

The Power of Social Media in Creating Branding Awareness for Hospital Customers at Teaching Hospital of Dental and Oral in Semarang

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ABSTRACT

Social media as a marketing communication tool can be a strategy for creating customer branding awareness. Strong branding awareness can attract potential new customers and turn existing customers into loyal ones. The decline in patient visits at the hospital is one of the things that needs to be addressed through one of the marketing efforts with social media. The aim of this research is to analyze the power of social media in creating customer branding awareness at X Teaching Hospital of Dental and Oral in Semarang. This research is a descriptive study with a cross-sectional approach. The sample in this study consisted of 100 outpatients. Data collection utilized a questionnaire that has been tested for validity and reliability. Secondary data regarding the use of Instagram social media is examined based on reach rate, engagement, follower growth, and profile visits. Data were analysed with quantitative descriptive statistics using frequency distribution measurements. Good branding awareness was demonstrated by 54% of respondents, while poor branding awareness was indicated by 46% of respondents. Based on secondary data studies, it is known that there has been a decline in hospital Instagram visits in terms of reach rate, engagement, follower growth, and profile visits. It was concluded that social media has significant power in creating customer branding awareness and impacts decisions to utilize health services.

Keywords : Branding Awareness, Marketing Communications, Social Media.

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INTRODUCTION

Hospitals compete to offer their advantages in attractive ways to attract potential patients. People currently search for health facilities using information on the internet and social media. Hospitals are faced with conditions of information and communication technology that continue to develop. So hospitals must be able to adapt to provide the service needs that prospective patients want and try to attract prospective patients based on technology (Vionita and Prayoga, 2021).

Dental and Oral Teaching Hospital (RSGMP) X in Semarang City is a hospital that supports educational and learning activities for students of the Faculty of Dentistry of Private Universities in Semarang City. Currently RSGMP X also contributes in providing health services to the community and is profit-oriented. The level of profitability serves as the foundation for assessing hospital management performance by effectively utilizing all available resources to achieve optimal results, with profitability defined as the capacity to earn profits over a specific time frame. (Yusri, 2021)

Some of RSGMP X's services include general dentistry, prosthodontics, periodontics, conservation, orthodontics, pediatric dentistry, oral diseases, oral surgery, and general dentistry. The number of outpatient visits at RSGMP X has fluctuated from 2275 patients in 2019 to 1952 in 2020 and 2902 patients in 2021. The results of the preliminary study with hospital management found obstacles faced by the hospital marketing department, namely the difficulty of choosing interesting information content, the uploaded content has not been planned and structured and limited human resources in the marketing department. This is a challenge in developing RSGMP X's social media to be better known by the public. The results of the preliminary study were also conducted to 10 patients where it was found that 5 patients knew information about RSGMP X from Instagram and 5 patients got information from friends and family. This research is important to find out the patient's opinion about the hospital's social media whether they are exposed to information about the doctor's schedule, facilities and others. The exposure of information to customers is expected to form branding awareness about RSGMP X so that customers consider choosing RSGMP X when they need dental and oral health services.

Social media is very important in today's society because it makes it easier for people to communicate, makes information easier to obtain, and allows people to share the information they have. Social media is an online media where users can easily participate and create content. (shakila, 2024). Data on the use of social media in Indonesia in 2024 shows that the total number of users is 191 million users (73.7% of the population), with active users of 67 million users (64.3% of the population) and Internet penetration of 242 million users (93.4% of the population). In addition, the most popular social media platform is Youtube with 139 million users (53.8% of the population), followed by Instagram with 122 million users (47.3% of the population), Facebook with 118 million users (45.9% of the population), Whatsapp with 116 million users (45.2% of the population), and Tiktok with 89 million users (34.7% of the population). (Panggabean, 2024). Based on the data, Instagram is one of the most popular social media used in the community.

One factor influencing the effectiveness of branding is the establishment of brand recognition. Indeed, individuals going to hospitals ought to be aware of and comprehend healthcare branding and its attributes to obtain the finest service tailored to their needs. Research indicates the beneficial effect of brand recognition on brand value. Recognized service quality, social responsibility, and business services likewise influence branding awareness. (Yuliani, 2019).

