

Hubungan Media Sosial dan Electronic Word Of Mouth Terhadap Minat Kunjungan Pasien Melalui Brand Awareness di Rumah Sakit Yos Sudarso Padang = The Relationship Between Social Media and Electronic Word of Mouth on Patient Visit Intention Through Brand Awareness at Yos Sudarso Hospital Padang

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Abstrak

Latar belakang: Perkembangan teknologi dan media sosial telah mengubah cara manusia mencari informasi, termasuk layanan kesehatan. Rumah Sakit Yos Sudarso Padang memanfaatkan media sosial sebagai alat pemasaran namun masih menghadapi tantangan dalam meningkatkan jumlah kunjungan pasien. Tujuan: Penelitian ini mengkaji hubungan antara media sosial dan electronic word of mouth (e-WOM) melalui brand awareness terhadap minat kunjungan pasien di RS Yos Sudarso Padang. Temuan penelitian ini diharapkan dapat mengembangkan strategi pemasaran yang lebih efektif untuk meningkatkan jumlah kunjungan pasien. Metodologi: Penelitian ini menggunakan desain cross-sectional dengan pendekatan kuantitatif dan teknik purposive sampling dengan menyebar kuesioner online kepada 100 sampel penelitian yang merupakan konsumen setia (followers) akun media sosial (Instagram, TikTok, YouTube, Facebook) dari Rumah Sakit Yos Sudarso Padang. Analisis data dilakukan dengan menggunakan Partial Least Square (PLS). Hasil: Hasil analisis melihat adanya hubungan yang signifikan antara media sosial dan brand awareness, serta antara media sosial dan minat kunjungan. Namun, tidak terdapat hubungan yang signifikan antara brand awareness, serta antara e-WOM, brand awareness, dan minat kunjungan secara bersama-sama. Meskipun begitu, terdapat hubungan yang signifikan antara e-WOM dan minat kunjungan, serta antara brand awareness dan minat kunjungan. Kesimpulan: Berdasarkan temuan ini, Rumah Sakit Yos Sudarso Padang dapat mengembangkan strategi pemasaran yang lebih efektif dengan memanfaatkan media sosial sebagai alat utama untuk meningkatkan minat kunjungan pasien dan memperkuat kesadaran merk calon pasien.

.....Background: The development of technology and social media has transformed how people seek information, including healthcare services. Yos Sudarso Hospital in Padang utilizes social media as a marketing tool but still faces challenges in increasing patient visits. This study examines the relationship between social media and electronic word of mouth (e-WOM) through brand awareness on patient visit interest at Yos Sudarso Hospital Padang. The findings are expected to develop more effective marketing strategies to increase patient visits. Methodology: This study employed a cross-sectional design with a quantitative approach and purposive sampling technique, distributing online questionnaires to 100 research samples who were loyal consumers (followers) of RS Yos Sudarso Padang's social media accounts (Instagram, TikTok, YouTube, Facebook). Data analysis was conducted using Partial Least Square (PLS). Results: The analysis confirmed a significant relationship between social media and brand awareness, as well as between social media and visit intention. However, there was no significant relationship between brand awareness, as well as between e-WOM, brand awareness, and visit intention together. Nevertheless, there was a significant relationship between e-WOM and visit intention, as well as between brand awareness and visit intention. Conclusion: Based on these findings, Yos Sudarso Hospital Padang can develop more effective marketing strategies by leveraging social media as a primary tool to increase patient visit interest

and strengthen brand awareness among potential patients.