The Influence of Social Media Marketing on Patient Visit Intention Mediated by Brand Awareness

Tita Hariyanti1, Gladys Kurniawan2, Achmad Yunus3, Dwi Saputro4, Unix Cahya Husada5, Catharina Louise Rhynanti6, Fatchur Rohman7
1 Correspondence Author: tita.fk@ub.ac.id
1,2,3,4,5,6 Master of Hospital Management Study Program, Faculty of Medicine, Universitas Brawijaya Malang, Indonesia
7 Faculty of Economics and Business Universitas Brawijaya Malang, Indonesia

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Social media marketing; Visit intention; Brand awareness; Patient; Hospital

ABSTRACT

Social media marketing can increase consumer awareness and recognition of a brand (brand awareness) from a product or service. Brand awareness can ultimately influence the formation of consumer visit intentions for these products and services. RSU Universitas Muhammadiyah Malang (RSU UMM) is one of the Type C general hospitals conducting social media marketing since 2018. This study aims to determine the effect of social media marketing on the visit intention of patients at the hospital. The research was conducted with a quantitative observational method in a cross-sectional study using a questionnaire through Google Forms. The research sample was 96 people who were loyal consumers (followers) of the social media accounts (Facebook, Instagram, and Twitter) of the RSU UMM. Data analysis was carried out by using Partial Least Square (PLS). The findings showed a positive and significant influence of social media marketing on the patient’s visit intention, mediated by the patient’s brand awareness. This research concluded that RSU UMM’s social media marketing efforts positively and significantly affected patient visit intentions and strengthened by the influence of brand awareness. Therefore, RSU UMM must improve its marketing strategy, primarily through social media marketing.

INTRODUCTION

Globally in October 2020, 4.14 billion of the total 7.81 billion people worldwide were active social media users (Hootsuite, 2020b). In the second quarter of the same year, the Indonesian Internet Service Providers Association (APJII) stated that as many as 196.7 million people or 73.7% of the Indonesian population, were active Internet users (Pratama, 2020). A survey conducted by (Hootsuite, 2020a) found that of the 272.1 million

Kata kunci:
Pemasaran sosial media; Minat kunjungan; Kesadaran merek; Pasien; Rumah sakit

Social media marketing dapat meningkatkan kesadaran dan pengenalan konsumen terhadap suatu merek (brand awareness) dari suatu produk atau jasa. Kesadaran merek pada akhirnya dapat mempengaruhi pembentukan niat kunjungan konsumen terhadap produk dan layanan tersebut. RSU Universitas Muhammadiyah Malang (RSU UMM) merupakan salah satu rumah sakit umum Tipe C yang melakukan social media marketing sejak tahun 2018. Kajian ini memiliki tujuan penelitian mengidentifikasi pengaruh pemasaran sosial media pada minat ber kunjung pasien di rumah sakit. Penelitian dilakukan dengan metode observasional kuantitatif dalam studi cross-sectional dengan menggunakan kuesioner melalui Google Forms. Sampel penelitian sebanyak 96 orang yang merupakan konsumen setia (follower) akun media sosial (Facebook, Instagram, dan Twitter) RSU UMM. Analisis data dilakukan dengan menggunakan Partial Least Square (PLS). Temuan penelitian menunjukkan adanya pengaruh positif dan signifikan social media marketing terhadap niat ber kunjung pasien yang dimeri diasi oleh brand awareness pasien. Penelitian ini menimbulkan bahwa upaya social media marketing RSU UMM berpengaruh positif dan signifikan terhadap minat kunjungan pasien dan diperkuat oleh pengaruh brand awareness. Oleh karena itu, RSU UMM harus memenahi strategi pemasarannya, terutama melalui pemasaran media sosial.

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Indonesians, 160 million are active social media users such as Instagram, Twitter, YouTube, and WhatsApp.

Today's many social media users make social media the best choice for marketing (Tariq et al., 2017), which later evolved into the social media marketing term. Marketing strategies by social media are considered cheaper than direct marketing and make consumers aware of the services offered at any time and anywhere (Chandra & Nadjib, 2023). Social media provides an advantage by providing solid promotional media for a company and marketer to marketize its products and services (Kotler et al., 2017; Abdurrrahim et al., 2019).