Aware is the stage when respondents begin to realize the existence of a brand. At this aware stage, customers are more passive. They are exposed to exposure from a brand's

marketing strategy, see and hear about a brand. (Kartajaya, 2015).

Other study states that social media-based promotions have a positive and significant influence on customer purchasing decisions (Putri, 2016). One of the supporting factors in the formation of brand strength is through virtual interaction, in this case the interaction between hospitals and patients (Liu C, 2020).

A brand can reach the target market when building interactions with the community consistently, the more often all information is uploaded and interacted with on social media, the more often the brand will be recommended on Instagram explore and reach a wider community and help make people aware and recognize the characteristics of the brand (Barreda A, 2015). Research conducted by Wijaya (2021) proves that virtual interaction affects public awareness of a brand. Therefore, this research was conducted to analyze the power of social media in creating branding awareness of hospital customers who can attract new potential customers and retain existing customers.

METHODS

This research is a quantitative study with a crosssectional approach. The target population is all outpatients in 2021 amounting to 2902 patients. The sample in this study were outpatients in April-May 2022 as many as 100 respondents. Participants were selected through a accidental sampling. The sample was selected based on the inclusion criteria, which are aged 15-64 years old and can use social media. The exclusion criteria in this study were respondents who did not have a smartphone to use social media.

The variable in this study is a single variable, which is branding awareness. The branding awareness is the ability of a brand to grow in consumers' memories when consumers are thinking about brands in certain product categories and how easy the brand is to remember. (Shimp, 2013). Branding awareness describes whether customers have no doubts about the product or service, have the ability to recognise the brand with help, remember the brand without being given help and customers remember the brand and think of it first when talking about certain services or products related to dental and oral health services.

Data collection was carried out using a questionnaire via google form to the entire sample of outpatients. The questionnaire consists of favorable and unfavorable statements using a Likert scale and was developed based on the theory of branding awareness made by researchers and has gone through validity and reliability tests. The results of the validity and reliability tests of the questionnaire show that all statement items in the questionnaire are valid and reliable, which are shown in the following values.

Table 1. The Result of Validity and Reliability Test

Statement	R-Table	R - Calculated	Validity Test	Cronbach's Alpha	Reliability Test
1	0,306	0,833	Valid	0,741	Reliable
2	0,306	0,657	Valid	0,735	Reliable
3	0,306	0,564	Valid	0,730	Reliable
4	0,306	0,750	Valid	0,733	Reliable
5	0,306	0,773	Valid	0,749	Reliable
6	0,306	0,587	Valid	0,736	Reliable
7	0,306	0,805	Valid	0,728	Reliable
8	0,306	0751	Valid	0,746	Reliable

The results of the validity test to 30 respondents at RSGMP X outside the research sample showed good results, where all questions were declared valid (r -calculated $>$ r table = 0,306). Meanwhile, the reliability test used is the Cronbach's Alpha coefficient. A good reliability test is recommended to have a Cronbach's alpha value of more or equal to 0,60.

Table 1 shows the results of the reliability test for all statements show good results where the reliability value is greater than 0.60 (good reliability). In addition, the reliability test results on all statement items show good reliability (Cronbach's Alpha value > 0.60).

Data collection was also carried out with secondary data to see public visits to the hospital's Instagram based on reach rate (The number of users reached by the content), engagement (how much interaction is generated between the hospital and followers), followers growth (The number of people who follow the hospital's Instagram) and profile visits (the number of people who visit the hospital's Instagram profile).

The findings obtained in the study were analyzed through the computer program. Data processing was carried out using descriptive statistical techniques which were analyzed based on percentages and trends. Descriptive analysis techniques in statistical tests using frequency measurements based on the results of respondents' answers categorised numerical data into categories of good brand awareness and poor brand awareness.

This study has passed the ethical clearance and is feasible according to the seven ethical values set by the World Health Organization's 2011 standards with the ethics review number 106/EA/KEPK-FKM/ 2022 published by the Health Research Ethics Commission of the Faculty of Public Health, Diponegoro University on March 26, 2022.

RESULTS

The characteristics of respondents involved in this study can be seen in Table 2.

