THE INFLUENCE OF CONTENT MARKETING ON PATIENT LOYALTY BY MEDIATING INTENTION TO FOLLOW AND BRAND TRUST

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Abstract

During the pandemic, the hospital industry is an industry that must adapt to the digital world. Hospital X is a hospital that is active on social media and has several followers which is quite high, but it turns out that it is not in line with the BOR achievement. This can be caused by many factors such as content marketing, the relationship between the number of followers, brand trust, and brand loyalty. Data were collected from 125 respondents. Data were analyzed using WarpPLS. The results showed that the majority of respondents consisted of young families with middle incomes. Then it was found that content marketing had a significant effect on brand trust and brand loyalty. Based on this, hospitals should focus more on high-quality content that aims to increase patient trust.

Keywords: Content Marketing, Brand Loyalty, Brand Trust, Intention to Follow, Hospital

INTRODUCTION

The rapid growth of the hospital industry during this pandemic has given rise to the need for digital adaptation, one of which is related to social media marketing (Rivaldi et al, 2024). One of the hospitals that was present during the pandemic and was active in social media marketing was Hospital (RS) X in Bandung City. RS X has uploaded 1,167 posts on its Instagram social media account and ranked 4th out of 16 hospitals in the East Bandung area. However, based on the number of followers, RS X is only ranked 6th out of 16 hospitals, namely 24,800 followers as of July 21, 2023 (official Instagram account of RS X, 2023). The high number of followers is not in line with the hospital's performance related to patient loyalty, namely bed occupancy rates (BOR) (Meesala, 2018). Based on data from the West Java Provincial Health Office (2022), the BOR of RS X reached 33.8% in 2021 or only ranked 3rd lowest compared to 15 other houses in East Bandung. According to Ajina (2019) and Janssen, Schoeten & Croes (2022), this can be caused by several components of social media marketing, namely poor quality content marketing which has an impact on patient trust (brand trust) and patient loyalty to the hospital (brand loyalty) and the number of followers on social media or intention to follow which can directly affect brand trust. Based on the explanation above, the purpose of this study is to analyze the effect of content marketing and intention to follow on the Instagram/Tiktok social media platform of RS X on the trust (brand trust) and loyalty (brand loyalty) of RS X patients along with its mediation effects.

Trust in the healthcare industry plays a very important role when compared to other industries. Kalhor et al. (2021) describes the dimensions of trust or brand trust of hospitals, including honesty (hospital honesty in providing services and care to patients), fairness (hospitals do not discriminate in providing services and care to patients), confidentiality (security and confidentiality of patient data), and transparency (transparency of service flow and rates). This trust leads patients to be more loyal to the hospital.Chao et al. (2021) defines patient loyalty as when a patient is motivated and has sufficient knowledge of the services offered so that marketers do not need to explain further and market efficiently, patients become less sensitive to price changes, and have low concerns about the medical services that will be provided. Kalhor et al. (2020) defines from the patient's perspective that brand

loyalty in hospitals consists of four dimensions, namely sense of belonging to the hospital, intention to revisit, spending time and money spending, and hospital recommendation.

In achieving trust and loyalty in this pandemic era, one way is to utilize social media marketing (Wibowo et al, 2023). Currently, almost every hospital has its own social media account, but there are so many social media platforms that sometimes confuse users to optimize them.(Aichner et al. 2021). In assessing how successful social media marketing is, the indicator of followers on a social media account is often used. In the world of health, a follower of a hospital account can be said to be a patient who has the intention to interact and even visit the hospital with an influence reaching 31% (Hariyanti et al. 2023). The user's desire to follow a social media account is inseparable from interesting and quality content. So the platforms focused on in this study are Instagram and TikTok where the platforms are content-based and collaborative and also have the most users and almost all hospitals have these social media accounts (Voorveld et al. 2018; Kemp 2024). Things that need to be evaluated in the content include Ajina (2019)about how high the quality of the content displayed is such as the quality of images, videos, written content, and so on. Then according to Zhu and Hsiao (2021)things that can be evaluated regarding their relevance to the facts on the ground from what is displayed in the content and also the variations of the content.

