

THE INFLUENCE OF SOCIAL MEDIA MARKETING THROUGH INSTAGRAM ON THE PATIENTS' INTEREST IN VISITING A HOSPITAL



Shofi Nur Rahmah¹
Universitas Brawijaya, Malang, Indonesia
shofinurrahmah@ub.ac.id

Catharina Louise Rhynanti²
Universitas Brawijaya, Malang, Indonesia

Zainal Ulu Prima Saputra³
Universitas Brawijaya, Malang, Indonesia

Abstract

The marketing aspect is no less important for a hospital. It is okay if a hospital also carries out marketing management. Along with the development of marketing, especially in the digital era, marketing is mostly done through social media, and Dr. Etty Asharto Hospital in Batu City took advantage of it. This research was conducted to analyze the effect of using digital media (social media) on interest in health services and visiting the hospital. The research design used a quantitative observational method which was carried out cross-sectionally. Based on the results of the research conducted, it is known that social media dimensions significantly influence patients' interest in visiting the hospital, and some do not. Dimensions that significantly influence Entertainment, Customization, and Word of Mouth. Meanwhile, the Interaction and Trendiness dimensions do not significantly affect the patient's intention to visit the hospital. Finally, regarding the simultaneous influence of these dimensions on patient visiting intentions, the results show that the dimensions of Entertainment, Interaction, Trendiness, Customization, and Word of Mouth significantly influence patient visiting intentions to the hospital. That is, the combination of all these dimensions together influences patient interest. Therefore, hospitals need to pay attention to and integrate all of these dimensions in their marketing strategy to increase patient interest in visiting the hospital.

Keywords: Digital Marketing, Social Media, Interest in Visiting, Hospital

INTRODUCTION

Hospitals are healthcare service providers with a social mission and business entities supported by marketing processes. The marketing process is one of the most challenging aspects of hospital management activities (Dwi Laksana et al., 2022). Promotional activities support the business processes carried out by hospitals and are strictly regulated through various government regulations (Pandiangan & Damanik, 2019), including those stated in the Minister of Health Regulation (Permenkes) No. 1787 of 2010 concerning Advertising and Publication of Healthcare Services, the Indonesian Hospital Code of Ethics (KODERSI), and the Hospital Promotion Ethics Rules from the Indonesian Hospital Association (PERSI).

One of the promotional strategies RSDEA implemented is utilizing digital marketing technology. RSDEA emphasizes creating a "digital relationship" with customers (Kannan & Li, 2017). One of the digital marketing techniques is the utilization of social media. This is because social media provides ease of interaction and greater communication opportunities between marketers and consumers. Social media offers advantages by providing a powerful promotional platform for companies and marketers to market their products and services (Lestari & Saifuddin, 2020).

Since 2020, RSDEA's official Instagram account (@rsdrettyasharto) has been active. The IG RSDEA has a linktr.ee that contains the RSDEA profile image. They update their posts and stories every day between 9-10 am. Feed updates occur every 1 to 3 days. The IG RSDEA page also has a linktr.ee.

In evaluating the utilization of the IG platform, it includes reached accounts, interactions, and audience. Based on the reached accounts aspect, it is known that data for measuring each content and feature on Instagram includes Reached (the number of contents reached at any given time) and Impressions (the total number of visitors who have seen the content we display). As of June 2022, IG RSDEA reached 2689 accounts, with the majority coming from the local area of Kota Batu. The majority of the audience is 36 to 45, and the gender distribution is predominantly female (75.4%). The recapitulation of the Instagram Insights matrix for reached accounts is attached to this paper.

On the interaction's aspect, based on this feature, all interaction data on Instagram can be known, such as likes, comments, shares, and saves, which are accumulated. Feedback

in followers' interactions, particularly shares, becomes the most important attraction in marketing (Rahmasari et al., 2023). The share feature can perceive indirect promotion conducted by followers among each other (Alfajri et al., 2019). Its impact is more advantageous for businesses in terms of marketing, such as easily attracting consumer perspectives, reaching specific target consumers, and even disseminating information (Toha & Supriyanto, 2023). The recapitulation of the Instagram Insights matrix for Interactions is attached to this paper.

When looking at the audience aspect, the Audience feature serves to understand the characteristics of followers. This is an important step for the account owner to determine the target market of RSDEA. The measurement tools available in the Audience feature can provide insights into the number of followers, their locations, gender, age range, and the active times of the followers (Nasyrullah & Abdullah, 2021). By investigating the active times of followers, the account owner can determine the optimal posting times. The number of audiences in the last 3 months shows an average increase of 300 followers.