Gunelius (2011) defined social media marketing as: "any form of direct or indirect marketing to build awareness, recognition, recall, and action taking on a brand, business, product, person, or other things by utilizing various tools on the social web, such as blogging, microblogging, social media networking, social bookmarking, and content sharing". Social media marketing can increase interaction between customers and companies and customers with customers, reduce company marketing costs, and increase the brand value of a product or service to be widely known (Felix et al., 2017). When consumers intend to make a purchase, consumers will collect information to recognize, compare and evaluate the desired products and services (Tariq et al., 2017). The optimal use of social media will raise awareness and increase consumer recognition of a brand of products or services (Moriansyah, 2015).

Brand awareness is a critical stage that describes the ability of consumers to recognize how strong consumers' memories of a brand are in various situations (Alma, 2018). Social media can increase the awareness of a brand and consumer behavior in choosing and forming purchase intentions for goods or services from known brands (Tariq et al., 2017). For example, Kurniawan & Effendi (2020) mentioned that consumers of Honda bought a motorcycle because advertisements on their social media homepage influenced them. Moreover, a study on Turkish university students shows that social media advertisement awareness affects brand awareness, brand image, attitude, and loyalty (Dulek & Saydan, 2019).

The General Hospital of the Universitas Muhammadiyah Malang (RSU UMM), one of the Type C hospitals in Malang City, has done social media marketing. To market services and increase the number of patient visits, RSU UMM has a public relations and partnership team that plays a role in shaping the hospital's marketing strategy. One of the marketing strategies is carried out by utilizing social media.

Based on the 2019 Annual Report on Public Relations and Partnerships, the platforms RSU UMM uses to market its services are Facebook using a FanPage account under RSU Universitas Muhammadiyah Malang; Instagram with the account name @ummhospital; Twitter with the account name @ummhospital; and YouTube under the account name RSU UMM. This effort is predicted to boost the value of brand awareness of patients or prospective patients to get to know RSU UMM. The final result is expected to attract patients to RSU UMM for the first time and keep patients from faithfully using UMM RSU services.

The use of social media by RSU UMM continues to grow from year to year. Significant developments can be seen on the RSU UMM platform, with Instagram's highest number of followers until 2020. The amount of content uploaded on the @ummhospital account has
also increased every month. Unfortunately, UMM Hospital's efforts to develop social media marketing did not increase patient visits (Hanifawati et al., 2019). Moreover, the COVID-19 pandemic has ravaged the global economic world since the end of 2019 and threatens various business sectors, including the hospital industry. Hospitals must focus on trying patient loyalty as a top priority objective in their marketing strategies (Sari, 2020).

According to Karma & Wirajaya (2019), a decrease in patient visits can impact hospital revenue and make it difficult for hospitals to continue operating. The RSU UMM condition, which differs from previous studies on the influence of social media marketing on brand awareness in forming a good purchase intention, raises several questions. Can RSU UMM's social media marketing raise patient brand awareness in hospital competitions in Malang Raya, where almost all use social media marketing? Based on this question and the research gap described above, this study is important to analyze the impact of RSU UMM's social media marketing on patient visit intentions through brand awareness.

**RESEARCH METHOD**

This quantitative observational study was conducted at RSU UMM with a cross-sectional study. Abdillah & Hartono (2015) state that samples used in PLS should be 5 to 10 times the number of most indicators from the independent variable. This study's sample size was 96 respondents. Online research was done for the study between March and early May 2021. The questionnaires were distributed through Google Forms to the loyal consumer (follower) population of Facebook, Instagram, and Twitter accounts owned by RSU UMM. The sampling technique was purposive sampling with inclusion and exclusion criteria. The inclusion criteria are patients who have visited RSU UMM and prospective patients who have never visited or become patients of RSU UMM, followers from YouTube, Facebook, Twitter, and Instagram accounts belonging to RSU UMM, aged 18 years, in a conscious condition able to communicate and use Google Forms well and are willing to be research respondents. Exclusion criteria are employees or employees of RSU UMM and resource persons who are not willing to be research respondents.

