

# The Influence of Social Media Promotion Activities and e-WOM on Treatment Decision Meditating by Brand Awareness of EMC Tangerang Hospital

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## ABSTRACT

In 2019, the visits of EMC Tangerang Hospital patients, both old and new, fluctuated. The Covid-19 pandemic, which is currently still ongoing, has affected the visits of EMC Tangerang Hospital patients in April - June 2020, which decreased when the PSBB regulations were enforced. This study aims to determine, analyze relationships, and test the variables in the study to produce research implications. This study uses a quantitative research approach with experimental methods. In this study, there are three variables, namely the mediator variable, the independent variable, and the dependent variable. Data collection was carried out by distributing online questionnaires to respondents who were included in the research sample criteria. The analysis technique used in this research is the Structural Equation Model (SEM) based on components or variants using the smartPLS application. Social media and eWom promotional activities directly affect brand awareness and the decision to seek treatment at EMC Tangerang Hospital, brand awareness does not affect the decision to seek treatment at EMC Tangerang Hospital, and brand awareness does not mediate the relationship between social media promotional activities and the decision to seek treatment at EMC Tangerang Hospital, brand awareness did not mediate the relationship between eWom and the decision to seek treatment at EMC Tangerang Hospital.

**Keywords:** EMC Tangerang Hospital, social media promotion activity, eWom, brand awareness, and medical treatment decisions.

## INTRODUCTION

EMC Tangerang Hospital is a type B private hospital located in the Tangerang City area and has had social media AND has been actively using it since 2019.

A pre-survey was conducted of 21 visitors to EMC Tangerang Hospital to find out the reasons that influence someone to seek treatment at EMC Tangerang Hospital. Based on the pre-survey, it can be concluded that the top three that influence someone to seek treatment at EMC Tangerang Hospital are due to promotions on social media, reviews on social media, and the belief in good service from EMC Tangerang Hospital.

Figure 1 and Figure 2 show the number of outpatients before and after Covid 19 at EMC Tangerang Hospital. As a result of the ongoing Covid 19 Pandemic, it caused a decrease in the number of Outpatient visits at EMC Tangerang Hospital, in April and May 2020 after the enactment of Scale Social Restrictions due to the Covid 19 Pandemic.

Corona Virus disease is a new type of disease whose cases were first found at the end of December 2019 in China. This disease is caused by the Corona Virus which can cause death.

Based on Figure 3, it is concluded that there is a fluctuating growth in the number of Corona Virus Disease cases which tends to increase from the beginning to the middle of August 2020 in Indonesia.

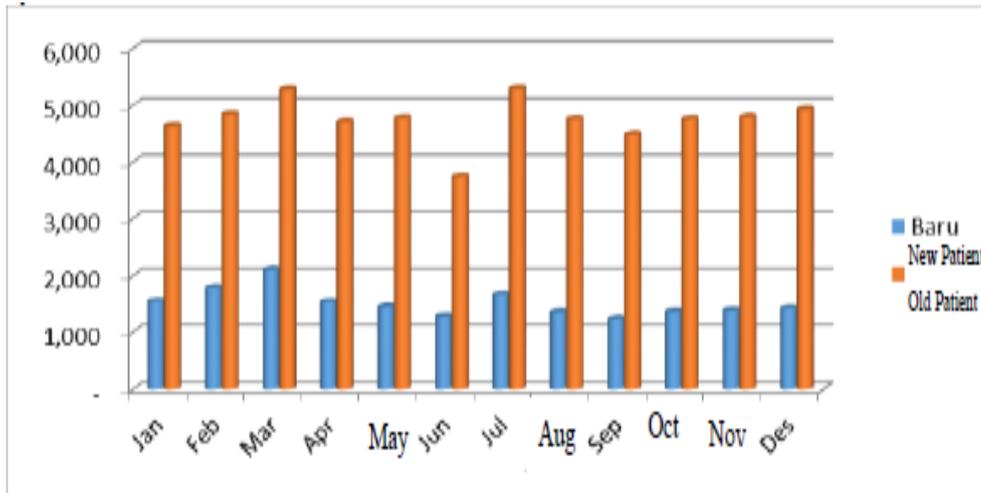


Fig 1. Diagram of the Number of Outpatients January - December 2019  
Source : EMC Tangerang Hospital