In previous research, two online studies analyzed the impact of fit between Instagram influencers and supported brands. The first study employed an experimental design and focused on internal validity, while the second study utilized a survey, yielding high results in terms of external validity. These studies examined the utilization of Instagram, analyzing the consequences for influencers regarding perceived trust and expertise and the impact on brand evaluation and behavioral intentions (Rukminingsih et al., 2020). The fit between influencers and brands positively impacts influencer image and advertising effectiveness, especially among followers with low parasocial relationship levels (Breves, P.L., Liebers, N., Abt, M. and Kunze, 2019). In this study, the researcher aims to analyze the influence of digital media utilization on the interest in healthcare services, specifically the interest in visiting the hospital. The findings of this research are expected to be used in developing digital marketing strategies through Instagram and social media platforms to enhance customer interest in visiting RSDEA.

REVIEW OF LITERATURE

Marketing Management

According to Philip Kotler (Zustika & Fadilah, 2019), marketing is a social process involving individuals and groups obtaining what they need and want by creating, offering, and freely exchanging valuable products with others. On the other hand, what is called marketing management, according to Kotler and Keller (Islamiyah et al., 2020), occurs when one party in the exchange process employs strategies to achieve the desired response from the other party. Therefore, marketing management is often regarded as an "art" and a science in selecting, acquiring, creating, delivering, and communicating superior customer value.

Digital Marketing

In the modern era, there is a concept known as digital marketing. The development of digital marketing from the 1990s to the 2000s has transformed the way technology is used for marketing strategies, as digital platforms have become integrated into marketing program planning (Desai & Vidyapeeth, 2019). Digital marketing promotes products or services using digital technology, primarily through the internet, encompassing marketing efforts utilizing electronic devices (Baiqun et al., 2022). It is often referred to as 'online marketing,' 'internet marketing,' or 'web marketing.' Businesses leverage digital channels such as search engines, social media, email, and websites to connect with current and prospective customers. Digital marketing employs various tactics and digital channels to engage with customers where they spend significant time online.

Social Media

Digital marketing is often associated with social media, a digital marketing channel. Companies typically have websites, online branding assets, digital advertising, email marketing, online brochures, and other digital marketing platforms that are now commonly referred to as social media (Arianto, 2020). Social media has gained strong attention from businesses (Wu, 2019). Although social media controls a company's brand reputation, they need help to measure real impact. However, when using digital marketing, measuring target patient strategies and products offered carefully is essential. This explains why the role of social media in the healthcare sector is highly sought after and considered one of the most important aspects.

Social media can be a way to create valuable content for customers and can strengthen connections with them, engaging them in value creation (Trirahayu & Putri, 2019). Social media marketers for a company can help promote blog posts or company websites through paid and organic posts on business social media accounts (Prasetyo & Sulistiadi, 2019).

RESEARCH METHOD

The research design of this study adopts a quantitative observational method conducted in a cross-sectional manner. The research took place at Dr. Etty Asharto Hospital in Kota Batu. The study was conducted in October 2022. In this case, the population consists of all Instagram followers of RS Dr. Etty Asharto, totaling 3,744 followers. The sampling method used can vary; in this case, the simple random sampling method was employed. In this context, all 3,744 Instagram followers of RS Dr. Etty Asharto have an equal chance of being part of the sample to be taken.

Furthermore, the dependent variable in this study is patients' interest in visiting the hospital, while the independent variable is social media marketing. The research instrument used is a Google Form questionnaire administered to the respondents throughout October 2022. The Likert scale is used as the measurement scale. The data collected from the Google Form will then be analyzed using SPSS version 25.

The researcher tested the dimensions of the social media marketing variable (X) and the interest in visiting variable (Y). Based on this, the researcher conducted regression analysis. Before performing the analysis, classical assumption tests were conducted to assess whether there were any classical problems within the ordinary least squares (OLS) linear regression model. OLS linear regression is a linear regression model using the least squares method, including multiple linear regression, which will be tested in this study (Khairiyah et al., 2018). Several classical assumptions tested in this study include normality, multicollinearity, and heteroskedasticity. The hypothesis testing was conducted based on the research objective of testing the theory's validity through hypotheses. Through hypothesis testing, it can accurately determine whether the null hypothesis (H_0) should be rejected and the alternative hypothesis (H_A) should be accepted. In this regard, the following are the formulated research hypotheses:

- H1. Entertainment influences patients' interest in visiting.
- H2. Interaction influences patients' interest in visiting.
- H3. Trendiness influences patients' interest in visiting.
- H4. Customization influences patients' interest in visiting.
- H5. Word of Mouth influences patients' interest in visiting.
- H6. Entertainment (X1), Interaction (X2), Trendiness (X3), Customization (X4), Word of Mouth (X5) collectively influence patients' interest in visiting

