

Improving Brand Awareness and Market Competitiveness in Homecare Services: Business Strategy Analysis of Care Your Self (CYS)

Yumas Gia Nanda*, Novika Candra Astuti, Indra Cahya Uno

Institut Teknologi Bandung , Indonesia

Email: yumas_nanda@sbm-itb.ac.id

Abstract

The homecare healthcare industry in Indonesia is experiencing rapid growth due to the aging population, increasing prevalence of chronic diseases, and rising demand for personalized healthcare services. Despite this opportunity, many providers face challenges in building market visibility and competing in a fragmented and price-sensitive market. This paper analyzes the business strategy of Care Your Self (CYS), a comprehensive homecare nursing service provider, focusing on brand awareness and competitive positioning. Using a mixed-method approach and strategic analysis frameworks such as SWOT, PESTLE, Porter's Five Forces, EFAS-IFAS, and AHP, this study proposes actionable strategies to improve YYS's brand strength and market competitiveness. Results show that a combination of digital marketing, service differentiation, IT infrastructure development, and strategic partnerships is essential for enhancing public awareness and driving sustainable business growth. The findings contribute to the broader understanding of healthcare marketing and strategic planning for emerging health service providers in developing economies. Using AHP scoring, the most prioritized strategy is Digital Marketing Collaboration (score = 0.318), followed by Ecosystem Partnership (0.276) and Service Standardization (0.214). These findings underline strategic priorities for enhancing brand recognition and competitiveness in the healthcare service market..

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INTRODUCTION

Home-based healthcare services are becoming an essential component of modern health systems, particularly in developing countries facing demographic changes, hospital overload, and increased demand for chronic illness management. In Indonesia, the shift towards homecare services is not only practical but necessary. With nearly 10% of the population aged 60 and above, and rising rates of diseases such as diabetes, stroke, and hypertension, the need for accessible and affordable healthcare

has never been more urgent. This study offers a novel integration of AHP decision-making with strategic branding frameworks in the underexplored context of Indonesia's homecare industry, making it one of the first attempts to systematically prioritize growth strategies for an emerging healthcare MSME.

Care Your Self (CYS) is an Indonesian startup that offers integrated homecare nursing services ranging from prenatal care to palliative and geriatric care. Despite offering high-quality care, CYS faces critical business challenges: limited brand awareness, low digital visibility, and tough competition from informal caregivers and established hospital networks. This study explores the strategic directions that can help CYS build a stronger brand, differentiate its services, and increase market competitiveness. According to a survey conducted among 150 respondents in Greater Jakarta, only 24% of participants could recall a professional homecare brand unaided, indicating a low level of brand awareness in the market.

Therefore, this research aims to answer the question: What strategic initiatives can improve brand awareness and market competitiveness for homecare providers like Care Your Self (CYS)?

Healthcare branding is a complex domain where perception, trust, and service delivery quality heavily influence patient decisions. Kotler et al. (2005) emphasize that branding in healthcare must create emotional and functional connections, especially in markets with low trust in private providers. Brand awareness—defined as the likelihood that a consumer recognizes or recalls a brand—is a key driver of service utilization in the healthcare sector.

Porter's Five Forces (1985), PESTLE (Yuksel, 2012), and SWOT analysis (Gurel & Tat, 2017) provide a strategic lens to evaluate internal and external challenges. AHP (Saaty, 2008) is a decision-making model that prioritizes multiple strategic alternatives based on weighted criteria. Studies from similar emerging markets show that combining digital marketing, service personalization, and B2B partnerships significantly enhances brand presence and consumer conversion.

Recent Indonesian healthcare reports also reflect the limited digital penetration of homecare services. A study by Metrohomecare (2024) revealed that less than 30% of households in Jabodetabek could identify a licensed homecare provider through online platforms. This aligns with findings by MediaIndonesia.com (2023) that highlighted public distrust in private homecare due to lack of standardization and unclear legal standing. These trends underscore the importance of building brand awareness through digital marketing and trusted partnerships, especially in culturally sensitive sectors such as elder care. Furthermore, Deloitte's (2021) global healthcare outlook emphasized ecosystem collaboration and digital-first branding as key accelerators for health-based MSMEs in Southeast Asia.

METHOD

This study applies a mixed-method research approach, consisting of: Qualitative interviews with 12 internal stakeholders (nurses, management, and operational staff) and 8 external stakeholders (patients, families, healthcare partners). Quantitative survey of 150 respondents in Jabodetabek to assess brand awareness, service satisfaction, and digital behavior. Secondary data analysis from market reports and competitive benchmarking.

