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RESEARCH ARTICLE

The Effect of Social Media Marketing on Brand Equity and Purchase Intention of Maryam Citra Medika Hospital

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ARTICLE INFO	ABSTRACT
	Digital marketing, especially social media marketing, has become an important tool for healthcare institutions to reach potential patients efficiently and effectively. Maryam Citra Medika Hospital, the only Type D private hospital in Takalar Regency, started implementing digital marketing in January 2023, focusing on social media marketing. This study aims to analyse the effect of Social Media Marketing on Brand Equity and Purchase Intention at Maryam Citra Medika Hospital. This study uses a quantitative method with an associative approach. Data was collected through online questionnaires from 114 respondents who were general patients of Maryam Citra Medika Hospital from September to October 2024 data analysis using the Generalized Structured Component Analysis (GSCA) method. The results of the study show that Social Media Marketing has a positive effect on Brand Equity (β=0.724), Brand Awareness (β= 0.783), Brand Image (β=0, 236), and Brand loyalty (β=0, 38). Brand Equity does not influence Purchase intention (β= -0.658), and Brand Awareness does not influence Purchase intention (β=0, 773). Brand Image influence on Purchase intention (β=0, 569), Brand loyalty shows a significant positive influence on Purchase intention (β=0.341). Results indicate Social Media Marketing shows no significant impact on Purchase Intention directly (β= -0.34) or indirectly through Brand Equity (β =0.816). Among Brand Equity components, Brand Awareness emerges as most significant (β=0.896). Social Media Marketing factors show customization ranks highest in influence, with interaction, trendiness, word-of-mouth, and entertainment following. Research findings identify customization as a key dimension of Social Media Marketing affecting Brand Equity and Purchase Intention at Maryam Citra Medika Hospital.
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INTRODUCTION

As global technology advances, social media (SM) has become an essential part of the lives of billions of people worldwide and has impacted almost every industry imaginable, especially playing a vital role in the healthcare industry. The use of social media by healthcare professionals, providers, and patients has increased significantly. Healthcare professionals are using social media to build

professional relationships with their colleagues and to share information (Farsi, 2021). Healthcare providers use social media to promote their organisations, as well as to build strong relationships with customers and potential customers, and to increase their awareness (Todua, 2021) . As for patients, they receive information about their health conditions through social media (Van Der Boon et al., 2024) .

The rapid growth of hospitals in Indonesia has given rise to new challenges. Based on data from the Central Statistics Agency (BPS) in 2022, there were 3,072 hospitals throughout Indonesia. This number increased by 0.99% compared to the previous year of 3,042 hospitals. In South Sulawesi alone, there have been 61 hospitals, consisting of types A, B, C and D (Central Statistics Agency of the Republic of Indonesia, 2023) .

Hospitals must be able to provide quality services to achieve customer satisfaction and will have an effect on the emergence of the reuse of services, through Social Media Marketing hospitals can promote the advantages of the hospital to attract customers to come for treatment and be the main choice for customers. This is one of the most effective ways to increase the number of visits to the hospital (Lolo et al., 2024) .

Maryam Citra Medika Hospital has started implementing marketing through digital marketing, especially Social Media Marketing since January 2023. Maryam Hospital is a private hospital located in the Takalar Regency. This hospital has been operating since November 27, 2017, as a Type D Hospital with 54 TT. After 5 years since its establishment, Maryam Citra Medika Hospital has had 110 TT with 9 specialist services. Maryam Citra Medika Hospital serves various segments of society, both general categories, companies, BPJS, and other insurance (Maryam Citra Medika Hospital, 2023) .

Based on data on general patient visits to the Maryam Citra Medika Hospital polyclinic during 2020-2023, there has been a 9.5% decline in patient numbers, including both general and outpatient visits. This is certainly not a positive development for the hospital as it indicates a decrease in public interest or trust in utilizing healthcare services at this facility. This causes Maryam Citra Medika Hospital to have to work hard to increase customer awareness of the Brand. Brand equity in healthcare is built through the ongoing accumulation of thoughts, feelings, opinions, and behaviours about a hospital or healthcare system based on the experiences provided to customers.

Based on data on general outpatient visits from July to December 2023 based on the type of social media used, the average percentage was 13% for Facebook, 14% for Instagram, 3% for TikTok and 1% for web use. The number of patient visits based on the use of social media each month did not reach the specified target, namely 80% of general patients visiting due to the use of hospital social media.

Based on the phenomena and research gaps that have been described, this study is designed to analyze the Influence of Social Media Marketing on Brand Equity and Purchase Intention at RS Maryam Citra Medika. A deep understanding of this relationship is expected to provide an empirical basis for developing more effective digital marketing strategies to improve the competitive position of hospitals in the digital era. The results of this study will not only contribute to the development of academic literature on digital marketing in the healthcare sector, but also provide practical implications for hospital management in optimizing its digital marketing strategy.