Several previous studies that discuss social media marketing/brand loyalty/hospitals include Ajina (2019) discussing the influence of content marketing on patient loyalty with a case study of a private hospital in Saudi Arabia with the mediation of customer engagement and trust. The results are based on the R2 value, loyalty is influenced by 46.1% by trust, 37.8% by content marketing, 2% by engagement (not significant), and 14.1% is influenced by other variables outside the model. Then trust is influenced by content marketing by 24.7%, engagement by 16.9%, and the remaining 58.4% is influenced by other variables outside the model. Then there is the research of Kalhor et al. (2020) on the role of SERVQUAL, brand trust, and loyalty in building brand equity for patients in government-owned hospitals in Iran. The results of this study that researchers adapted include the influence of brand trust on brand loyalty which is significant with an influence value of 45% and as the construct with the greatest influence on brand loyalty compared to brand satisfaction and brand awareness which are 29% and 14%. Then there is a study by Zhu and Hsiao (2021) that examines what

factors can attract social media users to follow or follow a Twitter/ X social media account. Based on logistic regression analysis, it was found that quality content is a factor that causes Twitter/ X users to follow a brand account or 68%, followed by the number of tweets or posts uploaded by 27%. So the researcher in this case adapted the relationship between the first variable, namely the quality of content or content marketing with the number of followers. service complexity in hospitals to the relationship between social media engagement and the quality of treatment experience or experiential quality. The results of this study show that Social Media Engagement (SME) has a significant effect on experiential quality (EQ), especially online engagement or patient engagement activities originating from the activities of hospital social media accounts in this case on the quality of hospital services and is consistently moderated by service complexity with an influence value of 22%.

Research in the field of social media marketing in the hospital industry is still limited. Researchers searched Scopus-indexed journals on the Publish or Perish application version 8 which was published on Vosviewer from 2018 - 2023 with the search keyword "social media marketing" with the results found 886 Scopus journal articles related to it. Research related to hospitals/healthcare and related to social media marketing was only found around 8 or around 1%. Research related to social media marketing and hospitals is still relatively small. The points in Figure 1 for the hospital industry in the distribution of social media marketing research are small compared to other industries such as the food industry or fashion.

RESEARCH METHOD

Based on the background and problem formulation that has been presented, this research design can be classified as descriptive and explanatory research with a quantitative approach. Descriptive research aims to explain events, characteristics, groups in this case respondents from each hospital where there are differences (Selçuk et al. 2014). Explanatory research aims to explain the relationship between variables and compare the results with previous research (Hatani et al. 2016). The research framework in Figure 2 is compiled based on the theory of social media marketing, brand trust, and brand loyalty in hospitals with

several adjustments according to the phenomena in the field that were found and associated with several previous literatures.