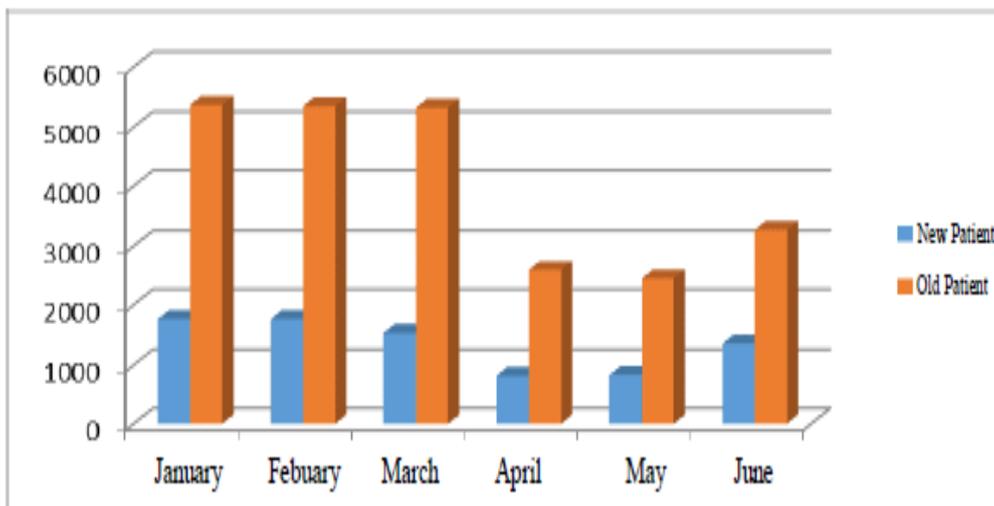


Fig 2. Diagram of the Number of Outpatients January - June 2020  
Source : EMC Tangerang Hospital

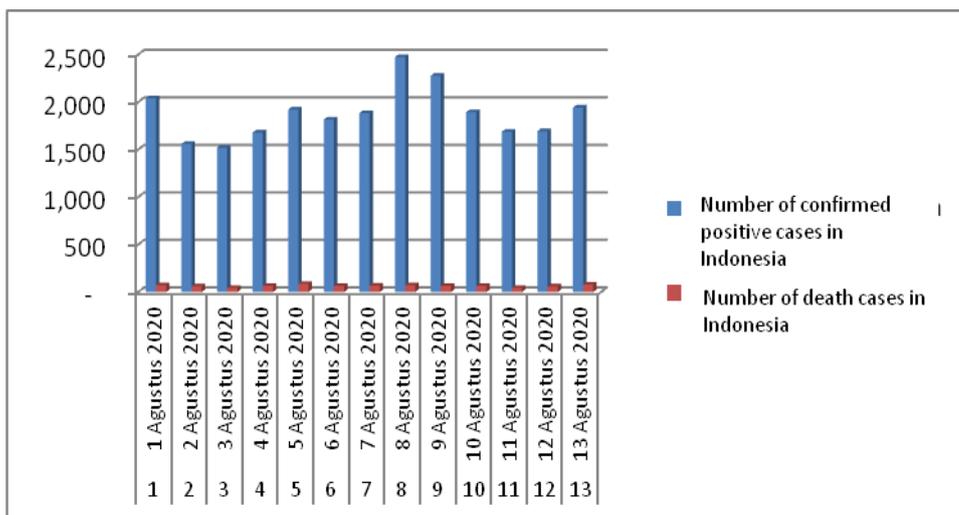


Fig 3. Diagram of the Growth of Corona Virus Disease in Indonesia,  
Source : WHO

Based on the background of the problems described above, the problems associated with the title can be identified as follows:

1. Outpatient visits of new patients are not comparable to old patient visits
2. The growth of new outpatient visits tends to fluctuate
3. Decreased visits for both new and old patients during the Covid pandemic 19
4. EMC Hospital's social media was only actively used in 2019
5. Follower/subscriber activity comments positively related to posts on social media (e-WOM) EMC Tangerang Hospital is still low.