MATERIALS AND METHODS

In this study, the author uses a quantitative research method using associative research techniques. Associative research is research to determine the relationship or causal influence (cause effect relationship, cause effectual relationship) between two or more variables with the aim of explaining certain symptoms or phenomena.

Research Duration and Location

Study This conducted at Maryam Citra Medika Hospital, Regency Takalar, South Sulawesi, Indonesia. The time of research conducted starts September – October 2024.

Population and Sample

The population in question is all general patients of Maryam Citra Medika Hospital in September - October 2024. The sample (informants) referred to in this case are patients and/or companions of hospital patients as many as 114 respondents. Respondents are people who understand or are directly involved in the research problem. So that they can provide information that is in accordance with reality.

Data Collection Instruments

The writer uses a method survey for data collection. A questionnaire (survey) is an instrument in the form of a list of questions or statements written answered or filled in by respondents by instructions filling it out. The questionnaire was distributed later using the distribution media Google Form (GF).

Data Collection Procedures

Primary Data

In this study, the primary data source was obtained from indirect questionnaire answers or in the form of a Google form distributed to respondents. The research questionnaire consists of three parts. In the first part, 15 items cover respondents' thoughts on the Social Media Marketing activities of Maryam Citra Medika Hospital. This activity includes five dimensions entertainment, interaction, trends, eWOM, and customization. Twelve items on entertainment, interaction, trends, and customization have been quoted from research conducted by (Seo & Park, 2018) . Three items that form the WOM dimension have been adapted from research conducted by (Todua, 2021) .

In the second part, there are 15 items about Brand Awareness, Brand Image, and Brand Loyalty. 10 items to measure brand awareness and brand image have been cited from research conducted by (Seo & Park, 2018) and (Bilgin, 2018) Five items to measure brand loyalty cite a study conducted by (Sasmita & Mohd Suki, 2015) . At the end of the measuring instrument, there are five (5) statements about the demographic characteristics of the respondents. The demographic characteristics of the participants were measured with closed questions.

Secondary Data

The secondary data used by the author was obtained from previous research, such as books, journals, articles and also data from the business development section of the marketing division of Maryam Citra Medika Hospital.

Data Processing and Analysis

Screening

It is the stage of checking how much missing data is found in the questionnaire. Missing data is removed or not used as a research sample.

Editing

It is the stage of re-checking problematic data at the screening stage by reopening the questionnaire for inappropriate data.

Coding

It is the stage of coding data in the form of numbers. This coding is intended to facilitate data analysis.

Cleaning

This is an activity to recheck data that has been entered into the master table to see any input errors.

Statistical Analysis

Univariate Analysis

Descriptive analysis of respondent characteristics using frequency distribution. For research variables, the frequency distribution is data that has been categorized. Data categorization depends on the normal distribution of data.

Multivariate Analysis

In this study, the multivariate analysis used is the Generalized Structured Component Analysis (GSCA) method which is one form of the Structural Equational Modeling (SEM) method. The GSCA method is used to analyze the relationship between latent variables.

RESULTS

Respondent Characteristics

Based on Table 1, research conducted involving 114 respondents with diverse characteristics However still gives description important in every group. In the group age, the majority of Respondents study to be on the criteria age 20-35 years that is as much as 61.4% which means the majority Respondent study be at the age productive early. In the gender group, of the 114 respondents research consisting of 62.3% of women and 37.7% of men indicated study This dominated by the female gender. In the group work, as many as 56.1% of respondents do Not yet own jobs and 43.9% others have worked. For social media groups, the majority of Respondents use social media Facebook which is as much as 39.5%. With the length of use of social media, the majority of Respondents used social media for 4-6 hours with a frequency value of 44.7% more tall from mark others.

Table 1. Respondent Characteristics

Characteristics	Research Sample	
	n	%
Age		
<20 Years	8	7.0%
20-35 Years	70	61.4%
>35 Years	36	31.6%
Gender		
Man	43	37.7%
Woman	71	62.3%
Work		
Work	50	43.9%
Not yet working	64	56.1%
Social media		
Facebook	45	39.5%
Instagram	27	23.7%
Tiktok	26	22.8%
Youtube	0	0.0%
Whatsapp	16	14.0%

Characteristics	Research Sample	
	n	%
Length of Use of Social Media		
1-3 hours	40	35.1%
4-6 hours	51	44.7%
7-12 hours	21	18.4%
>12 hours	2	1.8%
Amount	114	100%