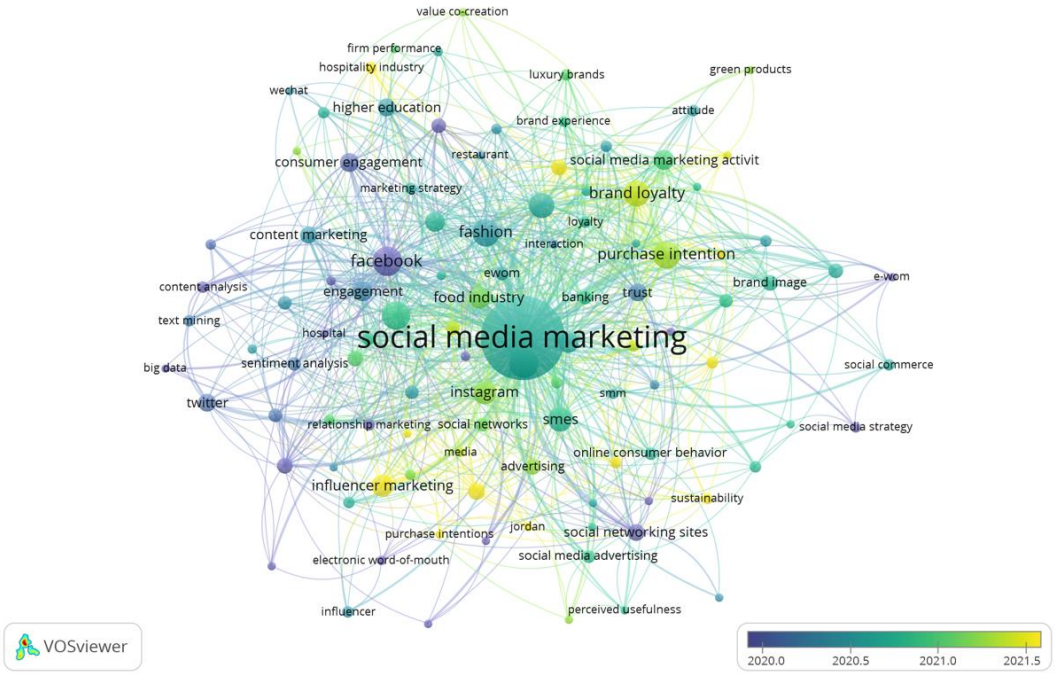

Figure 1.
Distribution of research on Social Media Marketing from 2018-2023 (Publish or Perish (2023) processed)

The first secondary data used was hospital performance data from Hospital X from data West Java Provincial Health Office (2022). Then the primary data is offline and online (offline is preferred) (Mutepfa and Tapera 2019; Sutter and Ritter 2019). The sampling technique uses non-probability sampling, namely purposive sampling (Beltran-Aroca et al. 2016).

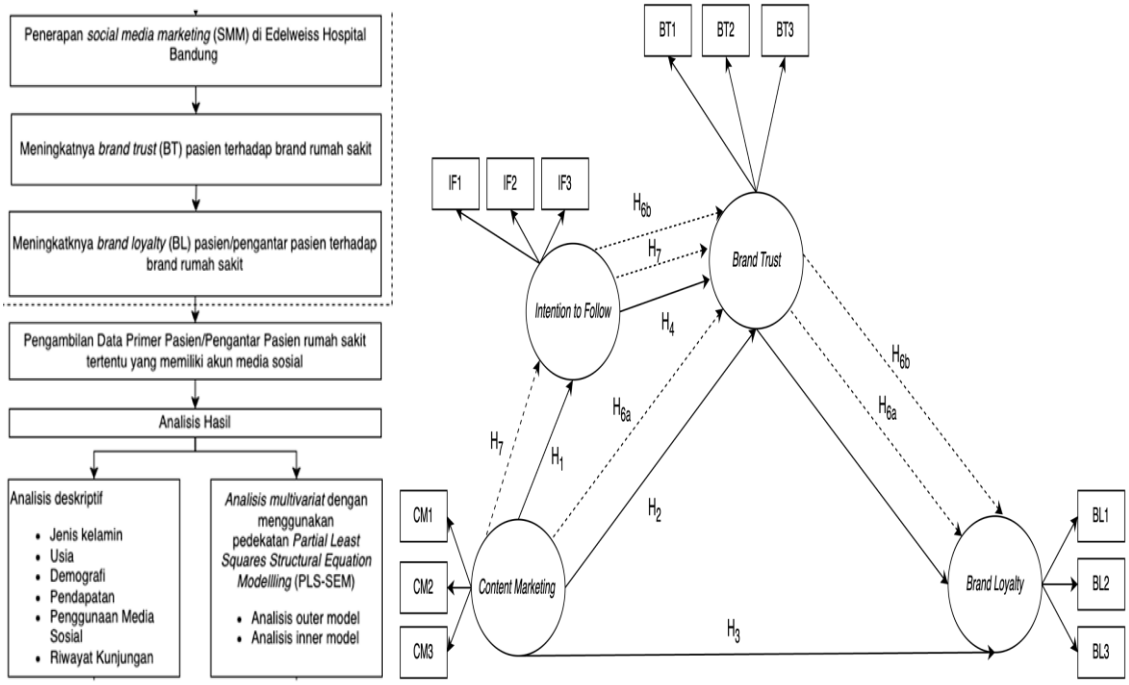

Figure 2.
Research Framework and Research Model (adapted fromAjina 2019; Ebrahim 2020; Lee et al. 2020; Aljaffary et al. 2021)

The time of distribution of the questionnaire is October 2023 – March 2024. The technique for determining the number of samples uses the principle of Hair Jr et al. (2021) namely the number of arrow directions from the predictor variable to the endogenous variable multiplied by 10 (ten) so that the minimum number of samples that need to be obtained reaches 50 (fifty) respondents. The questions have been adjusted to the research model in the form of 5-point Likert scale questionnaire data (See Table 1). The object of this study is patients/patient escorts of Hospital X who have Instagram social media accounts and have/are willing to evaluate the social media accounts of Hospital X. The descriptive analysis approach uses SPSS software version 27.0 and multivariate analysis uses PLS-SEM with WarpPLS software version 8.0.

