

# The Relationship Between Social Media Marketing and Consumer Brand Engagement of Patients at Specialist-Care Polyclinic Padang Islamic Private Hospital

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## ABSTRACT

Social media has become an intrinsic part of life. It is considered an effective tool for promoting health. Hospitals utilize social media as a tool for healthcare social media marketing, aiming to enhance consumer brand engagement. The objective of this study is to determine the relationship between social media marketing and consumer brand engagement among specialist polyclinic patients at Padang Islamic Private Hospital. This research employs a mixed-methods approach with a sequential explanatory design. The study is tested using PLS with the SEMPLS 4.0 application, involving a sample of 108 respondents who were specialist polyclinic patients at Padang Islamic Private Hospital from December 2024 to January 2025. The findings indicate that social media marketing has a positive impact on consumer brand engagement. The trendiness dimension has the strongest influence on social media marketing, while the cognitive dimension has the most significant effect on consumer brand engagement among specialist-care polyclinic patients at Padang Islamic Private Hospital.

**Keywords:** social media marketing, consumer brand engagement, social media, polyclinic specialist-care, hospital

## INTRODUCTION

Social media has become an intrinsic part of our lives; after social media came into existence, more than a million people started using it and spending 220 minutes a day worldwide, an average of 2.4 hours is spent using social media in India. There are many other activities taking place on social media which include blogging, photo and video sharing, social gaming, virtual worlds, business networking, and much more. Even governments and politicians use social media to interact with voters and constituents. Taking this as an opportunity, companies introduce their products and brands through social media to the market, to create awareness among the people. Marketing are quickly adapting to the social networking space to interact with consumers to build brands and increase sales by running social media ads and promotions. And also provides an opportunity to industry professionals to gather input from targeted audiences by listening to their feedback and answering questions. Social media not only expands personal relationships but also professional networks.

Therefore, social media has widely influenced the marketing phenomenon (Challa & Anute, 2021; Herdiyani et al., 2022; Kusumawardani & Werdani, 2019; Mardiaty & Achadi, 2022). Hospitals use different social media platforms to connect with patients, depending on the type of information they want to display. However, most hospitals use more than one social media platform. Large, non-profit, private, urban, and educational hospitals tend to use multiple platforms and get more likes, followers, check-ins, and reviews. Use of various platforms is aimed at specific demographics or interests. All social media features generally have an interconnected system (Mardiaty & Achadi, 2022; SA & Pujiyanto, 2021).

Social Media Marketing is a business activity that engages in promotions, services and ideas on social media (Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Wang, Y. (2020). Marketing activities via online platforms make it easier to convey information (Yadav & Rahman, 2017). The resulting content will strengthen businesses that are able to predict consumer purchasing behavior (Kim & Ko, 2017), increasing brand popularity (Kervin, L., Jones, S. C., & Mantei, J. 2012), attracting new consumers (Chow & Shi, 2015), building awareness, increasing sales and loyalty (Castronovo & Huang, 2012). This research also shows that the adoption of new business technology and social media marketing can make it easier for consumers to perceive the ease of accessing technology (Patma et al., 2021). Barger, V., Peltier, J. and Schultz, D. (2016) in their research on consumer engagement in social media, which is considered to have quite diverse antecedents and influences. This relates to various products and customer interactions, content and social media. Research on consumer engagement includes elements related to consumer psychology, content that is useful for consumers, product features, and brand image used to achieve goals related to

behavior, including intentions, emotions and cognition (Dessart et al., 2015).

Since the Covid-19 era, where social restrictions have occurred, the dissemination of information and marketing activities, especially in hospitals, has used social media. Ibnu Sina Islamic Hospital Padang also uses social media as social media marketing. Ibnu Sina Islamic Hospital Padang innovates to utilize social media, especially Facebook and Instagram, as a means of promoting health services. Various health information and doctor's schedules are posted regularly on social media accounts. The trend of visits and comments on Padang Islamic Private Hospital's social media tends to be positive. However, this phenomenon is not always directly proportional to the increase in the number of specialist clinic patients. A decrease in the number of patient visits usually occurs if specialist doctors do not provide services within a certain period of time. This is still a problem for Padang Islamic Private Hospital. Therefore, researchers are interested in analyzing the relationship between social media marketing and consumer brand engagement in patients at the specialist polyclinic at Padang Islamic Private Hospital.

## **MATERIALS & METHODS**

This research employs a mixed-methods approach with a sequential explanatory design. The study is tested using PLS with the SEMPLS 4.0 application, involving a sample of 108 respondents who were specialist polyclinic patients at Padang Islamic Private Hospital from December 2024 to January 2025.