Source: Primary Data

Univariate Analysis

The dependent variable in the study consists of Brand Awareness, Brand Image, Brand Loyalty and Purchase Intention, while the independent variable in the study is Social Media Marketing which consists of 5 dimensions namely Entertainment, Interaction, Trendiness, Customization and Word of Mouth. The results from the analysis of descriptive research variables Then served in the distribution table frequency as follows;

Table 2. Distribution characteristics of research variables

Research Variables	Research Sample	
	n	%
Social Media Marketing		
Entertainment		
Tall	110	96.5%
Low	4	3.5%
Interaction		
Tall	112	98.2%
Low	2	1.8%
Trendiness		
Tall	94	82.5%
Low	20	17.5%
Customization		
Tall	110	96.5%
Low	4	3.5%
Word Of Mouth		
Tall	114	100.0%
Low	0	0.0%
Amount	114	100%
Brand Awareness		
Tall	97	85.1%
Low	17	14.9%
Brand Image		
Tall	111	97.4%
Low	3	2.6%
Brand Loyalty		
Tall	86	75.4%

Research Variables	Research Sample	
	n	%
Low	28	24.6%
Purchase Intention		
Tall	105	92.1%
Low	9	7.9%
Amount	114	100%

Source: Primary Data

Based on table 2, shows that the Entertainment dimension is rated high by 96.5% of respondents, while the interaction dimension is also rated high by 98.2% of respondents. The trendiness dimension is rated high by 82.5% of respondents. The customization dimension is rated high by 96.5%. On the other hand, there is the word-of-mouth dimension which is rated high by 100% of respondents. Meanwhile, the brand awareness variable also received a high score from 85.1% of respondents. Followed by brand image also received the same thing where 97.4% of respondents rated it high. Continued by brand loyalty which also received a high score from 75.4% of respondents. The purchase intention variable also received a high score from 92.1% of respondents.

Multivariate Analysis

Based on the description characteristics of research variables, researchers choose the General Structured Component Analysis (GSCA) method as method analysis the most appropriate multivariate. The use of the GSCA method is considered capable of seeing the relationship between latent variables without considering binding assumptions. The GSCA method is a method with flexible data assumptions and can explain the relationship between complex variables recursively.

General Structured Component Analysis (GSCA) Model

Measurement model

The measurement model can explain the relationship between indicators and their latent variables. The estimated value obtained in the measurement model can be seen in the following table:

Table 3. Estimated Values of Measurement Model Results

Dimensions	Indicator	Loading Value	
		Estimate	SE
SMM	Entertainment	0.688	0.09
	Interaction	0.84	0.087
	Trendiness	0.766	0.125
	Customization	0.863	0.068
	Word Of Mouth	0.805	0.094
Brand Equity	Brand Awareness	0.896	0.033
	Brand Image	0.487	0.124
	Brand Loyalty	0.69	0.109
Brand Awareness	H1	0.788	0.071
	H2	0.693	0.069
	H3	0.89	0.038
	H4	0.735	0.084
	H5	0.345	0.159

Brand Image	I1	0.784	0.047
	I2	0.802	0.041
	I3	0.903	0.02
	I4	0.914	0.017
	I5	0.871	0.033
Brand Loyalty	J1	0.091	0.304
	J2	0.351	0.256
	J3	0.808	0.072
	J4	0.825	0.081
	J5	0.793	0.064
Purchase Intention	K1	0.813	0.045
	K2	-0.184	0.167
	K3	-0.624	0.128
	K4	0.821	0.039
	K5	0.786	0.036

Source: Primary Data

Based on the table above, pay attention to the estimated results column to see the reliability of each indicator in influencing the dimensions of the latent research variables. In the Social Media Marketing latent variable, it can be seen that the Customization Indicator has the most influence, namely 0.86 3, Latent Variable Brand Equity can be seen that the Brand Awareness indicator has the most influence, which is 0.896. Latent variable Brand Awareness, it can be seen that the H3 indicator has the greatest influence, which is 0.897. For the latent variable Brand Image, which has the greatest influence is the I4 indicator, which is 0.917. For the Brand loyalty variable that has the most influence, which is the J4 indicator, which is 0.86 and for the latent variable Purchase intention, it can be seen that the K4 indicator has the most influence, which is 0.821.