According to Hair Jr et al. (2021), Structural Equation Modeling (SEM) is a multivariate data analysis method that facilitates the analysis of relationships between constructs where each variable is measured by one or more indicators. This study uses the PLS-SEM approach because. PLS-SEM tests the path modeling used to develop theoretical models and focuses on how to explain latent variables in the model both in terms of factors

and regression between latent variables. In this study, the PLS-SEM approach was used to process the data. The processing was assisted by WarpPLS 8.0 software at a significance level of 5%. Some considerations for using WarpPLS according to Sholihin and Ratmono (2020) among others, it can provide illustrations of non-linear relationships such as scatter plots, can estimate p-values for path coefficients automatically, provide a more complete measure of discriminant validity by providing the results of heterotrait-monotrait (HTMT) ratio calculations, and can provide output of indirect effect and total effect values along with p-values, standard errors, and effect sizes to assist in the analysis of intervening variables.

The hypothesis of this study is as follows:

1. H1-H3: Content Marketing (CM) has a positive and significant effect on Intention to Follow (IF) on Instagram/Tiktok social media accounts (H1)(Zhu and Hsiao 2021), Brand Trust (BT) (H2), and Brand Loyalty (BL) RS(Ajina 2019).
2. H4 & H7: Intention to Follow (IF) has a positive and significant effect on Brand Trust (BT)(Janssen et al. 2022), and successfully mediates between Content Marketing (CM) and Brand Loyalty (BT) (H7) RS X(Rajković et al. 2021).
3. H5 & H6: Brand Trust (BT) has a positive and significant effect on Brand Loyalty (BL) (H5)(Kalhor et al. 2021), and successfully mediates between Content Marketing (CM) and Brand Loyalty (BL) (H6a)(Ebrahim 2020), and between Intention to Follow (IF) and Brand Loyalty (BL) RS X (H6b)(Kwon et al. 2020).

Table 1.
Operational Variables

Variables	Indicator	Attribute	Symbol
Content Marketing (Ajina 2019)	Digital Marketing Database (Khalayleh and Al-Hawary 2022)	The uploaded content format is varied and maximizes social media features (Instagram/Tiktok)	CM1
	Content Quality (Ajina 2019)	High-quality uploaded content	CM2
	Digital Advertisement (Khalayleh and Al-Hawary 2022)	The content displayed on a hospital's social media accounts reflects the true quality of the hospital.	CM3

Intention to Follow (Janssen et al. 2022)	Direct Interaction (Rahman et al. 2018)	I can easily interact directly with the hospital after following the hospital's social media account.	IF1
	Problem-solving (Rahman et al. 2018)	My problem was easier to solve after following the hospital's social media accounts.	IF2
	Updated content (Rahman et al. 2018)	I follow the hospital's social media accounts to keep up to date with content from the hospital.	IF3
Brand Trust (Kalhor et al. 2021)	Honesty (Kalhor et al. 2021)	The hospital is honest in providing medical and non-medical explanations.	BT 1
	Fairness (Kalhor et al. 2021)	The hospital is fair in providing services and care without discriminating against patients.	BT 2
	Confidentiality (Kalhor et al. 2021)	The hospital will maintain patient information and data, both as a patient/patient escort.	BT 3
Brand Loyalty (Kalhor et al. 2021)	Revisit Intention (Kalhor et al. 2021)	I will come back again for treatment at this hospital if I/my family/colleagues are sick.	BL 1
	Resistant to Change (Kalhor et al. 2021)	I will not change hospitals if I/my family/colleagues need treatment.	BL 2
	Brand Advocacy (Kalhor et al. 2021)	I am willing to recommend this hospital to my friends	BL 3

