

ADVANCEMENT OF A BRAND EQUITY-BASED SOCIAL MEDIA MARKETING ACTIVITIES (SMMA) MODEL TO ENHANCE PURCHASE INTENTION IN A PRIVATE HOSPITAL IN SIDOARJO

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INFORMATION	ABSTRACT
<p>Correspondence: isnaini.fajariah-2023@fk.um-surabaya.ac.id</p> <p>Keywords: SMMA, Brand Equity, Purchase Intention</p>	<p><i>Objective: Comprehensive researches regarding the effect of the component of brand equity on Social Media Marketing Activities (SMMA) and purchase intention are lacking. This study provides an integrated analysis of those variables on SMMA and purchase intention. Furthermore, this study expands the concept of SMMA by means of incorporating advertisement and perceived risk analyses to the concept.</i></p> <p><i>Methods: This study employs an explanatory research design. The research utilizes a cross-sectional data approach. Data collection was conducted through a questionnaire survey using a Likert scale for measurement. The study population consists of all inpatients who meet the inclusion criteria. The sampling technique applied was purposive sampling across various inpatient room categories, including Class 1, Class 2, Class 3, VIP, Suite Room, and President Suite. Data analysis was carried out using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4 software.</i></p> <p><i>Results: This study found the following: SMMA had a significant effect on brand equity with r square value 0,656, $p < 0.05$ and purchase intention with r square value 0.631, $p < 0.05$. Brand equity neither significantly affected purchase intention with r square value 0.003, $p = 0.528$ nor mediated SMMA and purchase intention $p = 0.544$.</i></p> <p><i>Conclusion: Respondent characteristics have a significant influence on the variables examined. Consequently, social media marketing can be considered to have a stronger impact on respondents' decision-</i></p>

	<i>making compared to brand equity in the context of a hospital. Brand equity is not able to serve as a mediating variable between SMMA and Purchase Intention.</i>
INFORMASI	ABSTRAK
<p>Korespondensi: isnaini.fajariah-2023@fk.um-surabaya.ac.id</p> <p>Kata kunci: SMMA, Ekuitas merek, Niat pembelian</p>	<p>Tujuan: Penelitian yang komprehensif tentang efek komponen-komponen ekuitas merk terhadap aktivitas pemasaran media sosial (SMMA) dan niat pembelian belum banyak dilakukan. Penelitian ini memberikan analisis yang terintegrasi atas variable-variabel tersebut terhadap SMMA dan niat pembelian. Selain itu, penelitian ini memperluas konsep SMMA dengan cara menambahkan analisis iklan dan perceived risk.</p> <p>Metode: Penelitian ini menggunakan desain penelitian eksplanatori. Penelitian ini menggunakan pendekatan data cross-sectional. Pengambilan data menggunakan survey kuisioner dengan pengukuran skala likert. Populasi penelitian terdiri dari semua pasien rawat inap yang memenuhi kriteria inklusi. Teknik pengambilan sampel yang diterapkan adalah purposive sampling di berbagai kategori kamar rawat inap, termasuk Kelas 1, Kelas 2, Kelas 3, VIP, Suite Room, dan President Suite. Analisis data dilakukan menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS) dengan bantuan perangkat lunak SmartPLS 4.</p> <p>Hasil: Variabel SMMA terhadap Brand Equity berpengaruh secara langsung, dengan nilai R square 0,656 dan p value < 0.05. Variabel SMMA terhadap Purchase Intention berpengaruh secara langsung, dengan nilai R square sebesar 0,631 dan p value < 0.05. Variabel Brand Equity tidak berpengaruh secara langsung terhadap Purchase Intention, dengan nilai R square sebesar 0,003 dan p value sebesar 0.528. Variabel Brand Equity tidak mampu memediasi variabel SMMA terhadap Purchase Intention, dengan nilai p 0,544.</p> <p>Kesimpulan: Karakteristik responden memiliki pengaruh signifikan terhadap variabel yang diteliti. Sehingga, pemasaran media sosial dapat dianggap memiliki dampak yang lebih kuat terhadap pengambilan keputusan responden dibandingkan dengan ekuitas merek dalam konteks rumah sakit. Ekuitas merek tidak mampu memediasi antara SMMA dan niat pembelian</p>

INTRODUCTION

In 2024, there were 353.3 million mobile internet users, with 139 million using their devices to access social media, of which 105.1 million were in the 20–49 age group. Additionally, 75% of internet users reported discovering new brands through social media advertising (We Are Social, n.d.). This is supported by Riyadi et al. (2020), as cited in (Widasmara et al., 2024), who noted that individuals within this age group tend to be more proactive in seeking healthcare services due to increased health awareness and improved access to information.