Table 2. Respondent Characteristics

Characteristics	Variable	%
Gender	Male	26,0
	Female	74,0
Age	Teenager (17-25 years old)	72,0
	Adult (26-45 years old)	21,0
	Elderly (above 45 years old)	7,0
Education	Basic education	3,0
	Secondary education	35,0
	Higher education	62,0
Number of visit	First time	43,0
	Second time	29,0
	Frequent	28,0
Income	Low income	28,0
	High Income	72,0

Most respondents were female (74%) and in their teens (72%). Most respondents had completed higher education (62%) and the majority had high incomes above the regional minimum wage of Semarang City (72%). The majority of respondents were existing patients (57%) and 43% were new patients. The majority of respondents were in higher educated (62%).

Table 3. Respondents' Perception of Social Media in creating Branding Awareness

Branding Awareness	Frequency	%
Good	54	54.0
Less Good	46	46.0
Total	100	100.0

Most respondents have good branding awareness of RSGMP X (54%). However, there are still respondents who have poor branding awareness of the hospital (46%). This

shows that brand awareness is still quite good even though there are still respondents who have low brand awareness of RSGMP X.

Based on secondary data, followers growth or the number of people following the hospital's Instagram in April was 44 which decreased to 23 in May. Then, the hospital's Instagram visit profile or the number of people who visited the hospital's Instagram profile in April 1143 which decreased to 651 in May. The decrease occurred due to the engagement factor or how much interaction was generated between the hospital and followers, which was 84 in April which decreased in May by 79, so that it could contribute to poor branding awareness. On the other hand, based on the large number of visitors to the hospital's Instagram (1143), it indicates that many patients have a high level of good branding awareness based on their frequent visits to the hospital's Instagram. (RSGMPX, 2022).

Table 4. Distribution of Respondents' Answers about Branding of Hospitals

Statement	Positive Response	Negative Response
	%	%
1. I choose to visit / seek treatment at RSGM because I believe that RSGM services are of high quality in accordance with information from social media	78%	22%
2. I know information on services and facilities through hospital social media	70%	30%
3. I checked the hospital's social media to gather details about the name of the attending physician and the physician's timetable.	74%	26%
4. I know the name of the doctor and the doctor's practice schedule from the hospital's social media.	57%	43%
5. I visited the hospital's social media to find information on the name of the practicing doctor and the doctor's schedule.	70%	30%
6. I know the location of RSGM from the hospital's social media.	71%	29%
7. I search for hospital location information through social media	67%	33%
8. I chose to utilize the services of RSGM because the information from RSGM's social media is adequate.	65%	35%

Table 4 indicates that most of respondents already have good branding awareness of RSGMP X as seen from the positive responses shown by respondents, on the reasons for choosing a hospital based on hospital social media information (78%), social media helps respondents know the doctor's schedule (70%) and social media helps respondents know the services and facilities at RSGMP X (70%). However, a negative response was also shown by 43% of respondents who did not know the name of the doctor and the doctor's practice schedule from social media and there were still 35% of respondents who chose to utilize services at RSGMP X through other sources of information due to inadequate social media information.

DISCUSSION

Based on this study, the majority of teenagers as one of the service users in the hospital is very potential to increase branding awareness through social media. Other research shows that there are at least 30 million teenagers in Indonesia who access the internet regularly. The majority of teenagers benefit from using social media in finding out various information (90.7%), The predominant type of social media being utilized is

Instagram (88%), the reason for using social media is to update information (86.1%), and the majority of teenagers also want to know a lot of the latest information (47.2%). (Pamela, 2016). Other studies have also found that the utilization of social media use determines the age of its users. In general, the age that uses social media a lot is on average young because it tends to have a wide social scope and association with friends. At a young age there are also many relationships in communication, even though the reason for communication is not important, this is based on the social needs that underlie the communication.(Asiati, 2018).