Structural Model

The Structural Model is carried out by looking at the estimated parameter values for each path coefficient on the second-order data variables of the influence of social media marketing on Brand Equity and Purchase Intention. The estimated parameter results for the first-order data variables of Social Media Marketing can be seen in Table 1. As follows;

Table 4. Estimation results in Structural Model

Connection Variables	Estimated Result Value
SMM→Brand Awareness	0.783
SMM→Brand Image	0.236
SMM→Brand Loyalty	0.38
SMM→Purchase Intention	-0.34
Brand Awareness→Purchase Intention	0.773
Brand Image→Purchase Intention	0.569
Brand Loyalty→Purchase Intention	0.605
Brand Equity→Purchase Intention	-0.658
SMM→Brand Equity	0.724

Source: Primary Data

Based on table 4, it can be seen that in the structural model for the relationship between variables that have the strongest influence, it can be seen from the relationship between Social Media Marketing and Brand Awareness. with results estimated at 0.783, and the relationship between the two variables that have a weak influence can be seen from the relationship between the Brand Equity variable and Purchase Intention. with results guess -0.658.

Relational Model Weighted

In the weighted relation model, the relationship between indicators and latent variables is stated explicitly by looking at the weight values obtained as follows;

Table 5. Results of the Weighted Relational Model

Dimensions	Indicator	Weight Value	
		Estimate	**SE**
SMM	Entertainment	0.256	0.06
	Interaction	0.248	0.073
	Trendiness	0.156	0.078
	Customization	0.338	0.12
	Word Of Mouth	0.255	0.09
Brand Equity	Brand Awareness	0.683	0.055
	Brand Image	0.257	0.067
	Brand Loyalty	0.38	0.067
Brand Awareness	H1	0.329	0.036
	H2	0.264	0.044
	H3	0.382	0.077
	H4	0.234	0.044
	H5	0.13	0.06
Brand Image	I1	0.221	0.022
	I2	0.213	0.025
	I3	0.252	0.024
	I4	0.287	0.048
	I5	0.191	0.044
Brand Loyalty	J1	0.11	0.145
	J2	0.131	0.114
	J3	0.337	0.053
	J4	0.452	0.056
	J5	0.377	0.05
Purchase Intention	K1	0.371	0.041
	K2	-0.067	0.065
	K3	-0.266	0.052
	K4	0.32	0.036
	K5	0.327	0.036

Source: Primary Data

Based on table 5. Above, it can be seen that the Customization indicator can explicitly explain the latent variable of Social Media Marketing. The H3 indicator can explicitly explain the latent variable

Brand Awareness with a weight value of 0.262, the I4 indicator is explicitly able to explain the latent variable Brand Image with a weight value of 0.262. The J4 indicator is explicitly able to explain Brand Loyalty with a weight value of 0.456. The K1 indicator is explicitly able to explain the latent variable Purchase Intention with a weight value of 0.374.

Model Evaluation

Evaluation of the Measurement Model

Evaluation of the measurement model is carried out to see how well the model explains the relationship between indicators and their latent variables. The following Tables 6 and 7 contain the values of convergent validity and discriminant validity;

Table 6. Convergent Validity Values

Latent Variables	AVE Value
Brand Awareness	0.511
Brand Image	0.733
Brand Loyalty	0.419
Purchase Intention	0.475
SMM	0.632
Brand Equity	0.505

Table 7. Discriminant Validity Values

HTML	Value Value
SMM ↔ Brand Awareness	0.966
SMM ↔ Brand Image	0.251
SMM ↔ Brand Loyalty	0.551
SMM ↔ Purchase Intention	0.433
SMM ↔ Brand Equity	0.945
Brand Awareness ↔ Brand Image	0.337
Brand Awareness ↔ Brand Loyalty	0.59
Brand Awareness ↔ Purchase Intention	0.715
Brand Awareness ↔ Brand Equity	1.252
Brand Image ↔ Brand Loyalty	0.279
Brand Image ↔ Purchase Intention	0.553
Brand Image ↔ Brand Equity	0.953
Brand Loyalty ↔ Purchase Intention	0.669
Brand Loyalty ↔ Brand Equity	1.33
Purchase Intention ↔ Brand Equity	1.05

Source: Primary Data

Based on Table 6, shows that on average each indicator can explain its latent variable. Therefore, from Table 6, it can be seen that the latent variable that has an AVE value > 0.5 shows that the latent variable can be explained on average by each indicator, but it should also be noted that the Purchase Intention latent variable where the AVE value obtained is <0.5 so that the selection of indicators still needs to be reconsidered.

Meanwhile, table 7 based on the value of discriminant validity, shows that validity has been achieved when the HTMT value is ≤ 0.85, while the HTMT value ≤ 0.90 indicates that the value is still acceptable

in exploratory research and for the HTMT value > 1 indicates serious problems such as the relationship between Brand Awareness and Brand Equity, the relationship between Brand Loyalty and Brand Equity, and the relationship between Purchase Intention and Brand Equity where the relationship between the two constructs overlap conceptually, usually caused by overlapping construct definitions, so that the measurement is unclear or measurement errors occur where there are errors in the indicators or constructs.