Social media has transformed the landscape of marketing by enabling companies to disseminate information, build brand image, and maintain customer loyalty. Marketing through social media allows companies to create activities that support the development of brand equity, thereby encouraging customers to continue using the company's products and services (Yang et al., 2022).

Marketing activities utilizing digital media can influence repurchase intention. This is in line with the findings of (Fawzee et al., 2019), which state that marketing activities using advanced technologies can enhance consumer desire. According to (Hendro & Keni, 2020), in addition to influencing repurchase intention, digital marketing also impacts brand perception. Research by (Dilham et al., 2018) indicates that digital marketing activities can affect brand equity. A similar view is expressed by (Alamsyah et al., 2021), who assert that digital marketing is capable of increasing consumer brand awareness. This is further supported by Purwanto (2019), who concludes that digital marketing can enhance a positive brand image.

Previous studies on earlier models have also indicated that SMMA primarily focus on entertainment, interaction, customization, trendiness, and word of mouth. However, in the service industry, this model presents limitations, particularly in its exclusion of advertisement and perceived risk as variables. Both advertisement and perceived risk play significant roles: advertisement can broaden reach and accelerate the formation of brand awareness. According to (Alalwan, 2018), advertisement has a significant effect on shaping customer perceptions and behavior in the service sector. (Godey et al., 2016) and (Zia et al., 2022) also emphasize that advertisement serves as a modern element of social media communication and as a

strategic component of social media marketing. In the context of healthcare services, (Zhang, 2010) found that perceived risk influences message effectiveness and purchase intention, while (Yang et al., 2022) noted that perceived risk can reduce uncertainty in selecting healthcare services.

One of the private hospitals located in Taman District, Sidoarjo, (the exact name is unpublished and subsequently will be referred to as “The Hospital”) serves as a referral center for healthcare services and demonstrates strong competitiveness through its implementation of digital marketing strategies, including active and innovative social media marketing activities. The Hospital's digital marketing efforts include the use of Instagram, with 35,600 followers and 1,384 posts; TikTok, with 4,322 followers and 21,500 post likes; and YouTube, with 2,006 subscribers, 112 uploaded videos, and a total of 55,283 views. In addition, The Hospital employs paid advertisements on Instagram to enhance brand awareness and expand its reach to new followers. These initiatives align with the focus of this study, which examines SMMA, brand equity, and purchase intention within the healthcare service sector.

The objective of this study is to examine and analyze the interrelations of social media marketing activities, brand equity, and purchase intention, with brand equity serving as a mediating variable.

METHODS

This study employs an explanatory research design with a cross-sectional approach. Data were collected through a questionnaire survey. The survey instrument had been tested for reliability (Crombach's alpha value 0,968) and validity (for all questions $R_{count} > R_{table}$, $p < 0.005$), and were considered reliable and valid. Outer model analysis shows the loading factor value > 0.7 for all items. Inner model analysis shows strong correlation between SMMA with Brand Equity ($R^2 = 0,656$) and Purchase intention ($R^2 = 0.631$). The population of this study consists of all inpatients at the hospital. The ethical clearance for this study was granted by The Health Research Ethics Committee of Siti Khodijah Sepanjang Hospital with Ethical Clearance Certificate number 014/KET-KEPK/04-2025. The

sample was selected using purposive sampling across various inpatient room categories, including Class 1, Class 2, Class 3, VIP, Suite Room, and President Suite. The total number of respondents was 96, as calculated with the Slovin's formula. All items in the questionnaire met the reliability and validity criteria using Cronbach's Alpha, Composite Reliability, Average Variants Extracted (AVE). Research hypotheses were tested using bootstrapping to obtain the significant path coefficients. The model's predictive ability was also evaluated using R^2 , f^2 , and Q^2 values. All the aforementioned data analyses was conducted using SmartPLS software version 4.0.

RESULTS

Table 1. The sociodemographic characteristics of respondents

Characteristics	Total	Percentage (%)
Sex		
Males	31	38
Females	65	68
Age (Generation)		
13-28 years (Generation Z)	23	24
29 – 44 years (Generation Y)	44	46
45-60 years (Generation X)	25	26
61-79 years (Baby boomers)	4	4
City of Residence		
Sidoarjo	61	64
Surabaya	20	21
Gresik	8	8
Lainnya	7	7
Education		
Elementary school	2	2
Junior high school	9	10
Senior high school	54	56
Bachelor	28	29
Masters	3	3
Occupation		
Housewife	33	34
Private employee	29	30
Civil servant	2	2
Self-employed	12	13

