

DAFTAR PUSTAKA

- Addalia, A., & Antonio, F. (2022). Antecedents of the Sports Clinic Image and Its Impact on Visit Intention with Personality Traits as the Moderating Factor. *Universal Journal of Public Health*, 10(4), 316–328. <https://doi.org/10.13189/ujph.2022.100405>
- Akbolat, M., Sezer, C., Ünal, Ö., & Amarat, M. (2021). The mediating role of patient satisfaction in the effect of patient visit experiences on word-of-mouth intention. *Health Marketing Quarterly*, 38(1), 12-22. <https://doi.org/10.1080/07359683.2021.1947080>
- Al-Qudah, O. M. (2020). The effect of brands' social network content quality and interactivity on purchase intention: Evidence from Jordan. *Management Science Letters*, 3135-3142. <https://doi.org/10.5267/j.msl.2020.5.009>
- Alsoud, M., Alfdool, S. M., Trawnih, A., Helalat, A. S., Al-Mu'ani, L., & Mahrakani, N. (2023). Social media marketing activities and tourists' purchase intention. *International Journal of Data and Network Science*, 7(2), 677–686. <https://doi.org/10.5267/j.ijdns.2023.3.004>
- Babić Rosario, A., Sotgiu, F., De Valck, K., & Bijmolt, T. H. (2016). The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors. *Journal of Marketing Research*. <https://doi.org/10.1509/jmr.14.0380>
- Bilal, M., Jianqu, Z., & Ming, J. (2021). How consumer brand engagement effect on purchase intention? The role of social media ts. *Journal of Business Strategy Finance and Management*, 2(1), 44-55. <https://doi.org/10.12944/jbsfm.02.01.06>
- Builders, P. (2022). 4 Reasons Facebook & Instagram Advertising Are Essential for Healthcare Marketing. Healthcare Marketing Agency. <https://www.practicebuilders.com/blog/facebook-and-instagram-advertising-for-healthcare-marketing>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing ts on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720. <https://doi.org/10.1108/apjml-04-2019-0262>
- Deng, Z., Hong, Z., Zhang, W., Evans, R., & Chen, Y. (2019). The Effect of Online Effort and Reputation of Physicians on Patients' Choice: 3-Wave Data Analysis of China's Good Doctor Website. *Journal of Medical Internet Research*, 21(3), e10170. <https://doi.org/10.2196/10170>

- Dzogbenuku, R. K., Doe, J. K., & Amoako, G. K. (2021). Social media information and student performance: the mediating role of hedonic value (entertainment). *Journal of Research in Innovative Teaching & Learning*, 15(1), 132–146. <https://doi.org/10.1108/jrit-12-2020-0095>
- Firdaus, A., & Kusdiby, L. (2021). The Influence of Social Media Marketing Activities on Indonesian Local Apparel Brand Purchase Intentions. In *Advances in Engineering Research* (Vol. 207). <https://www.atlantispress.com/proceedings/issat-21/125963773>
- Gallaugh, J., & Ransbotham, S. (2010). Social Media and Customer Dialog Management at Starbucks. In *MIS Quarterly Executive* (Vols. 4–4, p. 197). https://www.researchgate.net/publication/220500699_Social_Media_and_Customer_Dialog_Management_at_Starbucks
- Gomes, F. C., Antonio, F., Laot, P. a. M. E., & Gomes, E. E. C. (2023). The impact of social media marketing efforts on visit intention: a case study in Flodova Clinic, Dili, Timor Leste. *Bali Medical Journal*, 12(2), 2320–2329. <https://doi.org/10.15562/bmj.v12i2.4570>
- Gupta, A., Tyagi, M., & Sharma, D. (2013). Use of social media marketing in healthcare. *Journal of Health Management*, 15(2), 293-302. <https://doi.org/10.1177/0972063413489058>
- Hair, J. F. et. al. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications Los Angeles https://eli.johogo.com/Class/CCU/SEM/_A%20Primer%20on%20Partial%20Least%20Squares%20Structural%20Equation%20Modeling_Hair.pdf
- Hair, J. F. et. al. (2019). Partial Least Squares Structural Equation Modeling Based Discrete Choice Modeling: An Illustration In Modeling Retailer Choice. *Business Research*.12(1):115-142. https://www.researchgate.net/publication/327272421_Partial_least_squares_structural_equation_modeling_based_discrete_choice_modeling_an_illustration_in_modeling_retailer_choice
- Huang, T. K., Liao, C., Wang, Y., & Lin, K. (2018). How does social media interactivity affect brand loyalty? *Proceedings of the Annual Hawaii International Conference on System Sciences*. <https://doi.org/10.24251/hicss.2018.266>
- Hussain, M. A., Mamun, A. A., Peters, S. A., Woodward, M., & Huxley, R. R. (2016). The Burden of Cardiovascular Disease Attributable to Major Modifiable Risk Factors in Indonesia. *Journal of Epidemiology*, 26(10), 515–521. <https://doi.org/10.2188/jea.je20150178>