Structural Model Evaluation

Evaluation of the structural model is carried out by looking at the determination coefficient value, where the value is presented in Table 9 below;

Table 8. Evaluation of the structural model

Dependent Variable	Independent Variables	Coefficient Determination
Brand Awareness	SMM	0.613
Brand Image	SMM	0.056
Brand Loyalty	SMM	0.145
Brand Equity	SMM	0.524
Purchase Intention	Brand Equity	0.448
	Brand Awareness	
	Brand Image	
	Brand Loyalty	
	SMM	

Source: Primary Data

Based on table 8. It shows that the evaluation of the structural model that shows the best model is the relationship model between Social Media Marketing and the latent variable Brand Awareness, which is 0.613 or 61.3%, which means that 61.3% of Social Media Marketing information can explain Brand Awareness well, while the model with the lowest values is owned by the relationship model between the latent variable social media marketing and the latent variable brand image, where the latent variable Brand Image can only be explained by the social media marketing variable by 0.056 or 5.6%.

Overall Model Evaluation

Overall mode evaluation is carried out to see whether the overall model is good or not in explaining data diversity. In the research conducted, the overall model evaluation can be seen by looking at the Fit, AFIT and GFI values contained in Table 9, as follows;

Table 9. Overall model evaluation

Goodness Of Fit	Cut Off Value	Mark	Model Compatibility
Fit	Fit >= 0.50	0.504	Good
AFIT	AFIT >= 0.50	0.494	Not good
GFI	GFI >= 0.80	0.83	Not good

Based on table 9, shows that the Fit value = 0.504 with a cutoff value > 0.50 indicates that the overall model can explain the variation of the data by 50.4%. While the AFIT value = 0.494 states that the complexity of the model can explain the variation of the data by 49.4%. Both of these measurement values based on the cutoff value state that the model obtained as a whole is still not good. The GFI value = 0.83 indicates that the overall model has a level of fit with each other which is still not good.

Significance Test

The significance test is carried out by looking at the estimated value for each path, which can be seen in the table below.

Table 10. Significance Test

Connection between Variables		Estimated Value	Cl 95%		Test Results
			Threshold value lower	Threshold value on	
SMM	Brand Equity	0.724	0.576	0.856	Significant
SMM	Brand Awareness	0.783	0.613	0.908	Significant
SMM	Brand Image	0.236	0.064	0.416	significant
SMM	Brand Loyalty	0.38	0.126	0.634	Significant
SMM	Purchase Intention	-0.34	-0.714	-0.124	Not Significant
Brand Awareness	Purchase Intention	0.773	-0.184	9,825	Not Significant
Brand Image	Purchase Intention	0.569	0.14	3,835	Significant
Brand Loyalty	Purchase Intention	0.605	0.062	5,461	Significant
Brand Equity	Purchase Intention	-0.658	-14,323	0.658	Not Significant
SMM > Brand Equity > Purchase Intention		0.816	-6,042	6,995	Not Significant

Source: Primary Data

Based on Table 10. The data significance test shows a significant relationship between two variables that influence each other as shown in the previous 10 hypotheses, in this case determining the significance of the two variables is shown from the estimated value which is at the lower and upper limits of the Cl 95% value, where the requirement is that the lower and upper threshold values do not include the value 0, so it can be concluded above that SMM has a positive and significant influence on Brand Equity, Brand Awareness, Brand Image and Brand Loyalty. Such a relationship can also be seen from the brand image and Brand Loyalty variables which have a positive and significant influence on Purchase Intention. The relationship between the other two constructs does not influence each other because the upper and lower limits of the Cl 95% include the value 0 it.

DISCUSSIONS

The Influence of Social Media Marketing on Brand Equity

Analysis results of the influence of Social Media Marketing on Brand Equity at Maryam Citra Medika Hospital found that there was a significant relationship (p = 0.724) between the two variables. This finding is in line with the research. (Godey et al., 2016 ; Lim et al., 2020 ; Baldin et al., 2024 ; Haudi et al., 2022 ; Khajeh Nobar et al., 2020) , Social Media Marketing (SMM) has become a vital instrument in building Brand Equity in the digital era. SMM activities from the study the most influential is customization followed by interaction, word of mouth, trendiness and entertainment.

Customization as a strong indicator for services at Maryam Citra Medika Hospital indicates the importance of adjusting health services to the characteristics of the Takalar community. In the context of its influence on Brand Equity, customization plays an important role in shaping consumer perceptions of brands. Empirical data shows that customization has a positive correlation with dimensions of Brand Equity, especially Brand Awareness, Brand loyalty and Brand Image.