RESULTS AND DISCUSSION

Overview of the Research Location

Dr. Etty Asharto Hospital (RSDEA) is a private class D hospital in Batu City. The classification is based on the Decree of the Minister of Health of the Republic of Indonesia No. HK.03.05/I/863/11. RSDEA has a land area of 3,387 m² and a building area of 1,435.86 m², located at Jalan Sajid No. 44, Pesanggrahan Village, Batu Subdistrict, Batu City. RSDEA obtained a permanent operational permit on August 26, 2011, and achieved level 5 accreditation for basic services in 2017. Until now, RSDEA continues to develop healthcare services to improve the quality of services for the general public. This is in accordance with the Republic of Indonesia Law No. 44 of 2009 concerning Hospitals, which states that a hospital is a healthcare institution that provides comprehensive individual healthcare services, including inpatient, outpatient, and emergency care.

Market Characteristics

Based on hospital visit data over the past 3 months, most RSDEA service users are from Batu City, female, aged between 46 and 65, married, and predominantly homemakers. For the past 5 years, RS Dr. Etty Asharto (RSDEA) has increased its promotional activities by utilizing digital platforms. It started with the official website of RSDEA, which provides information about the healthcare services available. Since 2020, RSDEA has been active on Instagram (@rsdrettyasharto). The IG RSDEA has a linktr.ee that contains the RSDEA profile image. Updates on posts and stories are made every day between 9-10 am. Feed updates occur every 1 to 3 days. The IG RSDEA page also has a linktr.ee.

The basic concept of media planning at RSDEA is based on communicative, informative, and educational principles. Based on the evaluation of Instagram page posting

activities in September, RSDEA's Instagram account posts at least 2 times within 6 working days. The timing of the posts is also considered by studying the Instagram user activity, especially among RSDEA Instagram followers. Consistency in using templates is emphasized, and prompt responses to direct messages and tagged mentions received by the RSDEA Instagram account are maintained to ensure follower/sponsor satisfaction. Based on insight data collected from RSDEA's Instagram account, it was found that the account reached 3,081 accounts, had interactions with 172 accounts, and had 3,294 followers.

Respondent Characteristics

The respondents in this study include all Instagram followers of RS Dr. Etty Asharto, totaling 3,744 individuals. The sampling method used is simple random sampling, which means that each follower has an equal chance of being selected as a respondent. In examining the characteristics of the respondents, several variables can be considered to obtain a more comprehensive understanding of the profile of RS Dr. Etty Asharto's Instagram followers. Here are some variables that can be taken into account:

a) Demographics: Based on data from hospital visits in the last three months, most RSDEA service users come from Batu City. Additionally, RSDEA service users are predominantly female, aged between 46 and 65 years old. The majority of them are married and work as housewives. This information indicates that RSDEA has a specific follower base with certain demographic characteristics;

b) Engagement: RS Dr. Etty Asharto (RSDEA) has added promotional activities by utilizing digital platforms. RSDEA has an official website displays information on health services available at the hospital. Apart from that, RSDEA is also active on Instagram with the account @rsdrettyasharto. This account has posts and stories every day between 9-10 am and feeds updates between 1 to 3 days. The RSDEA Instagram page also has a linktr.ee, which gives access to the RSDEA profile;

c) Interests and Preferences: Understanding the interests or topics that interest followers the most can help design more relevant and interesting content. For example, are they more interested in health, beauty, a healthy lifestyle, or certain medical topics that are often discussed on Dr. Hospital's Instagram account. Etty Asharto. In addition, knowing the types of services offered by RS Dr. Etty Asharto, who is most attractive to

followers or followers, can provide a better understanding of what they expect or need from the Instagram account. This can help in directing the focus of content and marketing. Based on an evaluation of Instagram page posting activities in September, posting activities on RSDEA's Instagram social media are carried out at least 2 times in 6 working days. Posting time is also considered by studying the activity traffic of Instagram users, especially RSDEA Instagram followers. RSDEA also maintains consistency in posting templates, response speed to incoming direct messages, and responses to incoming tags to RSDEA's Instagram account to create follower satisfaction.

By paying attention to and analyzing the variables above, researchers can gain a more comprehensive understanding of the characteristics of Instagram followers at Dr. Hospital. Etty Asharto. This information can be used to develop more effective marketing strategies, adapt content to followers' interests and needs, and strengthen audience interaction and engagement.

