

## ABSTRAK

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### ANTESEDEN DARI *CLINIC IMAGE* SERTA DAMPAKNYA TERHADAP *VISIT INTENTION* DENGAN *PERSONALITY TRAIT* SEBAGAI PEMODERASI (STUDI PADA KLINIK KESEHATAN OLAHRAGA XYZ)

Pertumbuhan klinik di negara berkembang telah mengalami peningkatan yang tinggi sehingga menciptakan lingkungan yang kompetitif. Tujuan penelitian ini untuk menganalisa pengaruh aktivitas pemasaran media sosial terhadap niat kunjungan klinik kesehatan olahraga yang dimediasi oleh citra klinik serta adanya pemoderasi yaitu sifat kepribadian. Pengujian model penelitian hasil modifikasi dari penelitian terdahulu dilakukan dengan metode survei kuantitatif dengan pendekatan data *cross-sectional*. Data responden diambil secara *purposive sampling* dengan kuesioner dari individu yang pernah melihat media sosial klinik kesehatan olahraga XYZ, khususnya yang berdomisili di JABODETABEK dan berusia 18 sampai 55 tahun. Terdapat 235 sampel yang memenuhi syarat dan dianalisis dengan PLS-SEM. Hasil penelitian menunjukkan lima dari enam anteseden (aktivitas pemasaran media sosial) dari citra klinik terbukti mempunyai pengaruh yang signifikan dan positif. *Attractiveness* pada media sosial terbukti mempunyai pengaruh paling kuat, diikuti dengan *functional information*, *interaction*, *trendiness*, dan *electronic word of mouth*. Sedangkan, satu anteseden yaitu kustomisasi tidak terbukti mempunyai pengaruh yang signifikan. Temuan penelitian ini membuktikan dampak positif citra klinik terhadap niat berkunjung. Sifat kepribadian *agreeableness* dan *consciousness* ditemukan memiliki pengaruh pada hubungan antara citra klinik dan niat berkunjung pada klinik olahraga. *Agreeableness* ditemukan dapat memperlemah hubungan antara citra klinik terhadap niat berkunjung, hal ini dapat dikaitkan dengan pola pencarian informasi dimana dapat mempengaruhi keputusan individu. Sedangkan *consciousness* berpengaruh signifikan memperkuat hubungan citra klinik dengan niat berkunjung. Dari penemuan penelitian ini dapat diambil beberapa implikasi managerial bagi tim pemasaran manajemen klinik kesehatan olahraga. Terdapat sejumlah keterbatasan yang diikuti saran bagi penelitian selanjutnya.

Kata kunci: *social media marketing activities*, anteseden, *clinic image*, *visit intention*, *personality trait*, klinik olahraga

## ABSTRACT

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### **ANTECEDENTS OF THE CLINIC IMAGE AND ITS IMPACT ON VISIT INTENTION WITH PERSONALITY TRAITS AS THE MODERATOR (STUDY IN SPORT CLINIC XYZ)**

The growth of clinics in developing countries has increased rapidly, creating a competitive environment. The purpose of this study was to analyze the effect of social media marketing activities on the intention to visit a sports health clinic mediated by clinical image and the presence of moderators, namely personality traits. Testing of the modified research model from previous studies was carried out using a quantitative survey method with a cross-sectional data approach. Respondent data was taken by purposive sampling with questionnaires from individuals who had seen the social media of the XYZ sports health clinic, especially those who were domiciled in JABODETABEK and aged 18 until 55 years. There were 235 samples that met the requirements and were analyzed by PLS-SEM. The results showed that five of the six antecedents (social media marketing activities) of clinical image proved to have a significant and positive effect. Attractiveness on social media is proven to have the strongest influence, followed by functional information, interaction, trendiness, and electronic word of mouth. Meanwhile, one antecedent, namely customization, was not proven to have a significant effect. The findings of this study prove the positive impact of clinical image on visiting intentions. Personality traits agreeableness and consciousness were found to have an influence on the relationship between clinical image and intention to visit a sports clinic. Agreeableness was found to have a significant weakening effect relationship between clinic image to visit intention. This can be related to the pattern of information seeking which can influence individual decisions. Meanwhile, consciousness has a significant positive effect. From the findings of this study, managerial implications can be drawn for the marketing team for the management of sports health clinics. There are a number of limitations that are followed by suggestions for further research.

**Keywords:** Social media marketing activities, antecedent, clinic image, visit intention, personality trait