The Influence of Social Media Marketing on Brand Awareness

Multivariate analysis in this study showed statistically significant results (β = 0.783) for the relationship between Social Media Marketing variables. With Brand awareness. Further exploration of the dimensions of Social Media Marketing reveals interesting and complex results.

The most influential dimension of Social Media Marketing is customization. Research (Wijaya et al., 2021) Shows that of all the variables studied, only customization or personalization has been proven to have a real influence on consumers' desire to buy smartphones. Other factors such as interaction, word-of-mouth, social media marketing, entertainment, and trends do not have a significant influence on consumer purchasing intentions. Through customization of social media content, hospitals can optimize engagement and communication effectiveness with their various target groups.

The Dimension that plays a role in interaction. This is in line with research that found that customization, interaction and e- wom influential significant towards brand awareness. Three Social Media Marketing Dimensions: Interaction, Trendiness and E- WOM influential significance on brand awareness (Cheung et al., 2020) .

The interaction dimension in social media marketing has a strategic role for hospitals in building closer relationships with patients and potential patients in the digital era. Through interaction on social media, hospitals can create more dynamic, responsive, and personal two-way communication with the community, thereby increasing trust and engagement in the health services offered.

Dimensions The third factor that plays a role is trendiness. Research (Muhamad & Aransyah, 2022) Found that a brand's ability to stay trendy on social media significantly increases brand awareness. Phua et al., (2017) Added that content that follows trends has 78% more engagement than regular content. As for the results of the study obtained by (Hariyanti et al., 2023) The research findings show a positive and significant influence of social media marketing on patient visiting intentions mediated by patient brand awareness.

The fourth dimension that plays a role is the word-of-mouth dimension of Social Media Marketing. This is in line with previous research conducted by (Rahmawati & Aguilika, 2024). The results of the study show that SMM and e-WOM have a significant effect on visiting interest, both partially and simultaneously. With a coefficient value of 0.558. Simultaneously, the two variables have a mutually supportive relationship in increasing interest in visiting. Research from (Rafi, 2024) States that high-value perception will increase the likelihood of individuals recommending products or services to their peers, resulting in positive word of mouth (WoM) that will support marketing on social media.

The last is the entertainment dimension, This is in line with research (Arisandi & Pradana, 2018) which found that the results of the study showed that social media (YouTube, Facebook, Instagram, and Twitter) have a significant effect on Brand Awareness and are very important in increasing brand awareness. Rahma Dinti et al., (2024) showed that Generation Z, known for their digital intelligence, is very responsive to entertaining content on platforms such as YouTube. (Tchelidze, (2023) found that the factors that influence Social Media marketing are influenced by entertainment on platforms such as YouTube, Facebook, and Twitter, and the role of influencers in their success.

The Influence of Social Media Marketing to Brand Image

The results of the study showed that there was an influence of Social Media Marketing on Brand image with some interesting and important findings to be discussed further. Multivariate analysis in this study showed statistically significant results (p = 0.236) for both variables. Effective social media marketing can significantly improve the hospital's brand image by building trust, credibility, and closer relationships with the community. The key to success lies in consistency, content quality, and the ability to respond to the community's information needs.

Of the five dimensions of Social Media marketing, the most important is customization. In line with Ebrahim's research, (2020) This shows that 3 Social Media Marketing activities (Customization, trendiness, and word of mouth) are positively correlated with brand equity and brand loyalty. This strengthens the argument regarding the significance of implementing customization instruments as a strategy to increase customer satisfaction and retention in the context of online retail. (BİLGİN, 2018; Jamil et al., 2022) Shows that the most significant social media marketing activity is customization. This shows that consumers highly value a personal approach. Savitri et al show a positive and significant relationship between Social Media Marketing and Brand Image, where the higher the use of social media, the greater the chance of a product being discussed by the public.

In this digital era, the hospital brand image is increasingly strengthened through effective social media marketing strategies, where successful patient care, medical innovations, and positive testimonials from patients can be disseminated through social media platforms.

The Influence of Social Media Marketing on Brand Loyalty

Analysis of the influence of Social Media Marketing on Brand Loyalty at Maryam Citra Medik Hospital, from the results of the multivariate analysis, shows that there is ... influence (p= 0.38) between the two variables. A thorough review of the key indicators revealed that the strongest element of Brand loyalty is reflected in the positive feelings of patients when receiving medical care, which then drives RS Maryam Citra Medika to become their first choice.