Three latent variables are used in this study: social media marketing, brand awareness, and visit intention. The exogenous variable in this study is social media marketing (X), which has five dimensions as manifest variables, namely entertainment (X1), interaction (X2), trendiness (X3), customization (X4), and word of mouth (X5). The endogenous variable in this study is visit intention (Y), and the mediation variable used is brand awareness (Z). Each variable is measured by 18 questions using the Likert scale, which consists of five answer choices, namely Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1). Each answer is rated one to five. The research framework for this study is displayed in Picture 1.
Furthermore, the data obtained were tested for validity using the Pearson Correlation technique (Product Moment) and reliability tests using Cronbach’s Alpha technique on 30 samples. Through this test, all items in the questionnaire were declared valid with a correlation coefficient > a correlation table (0.361) and reliable with Cronbach's Alpha ≥ 0.6. Hence, all items were worthy of use in the study. The relationship between variables was tested by the Partial Least Square (PLS) method with the SmartPLS program.

RESULTS

Characteristics of Respondents

The characteristics of respondents in this study are divided into general characteristics and based on the respondents’ relationship with RSU UMM. All respondents of this study were ≥ 18 years old and dominated by women (66%), residing 3 km from RSU UMM (86%), having unmarried status (70%), Muslim (89%), having the last education in college (65%), working as a non-employee (70%), and having an income of < Rp. 3,000,000,- (68%).

<table>
<thead>
<tr>
<th>Characteristics of Respondents</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; 18 years old</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>&gt; 18 years old</td>
<td>96</td>
<td>100</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>33</td>
<td>34</td>
</tr>
<tr>
<td>Female</td>
<td>63</td>
<td>66</td>
</tr>
<tr>
<td>Residence distance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; 3 km</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>&gt; 3 km</td>
<td>83</td>
<td>86</td>
</tr>
<tr>
<td>Marital status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>Not married</td>
<td>67</td>
<td>70</td>
</tr>
<tr>
<td>Education background</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College</td>
<td>62</td>
<td>65</td>
</tr>
<tr>
<td>Not college</td>
<td>34</td>
<td>35</td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee</td>
<td>26</td>
<td>27</td>
</tr>
</tbody>
</table>

Table 1. Initial Sources of Information about RSU UMM
Table 1. Initial Sources of Information about RSU UMM (cont’)

<table>
<thead>
<tr>
<th>Characteristics of Respondents</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education background</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not married</td>
<td>67</td>
<td>70</td>
</tr>
<tr>
<td>College</td>
<td>62</td>
<td>65</td>
</tr>
<tr>
<td>Not college</td>
<td>34</td>
<td>35</td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>Not an employee</td>
<td>70</td>
<td>73</td>
</tr>
<tr>
<td>Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; 3,000,000 IDR</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>&gt; 3,000,000 IDR</td>
<td>31</td>
<td>32</td>
</tr>
</tbody>
</table>

The characteristics of respondents based on the respondent's relationship with RSU UMM are divided into two: related to respondents' visits to RSU UMM and respondents' sources of information about RSU UMM. Most respondents claimed to have visited RSU UMM (73%) for various reasons, in addition to seeking treatment and visiting sick people. Meanwhile, the various initial information that the respondents' knowledge about the RSU UMM is shown in Table 2.

Table 2. Initial Sources of Information about RSU UMM

<table>
<thead>
<tr>
<th>Media Information about RSU UMM</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media</td>
<td>60</td>
<td>67</td>
</tr>
<tr>
<td>Friend</td>
<td>41</td>
<td>43</td>
</tr>
<tr>
<td>Family</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Others</td>
<td>27</td>
<td>28</td>
</tr>
</tbody>
</table>

According to Table 1, most respondents admitted that they initially got to know the RSU UMM through social media. The most widely known and followed social media of RSU UMM by respondents is Instagram (Table 3).