Characteristics	Total	Percentage (%)
Others	20	21
Wages (in Rupiah)		
< 1.500.000	21	22
1.500.000 – 5.000.000	60	62
5.000.000 – 10.000.000	13	14
> 10.000.000	2	2
Inpatient Frequency		
1 kali	68	71
2 kali	14	14.5
> 2 kali	14	14.5
Payment Methods		
BPJS (Government insurance)	80	83
Private insurance	6	6
Out of pocket	10	11
Social Media Types		
Instagram	70	73
Tiktok	11	11
Whatsapp	13	14
Youtube	2	2
Average Daily Social Media Usage Duration		
< 1 hours	27	28
1-3 hours	45	47
> 3 hours	24	25

The respondents in this study were patients who had been hospitalized for a minimum of one day at The Hospital or family members representing the patients in completing the questionnaire. Prior to the actual usage on study sample, the questionnaire has underwent the validity and reliability tests. Based on the results from 30 respondents and 42 questionnaire items, the calculated correlation coefficients (r-values) for each item were found to be greater than the critical value of the r-table (0.361) and the significance values were less than 0.005. Therefore, all items in the questionnaire were considered valid. The reliability test results showed a Cronbach's alpha value of 0.968, which exceeds the threshold of 0.60, indicating that the variables are reliable and consistent.

Based on the results of the SEM-PLS analysis, the outer model assessment included Convergent Validity, Discriminant Validity, and Composite Reliability. The validity

test results indicated that all loading factor values were greater than 0.7, thus confirming that the indicators are valid.

Table 2. Hypothesis tests result on direct interrelation of study variables.

Path Coefficients	Original sampel (0)	Sample mean (M)	Standard deviation	T – statistics (IO/STDEVI)	P Values
BE -> PI	-0.056	-0.063	0.089	0.631	0.528
SMMA -> BE	0.810	0.817	0.050	16.049	0.000
SMMA -> PI	0.839	0.856	0.091	9.263	0.000

The results of the hypothesis testing indicate that the relationship between variables shows a t-value of 16.049, which is greater than the critical t-value (1.960), and a p-value of 0.000, which is less than 0.05. This indicates that the SMMA variable (X) has a direct and significant relationship with Brand Equity (Z). The second hypothesis test shows a t-value of 9.263, which is greater than the critical t-value (1.960), and a p-value of 0.000 < 0.05. This indicates that SMMA (X) also has a direct and significant relationship with Purchase Intention (Y). The third hypothesis test shows a t-value of 0.631, which is less than the critical t-value (1.960), and a p-value of 0.528, which is greater than 0.05. This result indicates that Brand Equity (Z) does not have a direct relationship with Purchase Intention (Y).

In order to analyze the role of brand equity as the mediating variable for the correlation of SMMA and purchase intention, another hypothesis test was done. This analysis concludes that brand equity is not able to mediate those aforementioned variables (p=0.544).

Table 3. Hypothesis test result on brand equity as the mediating variable.

Specific Indirect Effects	Original sampel (0)	Sample mean (M)	Standard deviation	T – statistics (IO/STDEVI)	P Values
SMMA->BE->PI	-0.045	-0.052	0.075	0.607	0.544

DISCUSSION

The brand equity dimension with the highest score was reflected in the statements: “I can quickly recall the performance of this hospital”, “I would recommend this hospital’s services to others”, and “I feel that the hospital staff are sufficiently knowledgeable to answer my questions”. These findings indicate that The Hospital’s social media marketing activities function not only as a channel for

information dissemination but also as a strategic tool for building brand equity—particularly in strengthening brand associations among individuals who are not followers of the hospital’s Instagram account.

According to (Smailhodzic et al., 2016), patients use social media to obtain more information about their medical conditions, gain greater knowledge about treatment options, receive social support, and interact with other patients. Furthermore, the use of social media can increase patients’ willingness to seek medical care (Y. C. Lee & Wu, 2014).

Furthermore, according to (Efendioğlu & Durmaz, 2022) respondent characteristics specifically those belonging to the millennial generation or Generation Y indicate a positive perception of Instagram advertisements, viewing them as both informative and entertaining. This perception has a favorable impact on brand awareness and brand associations. Brands may have different objectives when advertising on Instagram, the most important of which include building brand awareness, increasing sales and gaining followers. However, establishing brand awareness is not an easy task. One effective approach is through Instagram advertisements that incorporate entertaining and informative elements.