This is closely related to the Social Media Marketing customization strategy. through personalization of health content received by patients through the social media of Maryam Citra Medika Hospital which can increase these positive feelings. This study is by research conducted by (Mohamed Wagih Abd El Aziz, 2024) with the results of the study that the direct effect between social media marketing and brand loyalty is statistically significant, the direct effect between social media marketing and customer experience is statistically significant. The direct effect between customer experience and brand loyalty is statistically significant.

The Influence of Brand Equity on Purchase Intention

This study aims to analyze the influence of Brand Equity on Purchase Intention at Maryam Citra Medika Hospital. The results of the multivariate analysis showed no influence. Brand Equity to Purchase intention (β = -0.658). This study is in line with research conducted by (Leong et al., 2022) that Brand Equity does not have a significant effect on purchase intention. The brand equity built on Vidio services does not have a major impact on the purchasing decisions of potential consumers.

Brand Equity having no effect on purchase intention is the same as having no influence on Brand Awareness towards purchase intention. This is Because Brand Awareness is the strongest predictor of Brand Equity. This phenomenon is interesting because it shows that in the context of healthcare, having strong Brand Equity or high Brand Awareness does not automatically lead to purchasing decisions or the use of services.

Brand Equity as the total value of a hospital brand may not have a direct influence on purchase intention because the decision to choose a healthcare facility is often driven by more pressing and

practical factors. In a medical emergency, for example, patients and families prioritize quick access and appropriateness of service over overall brand value.

The Influence of Brand Awareness on Purchase Intention

This study aims to analyze the effect of Brand Awareness on purchase intention at Maryam Citra Medika Hospital. The results of the multivariate analysis showed no effect of Brand Awareness on purchase intention (β = 0.773) with a lower threshold value (CI 95% = -0.184) and an upper threshold value (CI 95%= 9.825). The insignificant relationship between Brand Awareness and purchase intention in the context of hospitals can be explained through various perspectives and is supported by previous research findings. Although the results of this study indicate that respondents have a strong ability to remember hospital symbols or logos when they appear on social media as the strongest indicator of brand awareness, this does not necessarily translate into strong purchase intentions.

This study is in line with the study conducted by (Azzari & Pelissari, 2020) This explains that Brand Awareness does not directly affect Purchase Intention. This effect is only observed when mediated by three dimensions, namely perceived quality, brand association, and brand loyalty. This investigation provides two main contributions. First, it shows that knowing a brand is not enough to generate consumer purchase intentions. Second, using the mediating effects of other CBBE dimensions (association, loyalty, and perceived quality) to show that brand awareness acts as the first step in building brand value for consumers.

The Influence of Brand Image on Purchase Intention

This study aims to analyze the relationship between Brand Image and Purchase Intention at Maryam Citra Medik Hospital, with the results of multivariate analysis showing a statistically significant relationship (p = 0.596) between the two variables. An in-depth review of key indicators reveals that the strongest element of Brand Image is reflected in the high customer appreciation of hospital staff service, while in the Purchase Intention aspect, the dominant factor is the high level of respondent confidence that Maryam Citra Medika Hospital is the right choice as their health service provider.

Previous studies have shown a strong correlation between Brand Image and Purchase Intention, as evidenced by Savitri et al's research which underlines the crucial role of Brand Image in the consumer decision-making process. In their study, brand reputation and organizational capability to meet consumer needs are the main determinants of brand image formation. The significance of this relationship is further strengthened by the results of research (Moslehpour et al., 2022) which validates the strong influence of Brand Image on Purchase Intention.

A deep understanding of the dynamics of the relationship between Brand Image and Purchase Intention is very important for hospital management in developing effective marketing strategies and improving service quality. Through proper management of these aspects, hospitals can build a strong and sustainable Brand Image, which will ultimately increase Purchase Intention from prospective patients significantly.

The Influence of Brand Loyalty on Purchase Intention

This study aims to analyze the influence of brand loyalty on purchase intention at Maryam Citra Medika Hospital. The results of the multivariate analysis showed a statistically significant relationship (p = 0.605) between the two variables. An in-depth review of the key indicators revealed that the strongest element of Brand Loyalty is reflected in the positive feelings of patients when receiving medical care, which then drives Maryam Citra Medika Hospital to become their first choice. Meanwhile, the strongest element of purchase intention is the high level of respondents' confidence that Maryam Citra Medika Hospital is the right choice as their healthcare provider. In the context of Maryam Citra Medika Hospital, the positive feelings of patients when receiving medical care are a

manifestation of a strong relative attitude. This is in line with the findings of (Anggraini et al., 2024) Which shows that brand loyalty has a positive and significant effect on brand loyalty mediated by brand image.