To ensure instrument reliability, a Cronbach's Alpha test was conducted for the survey items, yielding a coefficient of 0.82, which indicates good internal consistency. The validity of the instruments was evaluated by expert review, ensuring content relevance to the constructs of brand awareness and service competitiveness. Furthermore, the research followed a sequential analytic flow: SWOT & PESTLE analysis → EFAS-IFAS scoring → strategic option formulation → AHP-based prioritization.

Strategic tools used: SWOT to assess internal strengths and weaknesses PESTLE to evaluate external macro-environment Porter's Five Forces for competitive intensity EFAS and IFAS to assign strategic priorities AHP to rank strategic options for growth within 3-month and 1-year horizons

Scope: This research focuses on CYS's flagship services—Live-in Homecare and Woundcare—in the Greater Jakarta area, with time-bound goals for short-term (3 months) and medium-term (1 year) market growth.

RESULTS AND DISCUSSION

SWOT Analysis

Strengths: Comprehensive service offerings across life stages; Value-based pricing with flexible duration (6, 12, 24-hour shifts); Trained, licensed, and empathetic nursing staff.

Weaknesses: Manual operational systems and non-scalable IT platform; Weak online presence and SEO visibility; Low brand recall in non-urban markets.

Opportunities: Growth in Indonesia's elderly population (projected to reach 15% by 2030); Low penetration of professional homecare in rural areas; Government interest in telehealth and community-based care.

Threats: Informal competitors undercutting on price; High consumer trust in hospitals and clinics; Regulatory uncertainty regarding at-home medical procedures.

PESTLE & Porter's Analysis

- Political: Increasing support for health startups, but complex licensing
- Economic: Inflationary pressures on wages, but rising middle-class healthcare spending
- Social: Cultural preference for home-based elder care
- Technological: Opportunity to adopt mobile apps, EMR, and remote monitoring
- Legal: Need to comply with medical and digital data privacy laws
- Environmental: Rising demand for hygiene-compliant, sustainable care tools

Porter's model highlighted:

- High rivalry among small players
- Medium threat of substitution from hospital services and teleconsultation
- High buyer power due to price sensitivity
- Low-to-medium supplier power (nurse workforce)

AHP Analysis Findings AHP decision matrix ranked the following as most impactful:

- Digital marketing using in-house resources (SEO, Google Ads, Instagram Reels)
- Partnerships with local clinics, hospitals, and neighborhood associations
- Brand ambassadors and community health programs

Each strategy was scored using weighted criteria: cost-effectiveness, reach, implementation speed, and scalability.

Tabel 1.1AHP Score

Strategic Option	AHP Score
Digital Marketing Collaboration	0,318
Ecosystem Partnership	0,276
Service Standarization	0,214
HR Training & certification	0,112
Mobile App Optimization	0,080

Digital marketing had the highest composite score due to its low cost per impression and potential to reach both urban and semi-urban users.

DISCUSSIONS

The findings underscore that digital presence is non-negotiable for growth. CYS should prioritize developing its internal digital team, producing native content (video, testimonials, education), and building a CRM-integrated platform for patient follow-up. Public health education through social media can reduce stigma and increase familiarity. Compared to competitors such as Insan Medika, RUMAT Indonesia, and MyNurz, Care Your Self (CYS) shows strength in price flexibility and personalization. However, it lags in CRM integration, online visibility, and patient education content. In a quality price competitive matrix, CYS is positioned as high-quality but mid-awareness, suggesting that strategic investments in branding and technology are critical to shift its market perception and capture broader demand. Moreover, internal capability-building such as digital skill upskilling, SEO content development, and community-based health promotion are not just supportive tactics, they represent long-term differentiators in an increasingly commoditized healthcare landscape.

Second, B2B partnerships can serve as an entry point to build trust and acquire patients through referral. Collaborations with clinics, insurance companies, and retirement communities can drive sustainable growth. Lastly, operations must be supported by technology. Upgrading to cloud-based scheduling, enabling teleconsultation, and integrating digital payment gateways will enhance the patient experience and reduce error margins.

CONCLUSION

Care Your Self (CYS) stands at a pivotal point in Indonesia's homecare evolution. With strategic focus on digital branding, operational efficiency, and ecosystem partnerships, CYS can transition from a promising startup to a national leader. This study offers practical implications for similar healthcare ventures in emerging markets seeking to scale through innovation, trust-building, and strategic positioning. This study is limited by its geographic focus on Greater Jakarta and by its time horizon of three months. Additionally, only two core services (Live-in and Woundcare) were analyzed, which may not capture the full spectrum of CYS's offerings.

The proposed strategies may be adapted by other health-based MSMEs or digital startups aiming to scale through brand-first approaches. Future studies should include longitudinal analysis on brand growth impact, and test the replicability of these strategies across other provinces or in rural healthcare settings.

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