ABSTRAK

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SOCIAL MEDIA MARKETING IMPACT TO PATIENT VISIT INTENTION IN NUTRIARA OBESITY CLINIC

Dalam era Revolusi Industri 4.0, media sosial, terutama Instagram, telah menjadi alat strategis dalam pemasaran layanan kesehatan untuk membangun citra positif dan meningkatkan interaksi dengan pasien. Penelitian ini menganalisis pengaruh pemasaran media sosial terhadap minat kunjungan pasien ke Nutriara Obesity Clinic, dengan *brand image, perceived image of doctors,* dan *online trust* sebagai variabel mediasi. Penelitian ini menggunakan desain kuantitatif *cross-sectional*, melibatkan 200 responden yang merupakan pengikut akun Instagram Nutriara Obesity Clinic. Data dikumpulkan melalui kuesioner online berbasis skala Likert dan dianalisis menggunakan Partial Least Square-Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa pemasaran media sosial secara signifikan memengaruhi minat kunjungan pasien, baik secara langsung maupun melalui mediasi *brand image*, *perceived image of doctors*, dan *online trust. Perceived image of doctors* muncul sebagai variabel mediasi terkuat, menyoroti perannya yang krusial dalam memperkuat hubungan antara pemasaran media sosial dan minat kunjungan. Penelitian ini menyarankan agar klinik meningkatkan kualitas konten media sosial dengan menciptakan postingan yang menarik, informatif, dan interaktif, khususnya yang menonjolkan pencitraan dokter dan informasi yang kredibel. Secara akademik, penelitian ini berkontribusi dalam pengembangan strategi pemasaran berbasis media sosial di sektor kesehatan.

Kata Kunci: *Social Media Marketing, Brand Image, Perceived Image of Doctor, Online Trust, Visit Intention*

ABSTRACT

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SOCIAL MEDIA MARKETING IMPACT TO PATIENT VISIT INTENTION IN NUTRIARA OBESITY CLINIC

In the Industrial Revolution 4.0 era, social media, especially Instagram, has become a strategic tool in healthcare marketing, building a positive image and enhancing patient interactions. This study analyzes the influence of social media marketing on patient visit intentions to Nutriara Obesity Clinic, with brand image, perceived image of doctors, and online trust as mediating variables. A cross-sectional quantitative design was employed, involving 200 respondents who follow Nutriara Obesity Clinic's Instagram account. Data were collected using an online Likert-scale questionnaire and analyzed with Partial Least Square-Structural Equation Modeling (PLS-SEM). The results show that social media marketing significantly influences patient visit intentions, both directly and indirectly through brand image, perceived image of doctors, and online trust. The perceived image of doctors emerges as the strongest mediating variable, highlighting its critical role in strengthening the relationship between social media marketing and visitation intentions. This study suggests that clinics should improve social media content quality by creating engaging, informative, and interactive posts, particularly those emphasizing doctor branding and credible information. It also contributes academically to advancing social media-based marketing strategies in healthcare.

Keywords: Social Media Marketing, Brand Image, Perceived Image of Doctor, Online Trust, Visit Intention