Based on the conclusions and implications, the following recommendations are proposed: 1. Optimize Social Media Engagement: Develop a more dynamic content strategy that includes interactive elements, user-generated content campaigns, and regular Q&A sessions to boost audience engagement. Consider investing in social media management tools to schedule posts, analyze performance, and identify trending topics. 2. Strategic Influencer Marketing: Continue and expand collaborations with micro-influencers who have a genuine connection with the target audience. Focus on long-term

partnerships to build consistent brand advocacy and trust. 3. Enhance Online-Offline Integration: Implement a unified customer relationship management (CRM) system that seamlessly integrates online bookings, consultations, and in-clinic visits. This will provide a holistic view of the customer journey and enable personalized communication. 4. Data-Driven Decision Making: Utilize analytics from digital marketing campaigns to identify successful strategies and areas for improvement. Regularly review conversion rates, customer acquisition costs, and customer lifetime value to optimize marketing spend. 5. Continuous Staff Training: Provide ongoing training for staff on digital customer service, online communication etiquette, and the effective use of digital tools to ensure a consistent and positive customer experience across all touchpoints.

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