Meanwhile, based on gender, it is known that female gender is the largest respondent in this study, which is also potential for social media use. Another study found that the female gender in Indonesia is the most dominant Instagram user reaching 50.8% and male Instagram users only 49.2%. (Arlena, 2021). Based on educational characteristics, it is known that the most of respondents have completed higher education. Other research shows that most internet users in Indonesia come from the S2 or S3 education level, amounting to 88.24% of the total internet service users in Indonesia (Hermawansyah, 2021). Meanwhile, based on income level, it is known that the most of respondents are middle to upper economic class. This is less in line with other studies which found that most social media users come from people who are middle to lower economic groups, namely earning less than 1 million, earning 1 million - 3 million and not working. (Hermawansyah, 2021).

Branding awareness refers to a potential buyer's capability to identify and recall a brand associated with a particular product. As the product level increases, branding increasingly focuses on establishing an emotional bond with consumers. When individuals develop feelings for a brand, it creates brand awareness within consumers, strengthening the brand's presence in their minds.. Then consumers will tend to consider the brand in purchasing decisions. (Holanda, 2017). According to Kotler and Keller (2009), branding is giving brand power to products and services, and creating differences between trust in the brand, then buying it, believing in its superiority, then a high attitude of loyalty to the brand arises.

Most of the respondents' positive responses to the branding of RSGMP X through social media were shown in the answers of respondents who chose to visit the hospital because they believed that the quality service was in accordance with the hospital's social media information (78%). In addition, the majority of respondents' positive responses were also aware of RSGMP X' brand regarding information on services, facilities, information on doctors' names and practice schedules as well as the location of the hospital known through the hospital's social media.

Branding awareness through the hospital's social media has the potential to influence customers in deciding to visit or utilize hospital services. The ability of people to recognize RSGMP X is assisted through the hospital's social media in providing service information needed by customers. In Tjiptono (2011), David Aaker states that there are several levels of branding awareness categories for companies, one of which is the brand recognition stage. In this position, customers already have the ability to recognize the brand mentioned with help (Tjiptono, 2011). As Aaker (1991) states, branding awareness refers to a potential purchaser's capacity to identify or remember that a brand is associated with a specific product category.(Aaker, 1991)

Branding establishes a cognitive framework that aids consumers in arranging their understanding of products and services in a manner that clarifies their choices and simultaneously delivers value to the business. For a branding strategy to succeed and generate brand value, consumers need to be persuaded that significant differences exist among brands within a product or service category. Variations among brands are frequently connected to the features or advantages of the product itself (Kotler and Keller, 2009).

Table 4 indicates that the branding awareness of most respondents is very positive,

marked through the help of the hospital's social media so that they can find out about hospital services and facilities, doctors' names, doctors' schedules, and hospital locations. Positive branding awareness for the hospital affects the utilization of customer services to the hospital (65%) and willing to visit for treatment to the hospital because they believe in quality based on information from social media (78%).

This research is in line with other studies which found that marketing through social media simultaneously affects brand loyalty mediated by branding awareness and brand image. The research further clarifies that successful social media marketing will impact consumers' recognition of the promoted brand, solidifying its image in their minds, thus enhancing brand loyalty to RSIA X. Social media acts as a venue for companies to engage in direct marketing. It surpasses the limits of time and space in engaging with possible customers, facilitating effortless marketing. Additionally, social media allows companies to promote products, brands, discounts, and ads at minimal expenses to their customers while obtaining feedback about RSIA X. (Heskiano, 2020).

The findings of this study are backed by research conducted by Nam et al., indicating that marketing via social media can offer information to consumers about the products sold by creating interesting content, so as to provide a positive brand image from consumers to the company. (Nam et al., 2011).

Branding awareness is a valuable resource as it plays a significant role in shaping buying choices. (Malik et al., 2013). Branding awareness, essential for shaping purchase intentions and consumer choices, compels numerous companies to strive for prominence in consumers' minds. Consequently, individuals face countless marketing messages through different channels daily, all designed to enhance brand recognition. (Pranata et al., 2018).

However, a negative response was also shown by 43% of respondents who did not know the name of the doctor and the doctor's practice schedule from social media and there were still 35% of respondents who chose to utilize services at RSGMP X through other sources of information due to inadequate social media information.