Table 2.
Descriptive Statistics of Respondents

No	Characteristics	Category	n=125	%
1	Gender	a. Man	50	40.0
		b. Woman	**75**	**60.0**
2	Age	a. 17-24 years	16	12.8
		b. 25-34 years	**67**	**53.6**
		c. 35-44 years	35	28.0
		d. 45-54 years	7	5.6
3	Education	a. Graduated from high school	16	12.8
		b. Diploma 1/2/3 Graduate	13	10.4
		c. Graduated from S1	**71**	**56.8**
		d. Completed S2	23	18.4
		e. Completed S3	2	1.6

4	Income	a.	≤ Rp3 million	14	11.2
		b.	Rp3 million – Rp5 million	46	36.8
		c.	Rp5 million – Rp10 million	**47**	**37.6**
		d.	Rp10 million – Rp20 million	15	12.0
		e.	Rp20 million – Rp50 million	3	2.4
5	Marital status	a.	Bachelor	27	21.6
		b.	Marry	**95**	**76.0**
		c.	Widow/Widower	3	2.4
6	Work	a.	PNS/PPPK/Other Government Employees	14	11.2
		b.	State-owned/Regional-Owned Enterprises Employees	4	3.2
		c.	Retired	1	0.8
		d.	Private employees	**82**	**65.6**
		e.	Entrepreneur/ Freelance	13	10.4
		f.	Students/Students	8	6.4
		g.	Housewife	3	2.4
		h.	Not yet working		0.0
7	Residence	a.	Greater Bandung	**110**	**88.0**
		b.	East Priangan	3	2.4
		c.	Greater Cirebon	1	0.8
		d.	Greater Bogor	9	7.2
		e.	Greater Jakarta	2	1.6
		f.	Purwasuka		0.0
		g.	Other		0.0
8	Frequency of Visits	a.	1 time	17	13.6
		b.	2-3 times	23	18.4
		c.	4-6 times	**32**	**25.6**
		d.	7-9 times	12	9.6
		e.	≥ 10 times	41	32.8
No	**Characteristics**		**Category**	**n=125**	**%**
9	Last Visited	a.	>12 months ago	18	14.4
		b.	3-12 months ago	**28**	**22.4**
		c.	2-3 months ago	23	18.4
		d.	1 month ago	30	24
		e.	this month already visited	26	20.8
10	Most frequently visited polyclinics	a.	Emergency Room	**22.9**	**18.3**
		b.	Inpatient	18.5	14.8
		c.	Mother and child	15.7	12.5
		d.	General Dentistry & Specialist Dentistry	11.5	9.2

		e.	Internal disease	7.3	5.8
		f.	Other polyclinics	49.2	39.4
11	Health Goals	a.	Heavy Curative	26.1	20.8
		b.	Mild Curative	25.7	20.5
		c.	Rehabilitative	25.7	20.5
		d.	Promotional	**27.2**	**21.8**
		e.	Preventive	20.4	16.3
12	Most preferred SERVQUAL aspects	a.	Tangibility	**79**	**63.2**
		b.	Reliability	19	15.2
		c.	Responsiveness	11	8.8
		d.	Assurance	4	3.2
		e.	Empathy	12	9.6
13	Favorite Health Information Search Media	a.	Instagram	**88**	**81.5**
		b.	Youtube	7	6.5
		c.	Tiktok	7	6.5
		d.	Facebook	5	4
		e.	Other media	18	1.6
14	Average time spent on social media	a.	1 – 3 hours per day	**60**	**48**
		b.	3 – 5 hours per day	20	16
		c.	5 – 7 hours per day	8	6.4
		d.	Above 7 hours per day	1	0.8
		e.	Less than 1 hour per day	36	28.8
15	Preferred Content Formats	a.	Reels/ Short Video	**56**	**44.8**
		b.	Picture	22	17.6
		c.	Video	15	12
		d.	Story/ Status	11	8.8
		e.	Carousel/Slide Image	10	8
		f.	Tweet/ Text	5	4
		g.	Live Video	3	2.4
		h.	Voice/ Podcast	3	2.4

RESULTS AND DISCUSSION

The questionnaire trial was conducted by distributing the questionnaire offline to 30 respondents. The number of respondents according to Amalia and the Commemorated (2022) can be said to be sufficient because it can provide stable results. The trial data was processed using Microsoft Excel and SPSS software version 27. The results showed that all indicators were declared valid with evidence of r count > r table and reliable with Cronbach's Alpha value > 0.6.