## **RESULT AND DISCUSSION**

In this study, a questionnaire was used as a data collection instrument. The number of questionnaires distributed was 200 samples. Of the 200 samples, 108 respondents were willing to fill out the questionnaire completely with a time span of 1-3 days. This shows the respondent's responsiveness level is 54%. The data obtained were

analyzed using SEM-PLS. From the data analysis carried out, the characteristics of respondents were obtained based on gender, age, education level, occupation, frequency of viewing social media at Padang Islamic Private Hospital in the last 3 months, frequency of going to specialist polyclinics, and social media that respondents often use. Next, an analysis of the distribution of respondents' responses to social media

marketing and consumer brand engagement was carried out.

The Social Media Marketing variable is measured using 10 items. Each answer has a value, then the answer scores are accumulated which are then used to categorize variables based on the average of respondents' answers. The following table 1 presents the frequency distribution of respondents' responses to the Social Media Marketing variable:

**Tabel 1 Distribusi Tanggapan Responden pada Social Media Marketing**

No	Indicator	N	Min	Max	Mean
1	Enjoy doing activities such as giving likes and comments on your account	108	1	5	3.77
2	The social media content on the Padang Islamic Private Hospital account is interesting	108	2	5	3.72
3	Using the Padang Islamic Private Hospital social media account makes it possible to share information with other people	108	2	5	3.81
4	It is very easy to express opinions via the Padang Islamic Private Hospital social media account	108	2	5	3.76
5	The content shared on the Padang Islamic Private Hospital social media account is the latest information	108	2	5	3.88
6	Interacting with the Padang Islamic Private Hospital social media account is trendy	108	2	5	3.74
7	The Padang Islamic Private Hospital social media account provides the information needed	108	2	5	3.83
8	It's easy to get the information you need according to the instructions on the Padang Islamic Private Hospital social media account	108	2	5	3.74
9	I like the advertisements published on the Padang Islamic Private Hospital account	108	1	5	3.79
10	This advertisement on the Padang Islamic Private Hospital account positively attracts attention	108	2	5	3.83

Based on Table 1, which is the respondent's response to the Social Media Marketing variable on Consumer Brand Engagement, the respondents' answers can be seen that the most dominant indicator is in statement number 5 with an average of 3.88, namely regarding "The content shared on the Padang Islamic Private Hospital social media account is the latest information". Based on this value, it means that respondents have more attention to getting the latest information about Padang Islamic Private Hospital through social media content. On the other hand, the weakest

indicator is in statement number 2 with an average of 3.72, namely regarding "The social media content on the Padang Islamic Private Hospital account is interesting".

The Consumer Brand Engagement variable is measured using 9 items. Each answer has a value, then the answer scores are accumulated which are then used to categorize variables based on the average of respondents' answers. The following table 2 presents the frequency distribution of respondents' responses to the Consumer Brand Engagement variable.

**Tabel 2 Distribusi Tanggapan Responden pada Consumer Brand Engagement**

No	Indicator	N	Min	Max	Mean
1	Using health services made me think of Padang Islamic Private Hospital	108	2	5	3.73
2	I think a lot about Padang Islamic Private Hospital when I use its products	108	2	5	3.68

3	Using health services stimulated my interest in learning more about Padang Islamic Private Hospital	108	1	5	3.80
4	I felt positive things when using Padang Islamic Private Hospital services	108	2	5	3.77
5	Using Padang Islamic Private Hospital services makes me happy	108	1	5	3.83
6	I felt comfortable when I went for treatment at Padang Islamic Private Hospital	108	2	5	3.90
7	I go to Padang Islamic Private Hospital more often than other hospitals	108	2	5	3.80
8	Every time I use a gadget, I usually see Padang Islamic Private Hospital's social media	108	1	5	3.61
9	The Padang Islamic Private Hospital social media account is one of the social media accounts that I often see	108	1	5	3.68

Based on Table 2, it can be seen that the respondents' assessment with the most dominant indicator is in statement number 6, with the highest average value of 3.90, namely the statement regarding "I feel comfortable when seeking treatment at Padang Islamic Private Hospital". The weakest indicator is in statement number 8 with the lowest average of 3.61, namely the

statement "Every time I use a gadget, I usually look at Padang Islamic Private Hospital's social media". This shows that Padang Islamic Private Hospital's social media is still not the main concern of gadget users in cyberspace.