- Instagram users by country 2024. (n.d.). World Population by Country 2024 (Live). <https://worldpopulationreview.com/country-rankings/instagram-users-by-country>
- Jatyananda, C., Nurittamont, W., & Phayaphrom, B. (2021). Understanding the Social Media Marketing Activities Influence on Revisit Intention in Beauty Clinics: The Case Study in Bangkok, Thailand. *Asian Administration and Management Review*, 4–4(2), 31–45. <https://doi.org/10.14456/aamr.2021.4>
- Julius, N. (2024, July 27). *Data Jumlah Pengguna Instagram di Indonesia 2024*. Upgraded.id. <https://upgraded.id/data-jumlah-pengguna-instagram-di-indonesia>.
- Kaplan, Andreas M., and Michael Haenlein. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons* 53(1):59-68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Khan, M. J., Chelliah, S., Haron, M. S., & Ahmed, S. (2017). Push factors, risks, and types of visit intentions of international medical travelers – A conceptual model. *International Journal of Healthcare Management*, 10(2), 115-121. <https://doi.org/10.1080/20479700.2017.1304345>
- Kim, A.J., Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand, *Journal of Business Research*, 65(10), 1480- 1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Mirzai, A., & Sobhani Fard, Y. (2016). The Branding : a Study of Brand Image , Brand Associations and Reputation. In *Advanced Social Humanities and Management*(Vol.3,Issue1,pp.52–64). https://web.archive.org/web/20180410090507id_/http://amiemt-journal.com/test2/vol3-no1/7.pdf
- Primananda, P. G. B. N., Yasa, N. N. K., Sukaatmadja, I. P. G., & Setiawan, P. Y. (2022). Trust as a mediating effect of social media marketing, experience, destination image on revisit intention in the COVID-19 era. *International Journal of Data and Network Science*, 6(2),517–526. <https://doi.org/10.5267/j.ijdns.2021.12.002>
- Radu G, Solomon M, Gheorghe C, Hostiuic M, Bulescu I, Purcarea V (2017). The adaptation of health care marketing to the digital era. *J Med Life*. 2017;10(1):44–46. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5304370/>
- Sánchez-Amboage, E., Castellanos-García, P., & Crespo-Pereira, V. (2024). Traveler segmentation through Instagram Fashion Influencers. *Mirror Tourist as a*

new segment consumer group. *Journal of Retailing and Consumer Services*, 78, 103735. <https://doi.org/10.1016/j.jretconser.2024.103735>

Sekaran, U., & Bougie, R. (2016). *Research Methods For Business*. John Wiley & Sons. http://books.google.ie/books?id=Ko6bCgAAQBAJ&printsec=frontcover&dq=research+methods+of+business+Sekaran+Bougie&hl=&cd=1&source=gbs_api

Singh, A. S., & Masuku, M. B. (2014). Sampling Technniques & Determination of Sample Size in Applied Statistics Research: an Overview. In *International Journal of Economics, Commerce and Management: Vol. II (Issue 11)*. <https://ijecm.co.uk/wp-content/uploads/2014/11/21131.pdf>

Setiawan H, Hasyim H, Mutiara R. (2020) Marketing Mix and Trust as A Visiting Intention Factors. *J Multidiscip Acad*. 2020 ; 4 (6) : 373-380. <https://www.kemalapublisher.com/index.php/JoMA/article/view/505/608>

Taufik, E. R., Hasan, S., Titin, T., Singagerda, F. S., & Sinambela, E. A. (2022). Hospitals Visit Intention and Visit Decision: How the Role of Viral and Word of Mouth Marketing? *Frontiers in Public Health*, 10. <https://doi.org/10.3389/fpubh.2022.948554>

Yulhasmida, Yacob, S., & Lubis, T. A. (2019). Patients Visiting Intention: a Perspective of Internal and Social Media Marketing in Kambang Jambi Hospital. In *Journal of Business Studies and Management Review (JBSMR)*: Vol. Vol.2(IssueNo.2,pp.143–144). https://www.researchgate.net/publication/334744631_Patients_Visiting_Intention_a_Perspective_of_Internal_and_Social_Media_Marketing_in_Kambang_Jambi_Hospital/citations