After the trial is declared valid and reliable, data dissemination can be carried out. The data obtained came from 125 respondents at Hospital X.

Descriptive Analysis

In general, based on Table 2, the patient/patient escort segment can be said to be women, aged 25-34 years, with a bachelor's degree with an income of Rp5-10 million. The average frequency of visits is 4-6 times. The last visit was mostly made 3-12 months ago.

The top three social media that are the respondents' favorites are Instagram (70.5%), YouTube (5.6%), and Tiktok (5.6%). The average duration of social media use per day is 1-3 hours (48%) The three most preferred content formats are reels/short videos (45%), images (15%), and long videos (see Table 2).

SEM-PLS Analysis: Outer Model

Table 3.
Latent Variable Coefficient

No.	Variables	Composite Reliability (CR)	Cronbach's Alpha (CA)	Average Variance Extracted (AVE)	VIF Value
1	Content Marketing (CM)	0.895	0.823	0.739	1,797
2	Intention to Follow (IF)	0.891	0.815	0.732	1.403
3	Brand Trust (BT)	0.849	0.733	0.653	1,832
4	Brand Loyalty (BL)	0.9	0.832	0.749	1,426

Source: Primary Data (2024), processed

In the first test, a reliability test was conducted where the Cronbach's Alpha (CA) and Composite Reliability (CR) values must be >0.7. The results showed that the CA values of all constructs were above 0.7 and CR was also above 0.7. This can be said that all constructs have been tested for reliability (Sholihin and Ratmono 2020)(see Table 3).

Table 4.
Outler Loadings Value Results

No	Variables	Indicator	Loading Factors Values	Standard Error	P-Value
1	Content Marketing (CM)	CM1	0.881	0.072	<0.001
		CM2	0.881	0.072	<0.001
		CM3	0.817	0.073	<0.001
2	Intention to Follow (IF)	IF1	0.891	0.072	<0.001

		IF2	0.893	0.072	<0.001
		IF3	0.777	0.074	<0.001
3	Brand Trust (BT)	BT1	0.86	0.073	<0.001
		BT2	0.801	0.074	<0.001
		BT3	0.76	0.074	<0.001
4	Brand Loyalty (BL)	BL1	0.87	0.072	<0.001
		BL2	0.834	0.073	<0.001
		BL3	0.892	0.072	<0.001

Source: Primary Data (2024), processed

The second test conducted was to test convergent validity. In this study, the loading factor values of all constructs were above 0.7 in Table 4 and the AVE value was above 0.5 in Table 3, which means that convergent validity has been met for all constructs.

Table 5.
Cross Loadings Value Results

	CM	IF	BT	BL
CM1	**0.61**	0.29	0.3	0.1
CM2	**0.61**	0.34	0.28	0.2
CM3	**0.57**	0.3	0.45	0.2
IF1	0.33	**0.62**	0.18	0.1
IF2	0.27	**0.62**	0.2	0.2
IF3	0.35	**0.54**	0.25	0.2
BT1	0.37	0.2	**0.6**	0.3
BT2	0.27	0.1	**0.56**	0.3
BT3	0.32	0.29	**0.53**	0.3
BL1	0.18	0.16	0.34	**0.6**
BL2	0.18	0.19	0.31	**0.6**
BL3	0.26	0.18	0.32	**0.6**

Source: Primary Data (2024), processed

Table 6.
Fornell-Larcker Value Results

	CM	IF	BT	BL
CM	**0.86**	0.523	0.569	0.347
IF	0.523	**0.856**	0.35	0.288
BT	0.569	0.35	**0.808**	0.536
BL	0.347	0.288	0.536	**0.866**

Source: Primary Data (2024), processed

Table 7.
HTMT Value Results

	CM	IF	BT	BL
CM				
IF	0.448			
BT	0.513	0.322		
BL	0.292	0.249	0.475	

Source: Primary Data (2024), processed

The discriminant validity test aims to determine the extent to which a latent variable/construct is truly different from other constructs as shown in empirical research (Yusup 2018). There are several approaches to the discriminant validity of a latent variable and its indicators, namely cross-loadings, Fornell-Larcker, and Heterotrait Monotrait (HTMT) (Hair Jr et al. 2021).

