

The Effect of social media marketing on patient loyalty through patient trust"as intervening variable

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Background: Healthcare is a primary need for every individual and a key indicator of a nation's development. The government continues to strive to improve the quality of healthcare services, develop strategies to enhance service quality, and communicate the value of services to the public. Rapid technological advancements have increased public awareness, providing an effective platform for institutions (hospitals) to provide education and information related to hospital service performance through social media marketing strategies.

Purpose: This study aims to examine and analyze the effect of social media marketing on patient trust and loyalty, the effect of patient trust on loyalty, and the effect of social media marketing on patient loyalty through the intervening variable of patient trust.

Methodology: The research classified as explanatory research and research design used descriptive and quantitative methods. The study population comprised all patients at dr. Soebandi Regional General Hospital in Jember, including both outpatients and inpatients. The sample size was 200, based on the Slovin formula. Purposive sampling was used. The data analysis technique used was Partial Least Squares (PLS) using WarpPLS 7.0.

Finding: The results showed that social media marketing had a positive and significant effect on patient trust and loyalty, patient trust had a positive and significant effect on patient loyalty, and social media marketing had a positive and significant effect on patient loyalty through the intervening variable of patient trust.

Limitation: The limitation is that the questionnaire only involved patients from Dr. Soebandi Regional Hospital in Jember, thus limiting generalizability. Second, the questionnaire instrument used has a high degree of subjectivity.

Originality: Originally, the research involved a model testing the influence of social media marketing on patient loyalty by intervening in patient trust.

Keywords: patient loyalty, patient trust. social media marketing