Multiple Regression Analysis

Multiple regression analysis was carried out to determine the effect of the variables Entertainment (X1), Interaction (X2), Trendiness (X3), Customization (X4), and Word of Mouth (X5) on the Purchase Intention variable (Y). The following are the results of multiple linear regression:

Simultaneous Significance Test (F Test)

Table 1
Simultaneous Significance Test (F Test)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	802,985	5	160,597	74,048	,000 ^b
	Residual	201,702	93	2,169		
	Total	1004,687	98			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Word of Mouth, Customization, Entertainment, Trendiness, Interaction						

Source: Primary data processed, 2022

Based on the results of the F test, a significance value of 0.000 ($\alpha < 0.05$) was obtained. So, it can be concluded that the variables Entertainment (X1), Interaction (X2), Trendiness (X3), Customization (X4), and Word of Mouth (X5) simultaneously have a significant effect on the Purchase Intention variable (Y).

Test of Significance of Individual Parameters (Statistical Test t)

Table 2
Individual Parameter Significance Test (Statistical Test t)

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1,972	,724		2,723	,008
	Entertainmen	,398	,199	,211	2,003	,048
	t					
	Interaction	,169	,175	,135	,965	,337
	Trendiness	,028	,257	,015	,109	,913
	Customizatio	1,372	,498	,382	2,757	,007
	n					
	Word of Mouth	,792	,205	,251	3,869	,000

a. Dependent Variable: Purchase Intention

Source: Primary data processed, 2022

From the test results above, it can be concluded several things as follows:

- Testing the influence of Entertainment (X1) on Purchase Intention (Y) obtained a coefficient value of 0.398 with a significance value of 0.048, because the significance value is < 0.05 , there is a significant influence between Entertainment (X1) on Purchase Intention (Y). Given that the coefficient is positive, it indicates that the relationship between the two is positive. This means that the higher the respondent perceives entertainment (X1), the higher the Purchase Intention (Y), and vice versa.
- Testing the effect of Interaction (X2) on Purchase Intention (Y) obtained a coefficient value of 0.168 with a significance value of 0.337, because the significance value is > 0.05 , there is no significant effect between Interaction (X2) on Purchase Intention (Y). This means that high or low respondents perceive Interaction (X2) does not affect the increase or decrease in Purchase Intention (Y).

- c) Testing the effect of Trendiness (X3) on Purchase Intention (Y) obtained a coefficient value of 0.168 with a significance value of 0.337, because the significance value is > 0.05 , there is no significant effect between Trendiness (X3) on Purchase Intention (Y). This means that high or low respondents perceive Trendiness (X3) does not affect the increase or decrease in Purchase Intention (Y).
- d) Testing the effect of Customization (X4) on Purchase Intention (Y) obtained a coefficient value of 1,372 with a significance value of 0.007, because the significance value is < 0.05 , there is a significant influence between Customization (X4) on Purchase Intention (Y). Given that the coefficient is positive, it indicates that the relationship between the two is positive. This means that the higher the respondent perceives Customization (X4), the higher the Purchase Intention (Y), and vice versa.
- e) Testing the influence of Word of Mouth (X5) on Purchase Intention (Y) obtained a coefficient value of 0.792 with a significance value of 0.000, because the significance value is < 0.05 , there is a significant influence between Word of Mouth (X5) on Purchase Intention (Y). Considering that the coefficient has a positive sign indicating that the relationship between the two is positive, this means that the higher the respondent perceives Word of Mouth (X5) will result in a higher Purchase Intention (Y), and vice versa.

Test the Coefficient of Determination

The coefficient of determination (R^2) is used to determine the value of the contribution or influence between the independent variables, namely Entertainment (X1), Interaction (X2), Trendiness (X3), Customization (X4), and Word of Mouth (X5) on the dependent variable, namely to the variable Purchase Intention (Y). The value of the coefficient of determination (R^2) is as follows:

Table 3
Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,894 ^a	,799	,788	1,47270
a. Predictors: (Constant), Word of Mouth, Customization, Entertainment, Trendiness, Interaction				

Source: Primary data processed, 2022

The table above is part of the results of the multiple linear regression test, referred to as the Analysis of the Coefficient of Determination (R^2). This analysis is used as a measure of the influence of Entertainment (X1), Interaction (X2), Trendiness (X3), Customization (X4), and Word of Mouth (X5) on the dependent variable, namely the Purchase Intention (Y) variable. The table above shows that the value of R Square (R^2) is 0.847 which can be concluded that Entertainment (X1), Interaction (X2), Trendiness (X3), Customization (X4), and Word of Mouth (X5) have an effect of 79.9%. In comparison, the remaining 20.1% is influenced by other variables not examined by researchers.