### Qualitative Analysis

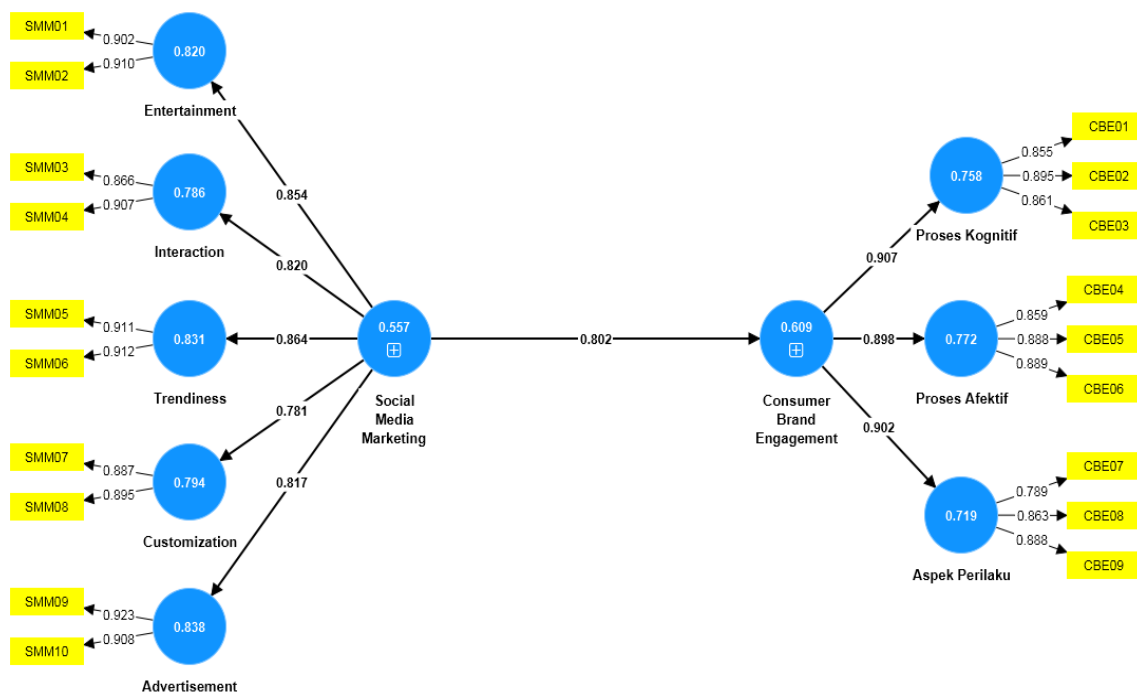


Figure 1. Outer Model

Figure 1 shows the shape of the outer model in this research. The outer model in SEM-PLS focuses on the relationship between latent variables (constructs) and their indicators. This outer model aims to ensure measurement validity (convergent validity and discriminant validity) and assess measurement quality (Cronbach's alpha and composite reliability). This data processing

uses the Second order concept, where in the processing there are variables, dimensions and indicators. The aim is to clearly understand the contribution of dimensions to variables and the contribution of indicators to dimensions. The first order is placed on the indicator and the second order is placed on the dimension.

### Validity test

The test results showed that all loading factor/outer loading indicators in each dimension and dimension of each variable were  $>0.7$ , so it can be concluded that all indicators in each dimension and dimension of each variable were declared to have passed the convergent validity test.

Construct validity, It was found that all AVE (Average variance extracted) values for each dimension and variable were  $>0.5$ , so it could be concluded that all dimensions and variables were declared to have passed the construct validity test.

Test results for all cross-loading values for indicators on the main dimension  $>0.7$  and

higher than when correlated with other dimensions, it can be concluded that all dimensional indicators have passed the discriminant validity test of the cross loading method.

