Abstract

This thesis discusses the application of Internet to hospital marketing system. From this thesis, the readers can understand problems or issues that happen in the process of application the Internet to the hospital that has no connection to Internet, they can also know what the problem need to be addressed and strategy need to be considered before applying Internet system. This thesis research uses qualitative data, and it uses field study as a method of collecting data.

This study is conducted to ensure people of the importance of Internet in hospital marketing activities.

It can be used by hospital to consider the importance of Internet to support their marketing activities. It is also strengthen with analysis such as Cognitive mapping, SWOT analysis, CSF analysis etc.

It can also be used by clients/customer to start using Internet to help them find information needed.

Writer’s expected outcome is the writer wants to persuade people in hospital to see the importance of Internet in promotion activities that will influence the marketing activities as a whole process and how implement Internet connection. The writer also wants to persuade clients about the importance of using Internet to find services that they needed from hospitals.

Furthermore, this application of Internet is used to increase promotion activities for hospital in which the major goal i.e. increased revenue can be achieved.
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