Normality Assumption Test

The normality test aims to test whether the residuals have a normal distribution in the regression model. A regression model with normal residual distribution is a good model. Residual normality testing was carried out using the Kolmogorov-Smirnov Test statistical technique which is presented in the following table:

Table 4
Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,43463660
Most Extreme Differences	Absolute	,158
	Positive	,105
	Negative	-,158
Test Statistic		,158
Asymp. Sig. (2-tailed)		,000 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Primary data processed, 2022

The results of the residual normality test with the Kolmogorov-Smirnov showed an Asymp.Sig value of 0.000. Based on the output table, the Asymp.Sig test value $< \alpha$ value (0.05), so it can be concluded that the regression model residuals are not normally distributed.

Heteroscedasticity Assumption Test

The heteroscedasticity test is used to see the variance of the residuals from one observation to another. The Glejser test was conducted to ensure the heteroscedasticity assumption was met. Glejser test results are presented in the following table:

Table 5
Glejser Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2,213	,458	4,837	,000	
	Entertainmen t	-,280	,126	-,470	-2,231	,028
	Interaction	-,106	,111	-,266	-,954	,343
	Trendiness	,191	,162	,318	1,174	,243
	Customizatio n	,427	,314	,376	1,358	,178
	Word of Mouth	-,311	,129	-,313	-2,408	,018

a. Dependent Variable: Absres

Source: Primary data processed, 2022

The results of testing the assumption of heteroscedasticity found that the significance value contained significant variables with $p\text{-value} < \alpha$ value (0.05), so it was concluded that there were symptoms of heteroscedasticity.

Multicollinearity Assumption Test

The multicollinearity test is used to test whether the regression model found a strong correlation between the independent variables. A good regression model is a regression model that does not have a strong correlation between the independent variables. In this discussion, a multicollinearity test will be carried out by looking at the inflation factor (VIF) value in the regression model. The multicollinearity test results are presented in the following table:

Table 6
Multicollinearity Test Results

Coefficients ^a	
Model	Collinearity Statistics

		Tolerance	VIF
1	Entertainment	,195	5,130
	Interaction	,111	9,009
	Trendiness	,118	8,466
	Customization	,112	8,890
	Word of Mouth	,513	1,948
a. Dependent Variable: Purchase Intention			

Source: Primary data processed, 2022

Based on the VIF (Varian Inflation Factor) value, it is known that all variables do not have a VIF value of more than 10 and a tolerance value of less than 0.10. Thus, it can be concluded that there is no multicollinearity problem or that the multicollinearity assumption has been fulfilled.

Hypothesis Testing Results

Based on the results of calculations using the Multiple Regression Analysis approach, the results of hypothesis testing are obtained as presented as follows:

Hipotesis 1. Entertainment (X1) has a partial effect on Purchase Intention (Y) is accepted. Testing the influence of Entertainment (X1) on Purchase Intention (Y) obtained a coefficient value of 0.398 with a significance value of 0.048; because the significance value is < 0.05 , there is a significant influence between Entertainment (X1) on Purchase Intention (Y). Given that the coefficient is positive, the relationship between the two is positive. This means that the higher the respondent perceives entertainment (X1), the higher the Purchase Intention (Y), and vice versa.

Hipotesis 2. Interaction (X2) has a partial effect on Purchase Intention (Y) is rejected. Testing the effect of Interaction (X2) on Purchase Intention (Y) obtained a coefficient of 0.168 with a significance value of 0.337; because the significance value is > 0.05 , there is no significant effect between Interaction (X2) on Purchase Intention (Y). This means that high or low respondents perceive Interaction (X2) does not affect the increase or decrease in Purchase Intention (Y).

Hipotesis 3. Trendiness (X3) partially affects Purchase Intention (Y) and is rejected. Testing the effect of Trendiness (X3) on Purchase Intention (Y) obtained a coefficient value of 0.168 with a significance value of 0.337; because the significance value is > 0.05 , there is no significant effect between Trendiness (X3) on Purchase Intention (Y). This means that

high or low respondents perceive Trendiness (X3) does not affect the increase or decrease in Purchase Intention (Y).

Hipotesis 4. Customization (X4) has a partial effect on Purchase Intention (Y) is accepted. Testing the effect of Customization (X4) on Purchase Intention (Y) obtained a coefficient of 1,372 with a significance value of 0.007; because the significance value < 0.05 , there is a significant influence between Customization (X4) on Purchase Intention (Y). Given that the coefficient is positive, the relationship between the two is positive. This means that the higher the respondent perceives Customization (X4), the higher the Purchase Intention (Y), and vice versa.

Hipotesis 5. Word of Mouth (X5) has a partial effect on Purchase Intention (Y) is rejected. Testing the influence of Word of Mouth (X5) on Purchase Intention (Y) obtained a coefficient value of 0.792 with a significance value of 0.000; because the significance value is < 0.05 , there is a significant influence between Word of Mouth (X5) on Purchase Intention (Y). Given that the coefficient is positive, the relationship between the two is positive. This means that the higher the respondent perceives Word of Mouth (X5), the higher the Purchase Intention (Y), and vice versa.