Table 3. UMM RSU Social Media Known and Followed

<table>
<thead>
<tr>
<th>Known Social Media RSU UMM</th>
<th>Frequency</th>
<th>Percentage</th>
<th>Social Media RSU UMM Followed</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>95</td>
<td>99%</td>
<td>95</td>
<td>99%</td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>19</td>
<td>20%</td>
<td>6</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>5</td>
<td>5%</td>
<td>4</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>4</td>
<td>4%</td>
<td>3</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

Path Diagram

The development of this research path diagram is depicted in Picture 2. The relationship between the several factors is exposed in this path diagram.
This study identifies social media marketing (X) as the ability of social media to satisfy consumers, provide interaction features, provide information according to current issues and fashions, provide information according to consumer needs, and share product-related information. While visit intention (Y) develops due to exposure to the product, it is followed by an interest in trying the product and, ultimately, a desire to buy it. In addition, brand awareness (Z) is the buyer's ability to recognize and recall a brand as the manifestation of a particular product.

Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model is carried out by testing the validity and reliability of the construct. The validity test is carried out through the Convergent Validity Test of 1st and 2nd Order. According to the validity test result, indicators that measure the five dimensions of marketing on social media (trendiness, interaction, entertainment, word of mouth, and customization), the variables of brand awareness and visit intention resulted in a loading factor value greater than 0.5. Thus, the overall indicator is declared valid. Reliability tests can be performed with Composite Reliability and Cronbach's Alpha. The analysis results show that the value of composite reliability in the dimensions of trendiness, interaction, entertainment, word of mouth, and customization, the variables of brand awareness and visit intention, are more than 0.7. Thus, based on the calculation of composite reliability, all indicators can be declared reliable.

The Goodness of Fit Model

Coefficients of determination (R-Square/R2) and Q-Square predictive relevance were used in the PLS analysis Goodness of fit Model (Q2). Table 4 displays the Goodness-of-Fit Model results.
Table 4. The Goodness of Fit Model Results

<table>
<thead>
<tr>
<th>Endogenous</th>
<th>Rsquared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness</td>
<td>0.394</td>
</tr>
<tr>
<td>Visit Intention</td>
<td>0.712</td>
</tr>
</tbody>
</table>

\[
Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) = 0.826
\]

Table 4 shows that R-squared brand awareness is worth 0.394 or 39.4%. It means that 39.4% of the variation in brand awareness may be attributed to marketing on social media, or, in other words, the contribution of social media marketing to brand awareness by 39.4%. In contrast, this research did not investigate other factors contributing to 60.6%. Furthermore, the diversity of visit intentions could be described by social media marketing and brand awareness of 71.2%, or in other words, the contribution of social media marketing and brand awareness to visit intentions by 71.2%. In comparison, the remaining 28.8% contributes to other factors not discussed in this study.

The Q-Square predictive relevance (Q2) analysis results were valued at 0.826 or 82.6%. It means that the overall model can explain the diversity of visit intention variables by 82.6%, or in other words, the contribution of the brand awareness and social media marketing variables to the overall visit intention variables (direct and indirect influences) by 82.6%. In comparison, the remaining 17.4% is the contribution of other variables that were not discussed in this study.

**Hypothesis Testing of Direct and Indirect Influences**

A direct impact hypothesis test looks for evidence that exogenous variables, directly and indirectly, affect endogenous variables. According to the test criteria, exogenous factors significantly affect endogenous variables if T statistics > T table (1.96). The results of the testing of the hypotheses are shown in Table 5.