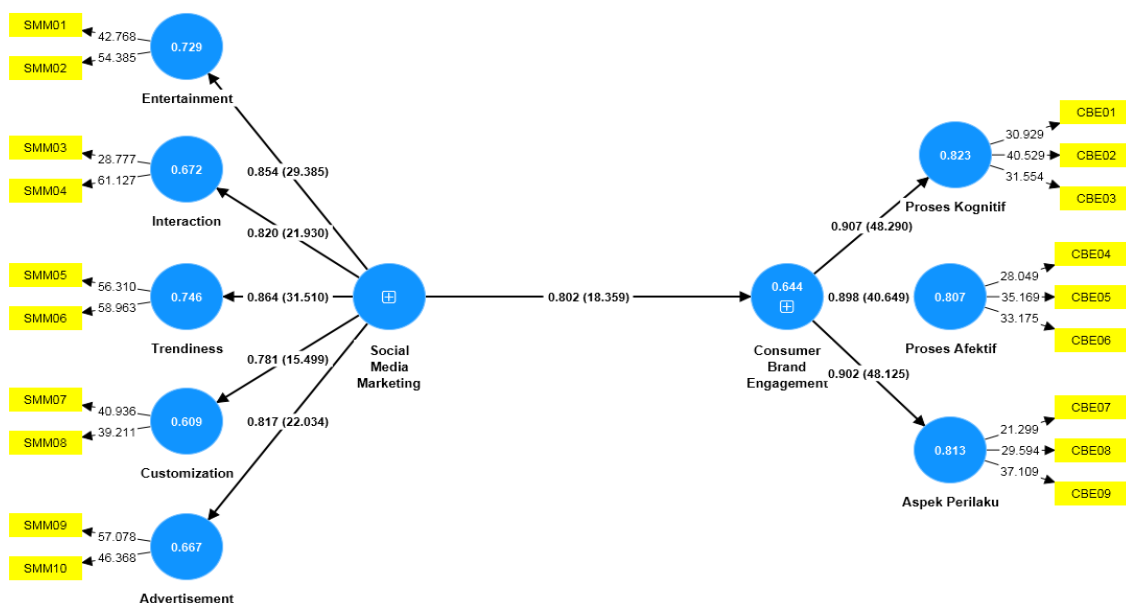
Fornell-Larcker test results show that all Fornell-Larcker values (AVE roots) for each dimension are  $>0.5$  and higher than when correlated with other dimensions, so it can be concluded that all dimensions have passed the discriminant validity test of the Fornell-Larcker method.

### Reliability Test

**Table 3. Reliability Cronbach Alpha and Composite Reliability Test**

	Cronbach's alpha	Composite reliability
Dimensi		
Entertainment	0.781	0.901
Interaction	0.730	0.880
Trendiness	0.796	0.908
Customization	0.741	0.885
Advertisement	0.807	0.912
Aspek Perilaku	0.803	0.884
Proses Afektif	0.852	0.910
Proses Kognitif	0.840	0.904
Variabel		
Social_Media_Marketing	0.911	0.926
Consumer_Brand_Engagement	0.920	0.933

Cronbach alpha and composite reliability values for each variable are  $>0.700$ , so it can be concluded that all variables have passed the reliability test.



**Figure 2 Inner Model**



Figure 2 shows the shape of the inner model in this research. The inner model in an SEM-PLS study is a structural model that focuses on the relationship between the latent variables themselves. This inner model aims to test hypotheses and predict the value of endogenous latent variables. The inner model has a main path component, namely an arrow line that connects two latent variables, the direction of the arrow shows the direction of influence and the magnitude of the influence is shown by the path coefficient. The path coefficient shows the strength and direction of the relationship between 2 latent variables.

Based on the results of the t-statistical test/influence test, it can be concluded that Social Media Marketing on Consumer Brand Engagement is declared significant or influential because the t-statistical value is 18,359 ( $>1.96$ ) and the p-value is 0.000 ( $<0.05$ ).

Based on the results of the original sample/path coefficient value to see the direction of influence, it was found that the original sample value of Social Media Marketing on Consumer Brand Engagement was positive 0.802, which means that the direction of influence of Social Media Marketing on Consumer Brand Engagement is positive.

### Quantitative Analysis

The qualitative research in this study aims to complete the data so that it is more meaningful and comprehensive than previous quantitative data. Questions regarding the explanation of social media marketing indicators and their relationship with consumer brand engagement in patients at the specialist polyclinic at Padang Islamic Private Hospital. Qualitative data collection from the results of in-depth interviews with informants. The selected informants represent the age group of the respondents in this study.

**Table 4. Social Media Content Quality Triangulation Matrix**

Topic 1	In-depth interview	Observation result	Conclusion
The quality of content posted on social media and expectations regarding the type of content desired	Padang Islamic Private Hospital's social media content is quite good and needs improvement in the type of content	Padang Islamic Private Hospital's Instagram social media content is active and updated regularly	Padang Islamic Private Hospital's social media content is quite interesting and needs improvement regarding the variety of content types

Based on observations made in table 4, it was found that Padang Islamic Private Hospital already has interesting and updated

social media content, but still needs to increase the variety of content.