Hipotesis 6. Entertainment (X1), Interaction (X2), Trendiness (X3), Customization (X4), and Word of Mouth (X5) have a simultaneous effect on Purchase Intention (Y) is accepted. Based on the results of the F test, a significance value of 0.000 ($\alpha < 0.05$) was obtained. So it can be concluded that the variables Entertainment (X1), Interaction (X2), Trendiness (X3), Customization (X4), and Word of Mouth (X5) simultaneously have a significant effect on the Purchase Intention variable (Y).

Discussion

This study aims to analyze the influence of Instagram social media marketing with the Entertainment dimension on visiting intentions to the hospital, as measured by purchase intention. The first hypothesis of this study is that entertainment has a significant influence on purchase intention. In this study, entertainment is measured as a factor influencing interest in visiting the hospital through marketing content on Instagram. This content is designed to entertain Instagram users, for example through interesting pictures, videos, or stories

(Krismasakti, 2019). Previous research has shown that the use of fun and entertaining social media can influence user interest and behavior.

The hypothesis testing results show a significant influence between the Entertainment dimension (X1) on purchase intention (Y). The coefficient value of 0.398 indicates that any increase in the perception of entertainment will increase purchase intention. The coefficient has a positive sign, indicating the positive relationship between entertainment and purchase intention. In other words, the higher the respondents perceive Entertainment content on Instagram, the higher their interest in visiting the hospital (Suarna, 2022).

These results support the first hypothesis that entertainment significantly influences purchase intention. In this context, entertainment can effectively influence consumer behavior, including their interest in visiting the hospital. Hospitals can increase user interest and desire to utilize their services by presenting entertaining and interesting content on the Instagram Platform.

Furthermore, in this study, interaction is measured as a factor influencing interest in visiting the hospital through interaction between the hospital and Instagram users. These interactions may include comments, direct messages, or responses to posts or content posted by the hospital on Instagram. Previous research has shown that interactions between brands and consumers can influence consumer perceptions and behavior.

However, hypothesis testing results show no significant effect between the Interaction dimension (X2) on purchase intention (Y). The coefficient value of 0.168 indicates no significant relationship between interaction and purchase intention. The significance value of 0.337 also exceeds the established significance limit (0.05), so the second hypothesis is rejected. This means that the high or low respondents' perception of interaction with the hospital through Instagram does not affect their interest in visiting the hospital.

Although these results show that interaction does not significantly affect purchase intention, this does not mean that interaction with users is not important in the context of Instagram marketing. Good interaction with users can still provide benefits in building stronger relationships between hospitals and users and increasing awareness and a positive image of the hospital.

In addition, Trendiness is measured as a factor influencing interest in visiting the hospital through user perceptions of trends or currently presented through content marketing on Instagram. These contents are designed to attract users' attention with trendy styles, designs, or elements. Previous research has shown that current or trending elements can influence consumer perceptions and behavior.

However, hypothesis testing results show no significant effect between the Trendiness dimension (X3) on purchase intention (Y). A coefficient value of 0.168 indicates no significant relationship between Trendiness and purchase intention. The significance value of 0.337 also exceeds the established significance limit (0.05), so the third hypothesis is rejected. This means that the high or low respondents' perception of trendy content on Instagram does not affect their interest in visiting the hospital.

Although these results show that Trendiness does not significantly affect purchase intention, it does not mean that contemporary aspects or trends are not important in hospital marketing via Instagram. Trendy content can still help build a positive image and attract users' attention. However, in the context of the influence on intention to visit the hospital, other factors such as service quality, reputation, or price may have a more dominant role.

Then, customization is measured as a factor influencing interest in visiting the hospital through personalizing the content presented through social media marketing Instagram. Hospitals use customization to present relevant content, adjusting to user preferences and needs. Past research has shown that personalized content can increase consumer interest and engagement.

The hypothesis testing results show a significant influence between the Customization dimension (X4) on purchase intention (Y). The coefficient value of 1.372 indicates that any increase in the perception of customization will increase purchase intention. This coefficient has a positive sign, indicating that the relationship between customization and purchase intention is positive. In other words, the higher respondents perceive content tailored to their preferences and needs, the higher their interest in visiting the hospital.

These results support the fourth hypothesis that customization significantly affects purchase intention. In this context, customization can be an effective strategy in influencing

consumer behavior, including interest. In this study, Word of Mouth is measured as a factor influencing interest in visiting the hospital through positive recommendations and reviews conveyed by Instagram users to others. Instagram social media marketing can effectively spread and amplify Word of Mouth, as users can share their experiences with their friends and followers through posts, comments or other sharing features (Gultom & Irwansyah, 2022).