Table 5. Direct Influence Test Results

<table>
<thead>
<tr>
<th>Exogenous</th>
<th>Endogenous</th>
<th>Path Coefficient</th>
<th>Standard Error</th>
<th>T Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Marketing</td>
<td>Brand Awareness</td>
<td>0.628</td>
<td>0.063</td>
<td>9.979</td>
</tr>
<tr>
<td>Social Media Marketing</td>
<td>Visit Intention</td>
<td>0.311</td>
<td>0.054</td>
<td>5.729</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>Visit Intention</td>
<td>0.613</td>
<td>0.060</td>
<td>10.222</td>
</tr>
</tbody>
</table>

T statistics reached 9.979 as a result of the impact of social media marketing on brand awareness. The outcomes of tests show that T statistics > T table (1.96). There is a significant influence between social media marketing and brand awareness. On the other hand, T statistics of 5.729 describes the influence of social media marketing on visit intention. T statistics > T table (1.96). Social media marketing has a significant impact on visit intention. Furthermore, the influence of brand awareness on visit intention resulted in t statistics of 10.222. T-statistics more than T-table (1.96). It means that brand awareness has a significant impact on visit intention.
Hypothesis Testing of Indirect Influences

Hypothesis testing of indirect influence is carried out to test the presence or absence of indirect influence of exogenous variables on endogenous variables through mediation variables. The following test criterion was used to conclude that exogenous variables significantly affect endogenous variables via mediation variables: T statistics values > T table (1.96). The results of the hypothesis testing of indirect influences are summarized in Table 6.

<table>
<thead>
<tr>
<th>Exogenous Media</th>
<th>Indirect Coefficient</th>
<th>Standard Error</th>
<th>T Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Marketing</td>
<td>Brand Awareness</td>
<td>Visit Intention</td>
<td>0.385</td>
</tr>
</tbody>
</table>

The T-statistic for the influence of social media marketing on visit intention via brand awareness is 7.141, as shown in Table 6. The T value from the statistics test is higher than the T-table (1.96). Social media marketing significantly impacts consumers' decisions to visit hospitals by increasing brand awareness.

DISCUSSION

Respondents in this study were followers of the social media of RSU Universitas Muhammadiyah Malang (RSU UMM) on Instagram, Twitter, and Facebook platforms. The total of respondents was 96 people. According to age, all participants in this study were over 18 years old. Statistical data on Indonesians in 2020 shows that the highest number of age groups is 15-29 years old (Central Bureau of Statistics Indonesia, 2021). While Article 3 Paragraph 1 in Law (UU) Number 2 of 2014 regarding Amendments to Law No. 30 of 2004 About the Position of Notary, the age of 18 years is considered the limit of a person's adult age and is considered to be legally responsible (Government of Indonesia, 2004). Based on this, all respondents' answers are considered accountable.

By gender, most of the respondents in the study were women. The internet's use did not attract female users' interest at the beginning of its emergence. It is because the internet is identically used by men and the low education of women (Suarmini et al., 2018). In today's marketing era, women hold key roles (Kotler et al., 2017). The female population that exceeds men makes women a potential market segment in digital economy marketing. In their daily lives, women act as family financial controllers, providing domino effects to other family members or relatives and as decision-makers (Hariyanti et al., 2018).

Based on research conducted by Semendawai & Wahyono (2014), patients tend to choose health facilities near their homes. The short-distance categorization is ≤ 3 km because this distance can still be reached on foot. In contrast to this research, most respondents lived > 3 km from the RSU UMM. The opportunity for RSU UMM to market services through social media is not limited to the area around the hospital but also a larger area.

The majority of study respondents had unmarried status. Meanwhile, data from BPS Malang City in 2019 showed that a married population of 51.97% dominated the population of Malang. However, the percentage of youth according to marital status has decreased since 2014-2019 (Central Bureau of Statistics Malang City, 2021). Based on the Law Number 40 of
2009, youth are citizens aged 16-30 (Government of Indonesia, 2009). Based on this, it is estimated that the respondents of this study were dominated by unmarried youth.

Based on national data in 2021, as RSU UMM manager, UMM ranks second in Indonesia, with hundreds of thousands of students (Yasmin, 2021). Consumers' buying intentions will be easier to form in brands they know (Tariq et al., 2017). Based on this, UMM students will likely choose the health service they feel is better known for, namely RSU UMM. It can cause the target market of RSU UMM to be quite large among students.