**Table 5. Interaction Triangulation Matrix with Hospitals**

Topic 2	In-depth interview	Observation result	Conclusion
Interaction through social media with RSI Ibn Sina Padang	Interaction on Padang Islamic Private Hospital's social media with customers is less active and admin is expected	The number of likes and comments is greater for content about health information	Padang Islamic Private Hospital's social media content should be more about health information and regulations and admin is expected to be active in responding to comments/questions

Based on observations made in table 5, it was found that Padang Islamic Private Hospital's social media content should be more about health information and

regulations and it is hoped that the admin will be active in responding to comments/questions so that it will increase interaction with customers.

**Table 6. Triangulation Matrix of the Influence of Social Media on Specialist Clinic Visits**

Topic 3	In-depth interview	Observation result	Conclusion
How often do you recommend visiting the Padang Islamic Private Hospital polyclinic and the reasons	The impact on specialist polyclinic visits is quite good and improvements to supporting facilities are needed	There is an increase in the number of visits to specialist clinics	There is an influence of social media on increasing visits to specialist clinics

Based on observations made in table 6, it was found that Padang Islamic Private Hospital's social media content had a positive influence on increasing specialist

polyclinic visits and it was hoped that there would be an increase in supporting facilities.

**Table 7. Triangulation Matrix of the Influence of Social Media on Loyalty**

Topic 4	In-depth interview	Observation result	Conclusion
Loyalty to specialist polyclinic services	Respondents are loyal to specialist polyclinic services with several comments regarding the comfort of the waiting room	The number of repeat patient visits to specialist clinics is increasing	Respondents were loyal to specialist polyclinic services, but suggested improving the comfort of the waiting room

Based on observations made in table 7, it was found that Padang Islamic Private Hospital's social media content had a positive influence on respondents' loyalty to specialist polyclinic visits and it was hoped that there would be an increase in the comfort of the waiting room.

In several studies, social media marketing has been proven effective in increasing consumer brand engagement among patients, thereby having a positive impact on hospital loyalty and reputation (Barger et al., 2016; Cheung et al., 2020; Ismail, 2017; Singla et al., 2022; Sutrisno, 2024). Consumer brand engagement (CBE) in the health context refers to the deep emotional involvement between patients and a health institution. This goes beyond simply receiving medical services; CBE involves more personal interactions, a sense of trust, and loyalty to the hospital brand (Dewi & Sukei, 2022).

Based on the results of the hypothesis testing that has been carried out, it was found that social media marketing has a significant influence on consumer brand engagement with a t-statistics value of 18.359 ( $>1.96$ ) and a p-value of 0.000 ( $<0.05$ ) as well as an original sample value of 0.802, which means it has a positive influence. This means that the higher the reach and quality of social media marketing,

the better the consumer brand engagement of patients at the specialist polyclinic at Padang Islamic Private Hospital.

Entertainment has an R-square value of 0.729 or 72.9% in influencing social media marketing. Entertainment is one of the key elements in attracting users' attention on social media. When the content presented is entertaining, users will be more likely to engage, share and remember the brand. However, it is important to remember that entertainment must be balanced with broader business goals (Wirga et al., 2022). Therefore, content on social media must have more dimensions of trendiness and entertainment to attract interest and loyalty from social media users.

In consumer brand engagement, cognitive and behavioral dimensions have a strong influence on CBE. The cognitive dimension has an R-square value of 0.823 or 82.3% in influencing CBE. The cognitive dimension in CBE refers to the process of thinking, understanding and processing information carried out by consumers regarding a brand. The cognitive dimension influences CBE through the process of understanding the brand including brand positioning and attributes, decision making, and brand loyalty. Social media facilitates the cognitive dimension of CBE through easily accessible information, reviews and

testimonials, and educational content (Junia, 2020).

The behavioral dimension in CBE refers to the real actions taken by consumers in response to a brand. These actions can be purchases, uses, recommendations, or participation in brand-related activities. In other words, the behavioral dimension is a real manifestation of consumers' feelings and thoughts towards a brand. Social media facilitates behavioral dimensions in CBE through online purchases, reviews and ratings, sharing, and participation in content (Junia, 2020). Therefore, increasing consumer brand engagement through social media can be done by creating interactive content (a combination of educational with interactive elements), personalizing content according to trending interests and preferences, and carrying out community building.

## CONCLUSION

Social media marketing has a significant and positive influence on consumer brand engagement in patients at the specialist polyclinic at Padang Islamic Private Hospital. The trendiness dimension has the most dominant influence on social media marketing and the cognitive aspect dimension has the most dominant influence on consumer brand engagement.

## Declaration by Authors

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