The formulation of the problem in this study is as follows:

1. Can the social media promotion strategy of EMC Tangerang Hospital increase the brand awareness of EMC Tangerang Hospital?
2. Can the social media promotion strategy of EMC Tangerang Hospital increase the decision to seek treatment for prospective patients at EMC Tangerang Hospital?
3. Can the increased brand awareness of EMC Tangerang Hospital increase the decision to seek treatment for prospective patients at EMC Tangerang Hospital?
4. Does the increase of follower/subscriber activity with positive comments related to posts on social media (e-WOM) can increase brand awareness of EMC Tangerang Hospital?
5. Does the increase of follower/subscriber activity with positive comments related to posts on social media (e-WOM) can increase the decision to seek treatment for prospective patients at EMC Tangerang Hospital?
6. Does the strategy on social media promotion at EMC Tangerang Hospital can increase medical decisions that are mediated by the brand awareness of EMC Tangerang Hospital?
7. Does the increased follower/subscriber activity with positive comments related

to posts on social media (e-WOM) can increase medical decisions mediated by brand awareness of EMC Tangerang Hospital?

The purpose of this study was to determine, analyze relationships, and examine the effect of the things that have been described in the problem formulation.

## **LITERATURE REVIEW**

### **Social Media Promotion Activity**

Several previous studies concluded that promotional activities only create material benefits in the short term, but this has been denied by several studies that state that promotional activities can increase long-term material benefits, especially for customers who already have a special attachment to a product (Jean and Yazdanifard, 2015). Promotion activity is one of the efforts made by EMC Tangerang Hospital in increasing the visit rate.

### **Electronic Word of Mouth (eWom)**

Besides promotional activities, another equally important things is eWom. eWom is a good or bad statement made by potential consumers, actual consumers, and past consumers about a product or company via the internet (Yulianto et al, 2017).

### **Brand Awareness**

Brand awareness is fostering the ability of consumers to recognize or recall brands in these categories enough to make purchases. Brand awareness is the basis of brand equity (Kotler and Keller, 2012).

### **Treatment Decision**

Medical treatment according to KBBI can be defined as asking for or looking for drugs too, asking for drugs in practice through a process of examination by medical personnel and payment. Service quality, marketing mix, and patient loyalty do not affect the patient's decision to go to the hospital (Rita and Afconneri, 2019).

## **MATERIALS & METHODS**

### **Research Design**

**Research Strategy:** This study uses an experimental strategy that examines the relationship between 4 variables, namely:

social media promotion activities, eWom, brand awareness, and medical decisions.

**Time horizon:** cross-sectional where data collection was carried out in the period July - September 2020.

## Definition and Operationalization of Variables.

Table 1. Definition and Operationalization of Variables.

Variable	Indicator	Statement	Source
Social Media Promotion Activity	1. Consumer Confidence in Promotion	No. 1	Adaptation from Alvarez et al (2020)
	2. Suitability of consumer needs for Promotion	No. 2	
	3. Consumer interest in Promotion	No. 3	
	4. Consumer Assessment of Promotion	No. 4	
eWom	Publishing on social media	No. 1	Adaptation from Yapa (2017)
		No. 2	
		No. 3	
Brand Awareness	Recognition	No. 1	Adaptation from Yapa (2017)
		No. 2	
	Recall	No. 3	
		No. 4	
		No. 5	
Treatment Decision	1. Reviews to encourage patients to seek treatment	No. 1	Adaptation from ElAziz et al (2015)
	2. Reviews on social media influence the desire to seek treatment	No. 2	
	3. Reviews on social media influence to seek treatment	No. 3	
	4. Promotion encourages patients to seek treatment	No. 4	
	5. Whether or not promotion on social media affects the desire to seek treatment	No. 5	
	6. Promotion on social media influences treatment	No. 6	

### Population and Sample

**Population:** The population in this study is a group of social media users.

**Sample:** The research sample desired by the researcher was the non-consumer community of EMC Tangerang Hospital who had visited at least one social media account belonging to the EMC Tangerang Hospital.

### Types of Data and Data Collection Methods

**Types of Data:** Primary data obtained directly from distributing online questionnaires to respondents. Secondary data were obtained from companies, the internet, books related to this research.

**Data collection method:** using a list of questions using a Likert scale 1-5 which is gradual as the measurement scale, where 1 is strongly disagree and 5 is strongly agree.

### Statistical Analysis

**The Measurement Model (Outer Model):** with the Partial Least Square (PLS) approach using smartPLS 3.3.2, is used to

test the validity of the construct by looking at the value of the loading factor, Average Variance Extracted (AVE), Cronbach's Alpha Coefficient, and Composite Reliability.