The hypothesis testing results show a significant influence between the Word-of-Mouth dimension (X5) on purchase intention (Y). The coefficient value of 0.792 indicates that any increase in the perception of Word of Mouth will increase purchase intention. The coefficient has a positive sign, indicating the positive relationship between Word of Mouth and purchase intention. In other words, the higher the respondents perceive positive recommendations and reviews from other users, the higher their interest in visiting the hospital.

These results support the fifth hypothesis that Word of Mouth significantly affects purchase intention. In this context, Word of Mouth can effectively influence consumer behavior, including their intention to visit the hospital. Positive recommendations and reviews spread through Instagram social media marketing can build trust and increase user awareness about the hospital, influencing user interest in utilizing their services to visit the hospital. By presenting relevant content tailored to user preferences, hospitals can increase user interest and desire to utilize their services.

Based on the previous explanation, overall, this research indicates that the results of the F test shows that there is a significant influence simultaneously between the dimensions of Entertainment (X1), Interaction (X2), Trendiness (X3), Customization (X4), and Word of Mouth (X5) on purchase intention (Y). The significance value of 0.000 is less than the specified significance level ($\alpha < 0.05$), indicating a significant effect between these variables. This means that when the variables Entertainment, Interaction, Trendiness, Customization, and Word of Mouth are applied simultaneously in Instagram social media marketing, they collectively influence the user's intention to visit the hospital, as measured by purchase intention.

These results indicate that the combination of these factors in the context of Instagram social media marketing significantly impacts user interest in utilizing hospital services. When entertaining content, good interactions, actual trends, content personalization, and positive Word of Mouth occur on Instagram, user interest in visiting the hospital increases.

CONCLUSION

Based on the results of research conducted at Dr. Hospital. Etty Asharto in Batu City found several significant findings related to the influence of social media marketing via Instagram on patients' interest in visiting the hospital. Based on the research results, it is known that social media dimensions significantly influence patients' interest in visiting the hospital, and some do not. Dimensions that significantly influence Entertainment, Customization, and Word of Mouth. This means that hospitals need to consider marketing strategies that present entertaining and interesting content through the Instagram Platform, considering the use of user data to provide content tailored to patient preferences and needs, and provide a good experience for patients so that they can provide positive recommendations to others through social media platforms. Meanwhile, the Interaction and Trendiness dimensions do not significantly affect the patient's intention to visit the hospital. This means that it is important for hospitals to consider other aspects of their marketing strategy and pay attention to other factors that are more relevant in influencing patient interest.

Finally, regarding the simultaneous influence of these dimensions on patient visiting intentions, the results show that the dimensions of Entertainment, Interaction, Trendiness, Customization, and Word of Mouth significantly influence patient visiting intentions to the hospital. That is, the combination of all these dimensions together influences patient interest. Therefore, hospitals need to pay attention to and integrate all of these dimensions in their marketing strategy to increase patient interest in visiting the hospital.

REFERENCES

- Alfajri, M. F., Adhiazni, V., & Aini, Q. (2019). Pemanfaatan Social Media Analytics Pada Instagram Dalam Peningkatan. *Interaksi: Jurnal Ilmu Komunikasi*, 8(1), 34. <https://doi.org/10.14710/interaksi.8.1.34-42>
- Arianto, B.--. (2020). Peran Buzzer Media Sosial Dalam Memperkuat Ekosistem Pemasaran Digital. *Optimum: Jurnal Ekonomi Dan Pembangunan*.