Companies have multiple tiers of branding awareness classifications, referred to as the brand awareness pyramid concept (Rahmasari & Lutfie, 2020), namely: 1) Unaware of brand (in this position the audience has doubts, regardless of their familiarity with the mentioned brand. 2) Brand recognition (in this position, customers already have the ability to recognize the brand mentioned with help. 3) Brand recall (remembering the brand without being given help to remember. 4) Top of mind (consumers will recall the brand and think of it first when talking about a specific product category). Therefore, this study was conducted to analyze the power of social media in creating branding awareness of hospital customers who can attract new potential customers and retain existing customers. Based on the results of the study, it can be categorized that 43% of respondents who have a negative response are still in the Unaware of brand level, which means that respondents have doubts regarding their ignorance of information on the names and schedules of practicing doctors at RSGMP X.

In addition, based on secondary data obtained regarding public visits to the hospital's Instagram, it is known that the reach rate (the number of users that Instagram content can reach) decreased from April of 1347 to 1086 in May. Meanwhile, engagement or how much interaction is generated between the hospital and followers is known in April of 84 which decreased in May of 79. Followers Growth or the number of people following the hospital's Instagram in April was 44 which decreased to 23 in May. Then, the hospital's Instagram visit profile or the number of people who visited the hospital's Instagram profile in April 1143 which decreased to 651 in May. Comparing the number of new and existing patient visits in April and May 2022 shows a decrease in new patient visits in April of 179 down to 127 new patients. Existing patient visits also decreased in April by 369 patients to 201 patients in May. This indicates that the decline in the number of community visits to the hospital's

Instagram has an impact on the number of patient visits to the hospital. (RSGMP X, 2022).

The use of social media as a marketing tool acts as Integrated Marketing Communication (IMC) because social media is able to Execute the promotion mix task (a blend of different types of promotions) in an integrated manner, even until the transaction process takes place. Where when customers have become users of social media who are included in the hospital's social media account membership, the company can automatically set up continuous communication. Social media allows patients to contribute knowledge, personal experiences, and feedback on hospital operations. This can lead to more patient-centered healthcare, which in turn results in increased patient happiness. That feeling of happiness can turn into loyalty towards the hospital. Loyal customers are more likely to become brand advocates. (Fahriza et. al, 2021). Research (Arif, 2019) found that the use of social media impacts hospital reputation because there is a high level of trust and sharing in the social media community, social media can be used as an effective tool for hospital marketing. (Arif et. al. 2019).

Hospitals use different social media platforms to connect with patients, depending on the type of information they want to display. But most hospitals use more than one social media platform. Large, non-profit, private, urban and teaching hospitals tend to use multiple platforms and get more likes, followers, check-ins and reviews in return. The use of multiple platforms is aimed at people with specific demographics, or with specific needs and interests. Some social media features generally have an integrated system, so the social media are interconnected. The study shows that Facebook is the most preferred platform, followed by Twitter and Instagram.(Fahriza et. al, 2021)

Certain hospitals actively manage their social media and go the extra mile by providing additional staff to update content and respond to comments on pages. This can attract more attention from social media users, improve the quality of information and strengthen relationships with patients, providers, policymakers and their online communities. Information shared on hospital social media includes announcements or recordings of events to attract more participants and patients, health information, news and hospital contributions or achievements.(Fahriza et. al, 2021)

CONCLUSION

Most respondents have a good branding awareness of RSGMP X as shown by 54% of respondents while poor branding awareness is shown by 46% of respondents. Relying on secondary information, it is known that there has been a decrease in hospital Instagram visits in reach rate, engagement, follower growth and visit profiles. In addition, a decrease in the number of visits by existing patients and new patients also occurred along with a decrease in community visits on the hospital's Instagram. Social media has significant power in creating customer Branding Awareness and has an impact on decisions to utilize health services.

It is recommended to RSGMP X to increase engagement with customers (hospital Instagram social media interaction with followers) by regularly and structurally uploading the latest and interesting content managed by the hospital's marketing department. Good engagement will increase follower growth and profile visits so that it will form good branding awareness in the minds of customers.

Finally, it may be suggested that similar research be conducted in another public and private hospitals. In addition, it may be recommended to compare the difference of marketing communication strategy between private and public hospitals. It may be suggested that a study be conducted by adding variables like Brand Equity and Perceived Quality at the research.

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