Based on the cross-loadings approach in Table 5, all the relationship figures between the indicators and their latent variables show values that are greater than their comparison values (cross-loadings). This shows that all indicators and latent variables have tested their discriminant validity. Based on the Fornell-Larcker approach in Table 6, all the AVE (Average Variance Extracted) square root figures show values that are greater than their comparisons so that the latent variables are said to be discriminant valid. Then the last approach in Table 7 shows the ratio of HTMT values for all latent variables below 0.8. This shows that all latent variables are discriminant valid.

SEM-PLS Analysis: Inner Model

The first inner model test, namely the direct effects test, is shown in Figure 3. The result is that all relationships between latent variables are positively and significantly related (valueβpositive and p-value < 0.05). The coefficient of determination (R2) values of the endogenous variables are respectively BL (37%), BT (37%), and IF (29%).

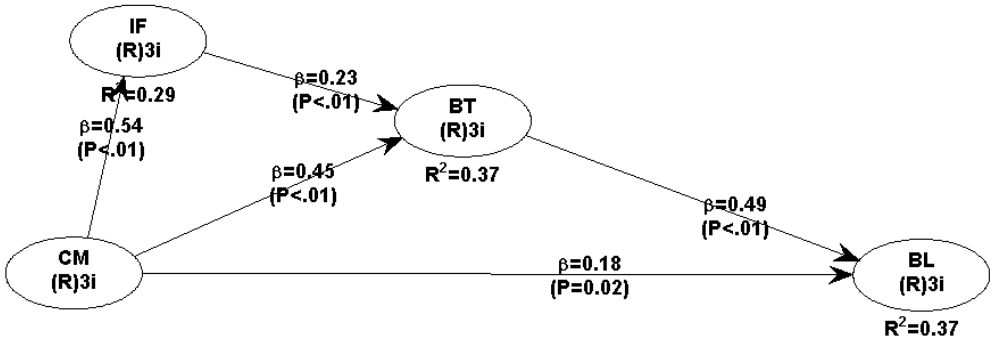

Figure 3.
Results of the Direct Effects Test between Latent Variables on Respondents at Hospital X
(Publish or Perish (2023) processed)

Table 9.
Results of Hypothesis Testing of Direct Relationships (direct effects) between Latent Variables RS X

Hypothesis	Path Coefficient (β)	P-Value	SE	R2	f2	Q2	Information
H1: CM → IF	0.54	<0.01	0.078	0.292	0.292	0.300	Accepted
H2: CM → BT	0.45	<0.01	0.080	0.369	0.259	0.379	Accepted
H3: CM → BL	0.18	0.02	0.086	0.369	0.079	0.377	Accepted
H4: IF → BT	0.23	<0.01	0.084	0.369	0.110	0.377	Accepted
H5: BT → BL	0.49	<0.01	0.079	0.369	0.291	0.377	Accepted

Source: Primary Data (2024), processed

A more detailed explanation of Figure 3 is explained in Table 9, namely the direct relationship hypothesis test. CM is positively and significantly related to IF with a path coefficient value of 0.54 and a p-value of <0.01; BT with a path coefficient value of 0.45 and a p-value of <0.01; and BL with a path coefficient value of 0.18 and a p-value of 0.02. IF is positively and significantly related to BT with a path coefficient value of 0.23 and a p-value of < 0.01. BT is positively and significantly related to BL with a path coefficient value of 0.49 and a p-value of <0.01. These results indicate that the hypothesis tests H1 to H5 can be accepted.

Hypotheses related to the mediation relationship between variables include H6 and H7. H6 is Brand Trust (BT) successfully mediates the relationship between Content Marketing (CM) and Brand Loyalty (BL) Edelweiss Hospital and the relationship between

Intention to Follow (IF) and Brand Loyalty (BL) at Edelweiss Hospital. H7 is Intention to Follow successfully mediates between Content Marketing (CM) and Brand Loyalty (BT) at Edelweiss Hospital. The test results are as follows:

Table 10.
Results of Hypothesis Testing of Mediation Relationship (indirect effects) between Latent Variable RS X