Based on employment status, most respondents have jobs as non-employees, such as students, homemakers, self-employed, civil servants/ TNI/ Polri/ retirees, unemployed, or others. An employee works for at least one employer regularly by receiving wages for money or goods (Central Bureau of Statistics East Java, 2020). Most non-employee respondents were consistent with the patient profile of RSU UMM, which consisted mainly of UMM students. Based on other characteristics, all respondents are of working age, over 15 years old. Data from BPS Malang City 2021 shows that the percentage of the labor force to the working-age population of Malang City is 65.89%. Three reasons dominate this high number: looking for a job, preparing for a business, and already having a job but have not started working yet (Central Bureau of Statistics Malang City, 2021).

Most respondents have an income of less than IDR 3,000,000 per month. This income is smaller than the Regional Minimum Wage of Malang City, IDR 2,970,502.73 (Idris, 2021). It shows that most respondents are from middle to lower economic groups. This characteristic is because most respondents in this study were non-employee students and housewives over 18 years old who were not employed. This condition must be considered because the cost factor will be necessary as the basis for patient decision-making (Handayani et al., 2016). People with lower incomes tend to get sick more easily than residents with high incomes (Puluhulawa, 2013). The RSU UMM must consider the appropriate and competitive rates to offer to patients. An alternative that can be done is to develop RSU UMM through various aspects of the marketing mix, namely prices, products, promotions, people, places, processes, and physical facilities (Arismen et al., 2019).

Most respondents said they first got to know RSU UMM through social media. Most of the social media that respondents know and follow is Instagram. It differs from the Hootsuite (We Are Social) survey, which states that Facebook is the social media platform with the most users in Indonesia (Hootsuite, 2021). It can be caused by the Public Relations and Partnership Division of RSU UMM still focusing on developing Instagram social media, compared to Facebook, YouTube, and Twitter-owned by RSU UMM. The marketing strategy of RSU UMM can be done to develop other social media platforms so that the public better knows the RSU UMM brand.

The Influence of Social Media Marketing RSU UMM on Patient Visit Intention with Brand Awareness as a Mediation Variable

The theoretical basis used in this study is the S-O-R (stimulus-organism-response) theory used in this study. The change in one's attitude to the stimulus depends on the process occurring in the individual; it can be a positive attitude by being accepted or a negative form by being rejected (Effendy, 2017). In addition, this theory is also used to determine the influence of online sales on the emotional response of consumers (Cui & Lai, 2013). The
results of hypothesis testing in this study show that social media marketing of RSU UMM as a stimulus has a significant and positive impact on patient responses formatted as visit intentions mediated by the formation of patient brand awareness. It implies that the better marketing on social media, the higher the patient's brand awareness and causes the patient's visit intention to higher. In comparison, the less good social media marketing is, the lower the patient's brand awareness, which lowers the patient's visit intention. The findings of this study are consistent with the findings of Aufa and Sipahutar's (2022) research, which found that social media marketing significantly influences patient visits to hospitals.

The way that RSU UMM can do to develop social media marketing to increase patient brand awareness and patient visit intention is to develop a Circular Model of Some model. Regina Luttrell sparked this model in her book How to Engage, Share, and Connect to facilitate the interaction of social media practitioners (Luttrell, 2015). This model has four aspects: share, manage, engage, and optimize. The ways that RSU UMM can do to meet this aspect are:

1. Share, which relates to understanding how and what social media followers use to interact. RSU UMM needs to develop all its social media platforms (Mahmudah & Rahayu, 2020).

2. Optimize, which relates to how companies optimize the use of social media. RSU UMM can upload social media content in prime time to fulfill this aspect. Prime time is the best time to upload social media content by focusing on social media user characteristics (Mahmudah & Rahayu, 2020). Meanwhile, Ferreira (2022) formulated the best and worst time to upload social media content based on platforms during the pandemic, namely:
   a. Instagram
      Wednesdays at 11 a.m. and Fridays between 10 and 11 a.m. are prime times to post on Instagram. At the same time, the worst time is Sunday.
   b. Facebook
      The best time to upload content on Facebook is Monday, Wednesday, and Friday from 10:00-11:00. The worst time is the end of Sunday and above 17:00.
   c. Twitter
      The best time to upload content on Twitter is Wednesday and Friday. In contrast, the worst time is the end of the week.