Brand loyalty is a type of repeat purchasing behaviour, indicating that consumers will continue to buy a particular brand or several fixed brands. Brand satisfaction depends on the consumer's purchasing experience, while good products or services will shape customer retention (Lili et al., 2022). In this case, the high level of respondents' confidence in Maryam Citra Medika Hospital as the right health service provider reflects what is called the Theory of Planned Behavior as a positive habit. (Eliasari & Sukaatmadja, 2022) their research found a positive relationship between Brand Loyalty and purchase intention, where attitudinal loyalty has a significant effect on consumers' willingness to pay premium prices. This is relevant to the situation at Maryam Citra Medika Hospital, where patients' positive feelings (attitudinal loyalty) contribute to their confidence in choosing this hospital.

The relationship between Brand Loyalty and purchase intention at RS Maryam Citra Medika is a manifestation of various marketing theories and concepts that have been empirically validated. Positive feelings of patients which are the strongest element of Brand Loyalty are strongly correlated with a high level of confidence in choosing RS Maryam Citra Medika, which is an indicator of purchase intention. This relationship is strengthened by factors such as service quality, brand trust, customer satisfaction, and consistent positive experiences.

The Influence of Social Media Marketing on Purchase Intention

This study aims to analyze the effect of Social Media Marketing on purchase intention at Maryam Citra Medika Hospital. The results of the multivariate analysis showed no relationship (β = -0.34) between the two variables. This finding is in line with the research (Emini & Zeqiri, 2021) which showed no significant relationship between Social Media Marketing and purchase intention. This finding confirms the idea that companies need to be vigilant in their content marketing because providing information or making efforts for brand awareness does not always lead to purchase interest (Vidyanata, 2022) also expressed the same thing. This emphasizes the importance of a content marketing strategy that must be implemented to persuade consumers to buy products or services.

The insignificant relationship between Social Media Marketing and purchase intention in hospitals is an interesting phenomenon to study further. This insignificance indicates that marketing activities through social media have not been able to effectively influence a person's decision to choose health services at a particular hospital. This can be understood through various perspectives and contexts that surround the health industry.

The unique characteristics of critical and vital healthcare services are a major factor. Unlike regular consumer products, the decision to use a hospital service is often based on urgent needs or recommendations from medical professionals. In such situations, interesting social media content or high engagement becomes less relevant than the availability of the required medical services and the competence of healthcare workers. The trust and credibility aspects in the healthcare industry are built more through direct experience, a reputation that has been built over the years, and testimonials from family or close acquaintances.

The Influence of Social Media Marketing on Purchase Intention through Brand Equity

This study aims to analyze the influence of Social Media Marketing on purchase intention through Brand Equity at Maryam Citra Medik Hospital. The results of the multivariate analysis showed that there was no statistical relationship (p = 0.816) with a lower threshold value (CI 95% = -6.042) and an upper threshold value (CI 95% = 6.995) between the two variables.

This finding is in line with research by (Majeed et al., 2021) Shows that the Entertainment and Interaction dimensions of Social Media Marketing do not affect purchase intention through Brand Equity. Furthermore (Leong et al., 2022) shows that although Social Media Marketing activities significantly affect customer equity drivers, Brand Equity does not significantly affect customer purchase intentions. This shows that although social media marketing can improve brand perception, it does not directly impact increased purchase intentions when brand equity is considered a mediating factor. (Khan et al., 2020) shows that research conducted by shows that digital marketing has no significant effect on purchase intention through Brand Equity.

Based on the hospital context, several factors that may cause the absence of influence of Social Media Marketing on purchase intention through Brand Equity include: Quality of service is an important factor in choosing a hospital from the patient's point of view. Patients place more emphasis on effective service, easy access to experienced and helpful service providers, a clean and safe environment, and supporting facilities. Another reason is that patients often seek health services in emergency/urgent conditions where Brand Equity becomes less relevant when there is an urgent medical need. The decision to seek treatment is also more based on proximity and availability of services when needed.

Conclusion

Based on the results of the analysis and discussion, overall it is proven that social media marketing has a significant influence on brand equity and purchase intention at Maryam Citra Medika Hospital. The respective influences are: There is an influence of Social Media Marketing on Brand Equity, Brand Awareness, Brand Loyalty and Brand image. There is no influence of Brand Equity on purchase intention. No There is an influence of Brand Awareness on purchase intention. There is an influence of Brand Image on purchase intention. There is an influence on Brand Loyalty towards purchase intention. There is no influence of Social media marketing towards purchase intention and purchase intention through Brand Equity Maryam Citra Medika Hospital.

DECLARATIONS

Ethics approval and consent to participate: No. 3503/UN4.14.1/TP.01.02/2024 by faculty of Public Health Hasanuddin University

Availability of data and material: Data sharing not applicable - no data shared, or the article

describes entirely theoretical research.

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