Mediation Hypothesis	Direct Effects		Indirect Effects			Results	Caption
	Connection	p-value	$\beta_1 x \beta_2$	β_3	P-Value		
H6a: CM → BT → BL	CM → BT	<0.01	0.45 x 0.49	0.221	<0.001	Accepted	Partial Mediation
	BT → BL	<0.01					
H6b: IF → BT → BL	IF → BT	<0.01	0.23 x 0.49	0.113	0.031	Accepted	Partial Mediation
	BT → BL	<0.01					
H7: CM → IF → BT	CM → IF	<0.01	0.54 x 0.23	0.124	0.021	Accepted	Partial Mediation
	IF → BT	<0.01					

Source: Primary Data (2024), processed

The next test is the indirect relationship test shown in Table 10. The result is that BT successfully mediates part (partial mediation) of the relationship between CM and BL with a path coefficient value of 0.221 significantly (< 0.001 (p-value < 0.05)) and mediates the relationship between IF and BL with a path coefficient value of 0.113 significantly (0.031 (p-value < 0.05)). Then IF successfully mediates part of the relationship between CM and BL with a value of 0.124 significantly (0.021 (p-value < 0.05)). This indicates that the hypotheses H6 and H7 can be accepted. According to Zhao et al. (2010)If the results of the direct relationship are positive and significant and the indirect relationship is also positive and significant, then the mediation category is partial mediation.

SEM-PLS Analysis: Model Adequacy Test

Table 11.
Goodness of Fit Test Results

No	GoF Index	Cut Off	Results	Caption
1	ARS	p < 0.05	0.344p < 0.001	Good Fit
2	AFVIF	< 5	1,383	Good Fit
3	APC	p < 0.05	0.380p < 0.001	Good Fit
4	Tenehaus GoF	Large ≥ 0.36	0.497	Large

5	SPR	1	1	Free
6	SRMR	< 0.01	0.118	Bad Fit

Source: Primary Data (2024), processed

The first test, namely the collinearity test, aims to test the alignment of the research model (Sholihin and Ratmono 2020). The results in Table 3 show that all VIF values are below < 5, which means that all latent variables do not have a perfect linear relationship (no collinearity) (Hair Jr et al. 2021).

In Table 11, the ARS (Average R Squared) value shows a value of 0.344 with p< 0.001 (p<0.05); the AFVIF (Average Full Colinearity) value shows a value of 1.383 (< 5); the APC (average path coefficient) value shows a value of 0.380 with p < 0.001 (p < 0.05); the Tenehaus GoF value shows a value of 0.497 which means it has a large level of explanatory power (large ≥ 0.36); and the SPR value shows a value of 1 which means it is free from the Sympson's Paradox problem. The indicator that does not meet is the SRMR (standardized root men squared residual) which shows a value of 0.118 (0.08)≤(Cho et al. 2020). According to Hair Jr et al. (2021), a model can be said to be feasible if there are at least 4 indicators that meet the criteria. So the model can be said to be feasible.

Managerial Implications

In practice, RS X is on the right track where it has a different perception when its patient segment is the same as its competitor hospitals. The results of the health goals of RS X patients which are dominant towards the promotive aspect become a differentiator where it is in line with the aspect of service quality which is a favorite, namely tangible, especially related to the facade/front appearance. From these results, RS X has the potential to become a hospital that can apply the concept of health tourism which is the next big thing in the world of health services (Ağazade and Ergun 2022). RS X can expand its patient reach even wider by focusing on social media Instagram and Youtube through reels/video/image formats.

CONCLUSION

Based on the hypothesis test in this study, there are several conclusions, including:

a. The content uploaded by the social media account of Hospital X has a big influence (effective) in attracting followers. The number of followers is able to strengthen the effect

of the content uploaded by the social media account of Hospital X on increasing the trust of Hospital X patients.

b. The content uploaded by the social media accounts of Hospital X has a big influence on increasing patient trust.

c. The content uploaded by the social media account of Hospital X is quite capable of increasing patient loyalty, especially in terms of the patient's willingness to recommend the hospital. This can be strengthened by the role of increasing patient trust because there is an indirect effect of patient trust on increasing the effect of content marketing with patient loyalty.

d. Patient trust in Hospital X is the most influential factor in increasing patient loyalty at Hospital X.

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