The most influential SMMA dimension identified in this study was the statement: “I am willing to share content (influence opinions) from this hospital’s social media,” followed by, “I feel that the hospital’s use of social media is in line with current trends.” Under the word of mouth indicator, respondents expressed a desire to engage with and contribute to The Hospital’s social media content, encouraging other Instagram users to share their opinions as well. In terms of trendiness, respondents perceived Instagram as a popular and trending platform at present. This willingness to engage may influence their intention to use The Hospital’s services. These findings are consistent with the study by (Seo & Park, 2018), which found that trendiness is the most significant factor within the SMMA framework.

This is in line with (D. H. Lee, 2019), who describes interaction as a critical factor in healthcare service design, as it complements the overall activities that shape the patient experience. Interactions facilitated by social media also serve as a key driver of co-creation of value. Therefore, maximum effort should be dedicated to

encouraging professionals to engage in active dialogue in order to improve the delivery of services. Social media platforms should be utilized to share and exchange ideas with consumers. As more professionals gain insights into their customers, new opportunities arise to enhance experience design and to develop marketing programs that communicate more effectively with the target audience (de Assis & Vilela, 2025)

(Bidmon & Terlutter, 2015) state that women tend to be more actively engaged in using the internet to seek health-related information. The internet appeals to women as an efficient search method—being easy to use, fast, always accessible, and capable of enhancing search success. It also offers opportunities for social connection and entertainment. This behavior can be understood from the perspective of social roles, particularly among adult women who often serve as key health managers and caregivers within their families.

Research findings indicate that the average duration of social media use ranges from 1 to 3 hours per day, which is consistent with the average time people spend accessing the internet via mobile devices approximately 3 hours and 8 minutes per day (We Are Social, n.d.). Social media advertising, a form of internet-based advertising, also facilitates businesses in reaching consumers more effectively (Aslam & Karjaluoto, 2017). These advertisements, which classify consumers based on key personal information such as age, gender, occupation, personal interests, and geographic location, are able to reach target audiences quickly and efficiently (Dehghani & Tumer, 2015).

The advancement of a Social Media Marketing Activities (SMMA) model that incorporates the variables of advertisement and perceived risk is particularly important in the context of hospitals. Social media advertisements can strengthen brand messages, enhance brand awareness on a broader scale, and reduce patients' perceived risk by providing credible and targeted information. Meanwhile, perceived risk plays a critical role in influencing the relationship between SMMA and purchase intention, especially in healthcare services, which are fundamentally trust-based.

The highest-scoring dimension of purchase intention was the statement: “I feel comfortable receiving services at this hospital.” However, within the brand equity variable, certain items received comparatively lower average scores, specifically: “I will return for the same or different services in the future,” and “I will recommend this hospital's services to others.” These findings suggest that while respondents feel comfortable receiving care at the hospital, they are not inclined to recommend it to others. This is further supported by a low score in the purchase intention dimension, particularly the item: “I intend to continue using this hospital’s healthcare services in the future.” Respondents appear to be reasonably satisfied with the services but remain uncertain and lack a strong intention to use the hospital’s services on an ongoing basis.

This is further evidenced by the fact that the proportion of new patients was significantly higher than that of returning patients, with new patients accounting for 71% of those utilizing the hospital’s services. Therefore, SMMA can serve as a form of virtual experience, enabling prospective patients to gather extensive information. New patients perceive the hospital’s social media content as a tool for building trust by reducing concerns and creating a positive impression.

This phenomenon may occur because, although respondents reported feeling comfortable at the hospital, their decisions or intentions to return may be influenced by other factors. For instance, the need for urgent care may lead them to seek treatment at the nearest available facility. Additionally, cost considerations and affiliation with the national health insurance program (BPJS) may serve as primary determinants in hospital selection. This is supported by the fact that 83% of respondents (80 individuals) used BPJS for payment, while only 6% used private insurance—most of which was provided by Jasa Marga as a result of traffic accidents rather than individual contributions. The use of BPJS facilitates greater flexibility for patients to switch between hospitals, thus contributing to lower brand loyalty.

According to Chylinski et al. (2020), as cited in Widasmara et al. (2024), enhancing emotional engagement can be achieved through the availability of hospital Instagram content utilizing soft-selling techniques. This promotional approach

emphasizes the value aspect of the product or service being offered. It also facilitates relationship-building, expands networks, and fosters emotional bonds with customers and followers of the hospital's Instagram account. Such strategies help patients feel that the hospital genuinely cares about the information they continue to seek, even after a transaction has occurred.

Efforts to strengthen this connection include consistently providing important information and actively engaging in dialogue through the hospital's Instagram account. Examples of soft-sell content in healthcare services include informational posts about available services, health tips and disease prevention strategies, service testimonials, giveaways during events or special occasion commemorations, and other engaging content. Another key strategy involves building retention by responding to followers and expressing gratitude for their participation in social media activities.