<https://doi.org/10.12928/optimum.v10i1.14343>

- Baiqun Isbahi, M., Zuana, M. M. M., & Mariana, E. R. (2022). The Technology Strategy in Website Communication Media in Improving Business Activities. *Majapahit Journal of Islamic Finance and Management*, 1(2), 126-138. <https://doi.org/10.31538/mjifm.v1i2.17>
- Breves, P.L., Liebers, N., Abt, M. and Kunze, A. (2019). The perceived fit between instagram influencers and the endorsed brand: How influencer–brand fit affects source credibility and persuasive effectiveness. *Journal of Advertising Research*, 59(4), 440–454.
- Desai, V., & Vidyapeeth, B. (2019). Digital marketing: A review. *International Journal of Trend in Scientific Research and Development* 5.5, 5(5), 196–200.
- Dwi Laksana, E., Dian E, A., Pilatusalim, M., & Ismurdijahmitra, M. (2022). Analisa Penyusunan Strategi Marketing Mix Sebagai Alternatif Promosi Rumah Sakit Di RSUD Simpang Lima Gumul Kediri. *Jurnal Syntax Fusion*. <https://doi.org/10.54543/fusion.v2i08.212>
- Gultom, A. P. A., & Irwansyah, I. (2022). Kekuatan Instagram dengan Electronic-Word-of-Mouth (Ewom) dan Influencer dalam Komunikasi Pemasaran. *Jurnal InterAct*. <https://doi.org/10.25170/interact.v10i2.3150>
- Islamiyah, N., Hidayati, N., & Rizal, M. (2020). Pengaruh Kualitas Pelayanan, Promosi, Dan Kepercayaan Terhadap Minat Beli Ulang (Studi Kasus Pada Pengguna E-Commerce Shopee Mahasiswa Universitas Islam Malang). *E-JRM: Elektronik Jurnal Riset Manajemen*, 9(16).
- Kannan, P. K., & Li, H. “Alice.” (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>
- Khairiyah, R., Maiyastri, & Diana, R. (2018). Perbandingan Metode Kuadrat Terkecil Dan Metode Bayes Pada Model Regresi Linier. *Jurnal Matematika UNAND*.
- Krismasakti, B. (2019). Instagram Stories dalam Ajang Pengungkapan Eksistensi Diri (Studi Kasus Selebgram @jihanputri). *Jurnal Pustaka Komunikasi*, 2(1), 1–14. <http://journal.moestopo.ac.id/index.php/pustakom/article/view/862>
- Lestari, P., & Saifuddin, M. (2020). Implementasi Strategi Promosi Produk Dalam Proses Keputusan Pembelian Melalui Digital Marketing Saat Pandemi Covid’19. *Jurnal Manajemen Dan Inovasi (MANOVA)*. <https://doi.org/10.15642/manova.v3i2.301>
- Nasyrullah, S. R., & Abdullah, A. (2021). Implementasi Digital Marketing Bangbeli Apps Dalam Meningkatkan Jumlah Pengguna Di Kalangan UMKM. *Jurnal Riset Mahasiswa Dakwah Dan Komunikasi*. <https://doi.org/10.24014/jrmdk.v2i5.13824>
- Pandiangan, B., & Damanik, H. (2019). Strategi Pemasaran Rawat Inap Layanan Non-Bpjs

Pasca Program Layanan Bpjs Di Rumah Sakit Murni Teguh Medan. *Jurnal Mutiara Manajemen*.

Prasetyo, A. A. R., & Sulistiadi, W. (2019). *Effect of Digital Marketing in Hospitals: A Systematic Review*. 509–512. <https://doi.org/10.26911/theicph.2019.04.47>

Rahmasari, R. F., Prayogo, M. D., & Pristiana, A. F. (2023). Manajemen Media Informasi Dalam Birokrasi: Strategi Peningkatan Kualitas Konten Sosial Media Instagram Sebagai Publikasi Layanan Administrasi Kecamatan Krembung Sidoarjo. *RELASI: Jurnal Penelitian Komunikasi*, 3(1), 149–200.

Rukminingsih, Adnan, G., & Latief, M. A. (2020). Metode Penelitian Pendidikan. Penelitian Kuantitatif, Penelitian Kualitatif, Penelitian Tindakan Kelas. In *Journal of Chemical Information and Modeling*.

Suarna, I. F. (2022). Purchase Decision pada Live Streaming Shopping Pengguna Media Sosial Tiktok di Bandung. *Ekono Insentif*. <https://doi.org/10.36787/jei.v16i2.942>

Toha, Mohamad & Supriyanto. (2023). Factors Influencing the Consumer Research Process: Market Target, Purchasing Behavior and Market Demand (Literature Review Of Consumer Behavior). *Danadyaksa: Post Modern Economy Journal*, 1(1), 1–17. Retrieved from <https://e-journal.bustanul-ulum.id/in>

Trirahayu, A. A., & Putri, B. P. S. (2019). Pengaruh Media Sosial Instagram @Amazingtasikmalaya Terhadap Minat Berkunjung Followers Ke Objek Wisata Tasikmalaya the Effect of Social Media Instagram @Amazingtasikmalaya on the Interest of Followers To Visit Tourism Place in Tasikmalaya. *E-Proceeding of Management*, 6(2), 4997–5006. <https://jabar.bps.go.id/>

Wu, D. (2019). Does Social Media Get Your Attention? *Journal of Behavioral Finance*. <https://doi.org/10.1080/15427560.2018.1505729>

Zustika, & Fadilah, A. (2019). *Financial Technology (Fintech) Berbasis Sistem Peer To Peer Lending (P2PL) Dalam Perspektif Hifdzu Mal: Studi Kasus Perusahaan Investree*. UIN Sunan Ampel Surabaya.