3. Manage, which relates to how the company manages relationships in social media. RSU UMM can regularly schedule and evaluate social media marketing to meet this aspect and evaluate the marketing strategy's success and failure (Mahmudah & Rahayu, 2020).

4. Engage relates to the company's ability to build relationships by engaging audiences and influencers. To meet the engagement aspect, RSU UMM can collaborate with public figures as ambassadors of RSU UMM in providing health education. Based on research conducted by Sukma et al., the role of public figures in marketing can form strong emotional bonds with consumers and form an attraction to the intended market (Sukma et al., 2016).

RSU UMM can conduct experiential marketing to increase brand awareness and strengthen patient visit intentions. Experiential marketing is an approach to providing more
information about a brand by providing authentic experiences to consumers to improve the consumer experience and emotions related to the brand. According to Andreani (2007), experience in experiential marketing has five indicators:

1) Sense relates to verbal or visual symbols that can form an impression. The distinctive image of a brand can form an impression on consumers and increase brand awareness (Hidayat, 2018). UMM Hospital has implemented several things to differentiate UMM General Hospital from other hospitals, such as an easily accessible location with a large area and the shape of a typical Chinese building. With creative strategies, RSU UMM can establish a unique selling proposition to develop product advantages that competitors do not own (Meilinda, 2018). These benefits, such as home service vaccination, will ultimately be why patients choose UMM General Hospital. The brand’s uniqueness can boost customer awareness of the brand (Kotler & Keller, 2009).

2) Feel, related to the mood and emotions of one's soul, can generate happiness or sadness. RSU UMM can highlight the caring nature of providing services to patients to meet this aspect. Caring is the ability to dedicate oneself, show concern, and feel empathy or love for others (Potter & Perry, 2011).

3) Think related to brand performance to stimulate a person’s intellectual abilities and creativity. To meet this aspect, RSU UMM must be able to facilitate patients to provide new ideas through suggestions and criticism for hospitals.

4) Act relates to natural behavior and lifestyle that encourages a person to do something. RSU UMM can take advantage of one of the social media currently used by the public to provide education, such as TikTok (Catriana, 2020).

5) Relate, relating to cultures and reference groups that can form social identity. RSU UMM can form a heart share strategy to meet the related aspect. The heart share strategy aims to win customers' hearts (Kotler & Keller, 2009). One of the things that can be done is to form a customer community or programs that can attract the hearts of patients and initiate patient re-visits, such as the Teja Husada Hospital strategy through the Teja Member Club listed in the research (Rezkiah et al., 2017). Cooperation with mass media (print and electronic) can also increase brand value (Aurinawati & Rostika, 2019). One is by providing health information, hospital services, advertisements, and activities organized by the hospital. Husada Utama Hospital Surabaya has used this strategy to increase patient brand awareness (Hidayat, 2018).

CONCLUSION

This research concluded that RSU UMM’s social media marketing efforts positively and significantly affected patient visit intentions through the mediating role of brand awareness. RSU UMM must improve its marketing strategy, primarily through social media marketing. The authors recommend developing the Circular Model of Some and experiential marketing strategies. The Circular Model of Some strategies can be fulfilled using the sharing aspect: optimize, manage, and engage. While sense aspects fulfill experiential marketing strategies: feel, think, act, and relate.

However, the authors realized that this study has limitations. First, the research was conducted during the COVID-19 pandemic, so data on decreased patient visits may be
biased by the pandemic or by RSU UMM’s social media marketing. It is necessary to conduct additional, more in-depth research on the influence of social media marketing on the number of hospital patient visits. Second, this study could not analyze in detail the social media marketing activities previously conducted by RSU UMM due to a lack of relevant data. Therefore, the researchers recommend conducting additional research to evaluate RSU UMM’s social media marketing activities, which can evaluate data for marketing strategy development.

REFERENCES


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