The insignificance of the effect of brand equity on purchase intention in this study can be attributed to the respondent composition, which predominantly consists of new patients. New patients typically lack prior experience or a strong emotional connection with the hospital, resulting in an underdeveloped perception of the brand. In such cases, the decision to visit the hospital is more likely influenced by recent promotional activities, particularly information encountered through social media platforms. This finding reinforces the conclusion that the direct influence of Social Media Marketing Activities (SMMA) on purchase intention is more dominant, whereas the mediating role of brand equity becomes insignificant.

Studies by Iglesias et al. (2011) and Keller (2003) also demonstrate that brand equity is more effective in influencing purchase intention among consumers who have prior experience with or emotional attachment to the brand. In the context of healthcare, this refers to returning patients or those who have used the hospital's services repeatedly. Therefore, social media marketing efforts should not only focus on building brand awareness but also pay close attention to service-related dimensions that are key determinants of patients' switching behavior.

On the brand equity dimensions, it was found that the items "I feel safe when interacting with the hospital staff" and "I believe my health issues can be accurately

identified” received lower average scores compared to other items. This may be attributed to the presence of lingering doubts among some respondents when communicating with hospital staff. Such perceptions play a critical role in evaluating service quality in the healthcare sector, as trust is a fundamental component of healthcare services.

This aligns with the findings of (Chahal & Bala, 2012) who state that enhancing service quality can be significantly influenced by communication quality, promptness in responding to inquiries, and the caring attitude of staff—all of which are regarded by patients as essential characteristics contributing to perceived service quality. Furthermore, assurance quality—centered on patients' sense of safety—as well as responsiveness and supportive staff behavior also contribute meaningfully to the overall perception of service quality.

Our study shows that integrating advertisement and perceived risk variables to the SMMA model strengthens their impact on brand equity and purchase intention, while expanding social media marketing indicators. Instagram marketing is particularly effective given the respondents’ demographic profile, which is predominantly female, millennial, and with a high school education. Hospitals should therefore focus on emotional, educational, entertaining, and testimonial content as key sources of information, while considering BPJS as the main payment method. Based on the findings of this study, the following represents the proposed advancement of the existing model:

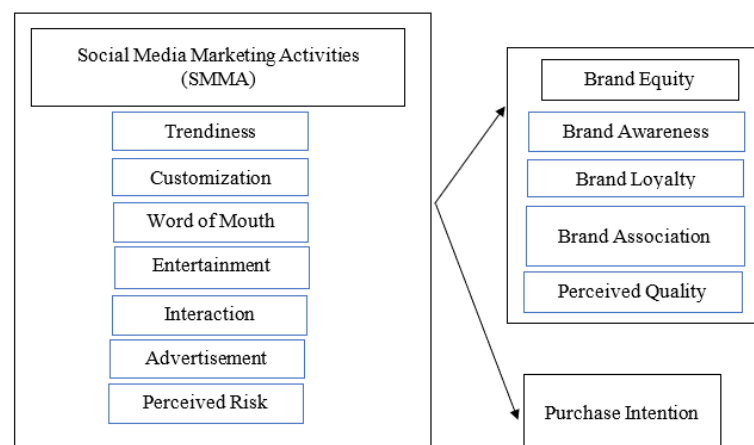


Figure 1. SMMA, Brand Equity dan Purchase Intention model advancement in hospital service.

CONCLUSION

Based on the data analysis and discussion, the conclusions of this study are as follows: Hypothesis testing revealed that Social Media Marketing Activities (SMMA) have a positive effect on brand equity. SMMA also have a positive effect on purchase intention. However, brand equity does not have a significant positive effect on purchase intention and does not function as a mediating variable between SMMA and purchase intention.

Social media marketing activities are aligned with the hospital's market segmentation, as reflected in respondent characteristics—predominantly female, millennial, and primarily using BPJS as the method of payment. These findings also indicate that patients tend to respond directly to social media marketing activities without placing significant emphasis on their perceptions of the hospital brand, particularly in the context of healthcare services.

Because this study includes only inpatients, the role of SMMA on returning outpatients (particularly those with chronic diseases) may be overlooked. Future research on this subject is necessary.

RECOMMENDATIONS

Future research should investigate the impact of social media marketing activities (SMMA) on outpatients, particularly those with chronic diseases, by expanding the model to include differentiated advertising types (organic vs. paid), loyalty programs, and post-treatment services that may encourage repeat visits. Given the lack of a direct effect observed in this study, subsequent research should also explore mediating or moderating variables, such as trust and patient satisfaction, to better explain the relationship between SMMA, brand equity, and purchase intention.

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