**Structural Model (Inner Model):** with the Partial Least Square (PLS) approach using smartPLS 3.3.2. Structural models in PLS are evaluated using the dependent constructs, the path coefficient values or the t-values of each path to test the significance between constructs in the structural model. Value is used to measure the degree of variation in changes in the independent variable on the dependent variable. The higher the value means the better the prediction model of the proposed research model. The path coefficient value or inner model shows the level of significance in testing the hypothesis.

**Hypothesis Testing:** If the T-statistic is higher than the T-table value, it means that the hypothesis is supported, accepted or significant. For the 95 percent confidence level (alpha5%), the T-table value is  $\geq 1.96$ .

## RESULT

### Characteristics of Respondents:

Table 2. Characteristics of Respondents

Age	Total	Percentage
< 17 years old	2	1.96%
17 - 25 years old	12	11.76%
26 - 35 years old	46	45.10%
> 35 years old	42	41.18%
Education	Total	Percentage
Junior high school / equivalent	3	2.94%
Senior high school / equivalent	13	12.75%
Diploma / equivalent	19	18.63%
Bachelor	50	49.02%
Postgraduate	17	16.67%
Domicile	Total	Percentage
Tangerang raya	49	48.04%
DKI Jakarta	20	19.61%
Bogor / Depok / Bekasi	14	13.73%
Non-Jabodetabek	19	18.63%
Profession	Total	Percentage
Not working yet	7	6.86%
Employees	63	61.76%
Government employees	9	8.82%
Entrepreneur	13	12.75%
Others	10	9.80%

Source : SmartPLS 3.3.2

This study used a sample of 102 respondents who met the sample criteria in this study. Based on table 2, it can be concluded that the characteristics of the research respondents were dominated by: Male, aged 26-35 years, with a bachelor's educational background, domiciled in Tangerang Raya, and working as private employees.

### Descriptive Statistical Analysis of Research Variables.

Social Media Promotion Activities (X1): Based on table 3 it can show that variable (X1) regarding Social Media Promotion Activities of EMC Tangerang Hospital has a variable mean of 3.68, which means that the respondent thinks that promotional media activity is quite good but needs to be improved again by the management of EMC Tangerang Hospital.

Table 3. Frequency and Percentage of Social Media Promotion Activity Variable Score (X1)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree		
<b>Indicator</b>	5	4	3	2	1	Number of Answers	Mean
	f	f	f	f	f		
	%	%	%	%	%		
<b>X1.1</b>	25	46	12	18	1	102	3.74
	24.51%	45.10%	11.76%	17.65%	0.98%	100%	
<b>X1.2</b>	21	36	15	25	5	102	3.42
	20.59%	35.29%	14.71%	24.51%	4.90%	100%	
<b>X1.3</b>	29	42	21	9	1	102	3.87
	28.43%	41.18%	20.59%	8.82%	0.98%	100%	
<b>X1.4</b>	27	34	26	14	1	102	3.7
	26.47%	33.33%	25.49%	13.73%	0.98%	100%	
Variable Mean							3.68

Source: SmartPLS 3.3.2

eWom (X2): Based on Table 4 it can be concluded that the variable (X2) regarding eWom on social media at EMC Tangerang Hospital has a variable mean of 2.72, which

means that the respondent chooses not to actively participate in social media at EMC Tangerang Hospital.

Table 4. Frequency and Percentage of the eWom Variable Score (X2)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree		
<b>Indicator</b>	5	4	3	2	1	Number of Answers	Mean
	f	f	f	f	f		
	%	%	%	%	%		
<b>X2.1</b>	11	19	16	28	28	102	2.57
	10.78%	18.63%	15.69%	27.45%	27.45%	100%	
<b>X2.2</b>	14	22	16	24	26	102	2.74
	13.73%	21.57%	15.69%	23.53%	25.49%	100%	
<b>X2.3</b>	12	25	22	21	22	102	2.84
	11.76%	24.51%	21.57%	20.59%	21.57%	100%	
Variabel Mean							2.72

Source : SmartPLS 3.3.2

**Brand Awareness (Z):** Based on table 5 it can be concluded that the variable (Z) regarding brand awareness has a variable mean of 3.81 which can be concluded that the respondent has sufficient brand

awareness about EMC Tangerang Hospital, however this needs to be improved again by the management of EMC Tangerang Hospital.

Table 5. Brand Awareness (Z) Frequency and Percentage Score

Indicator	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Number of Answers	Mean
	5	4	3	2	1		
	f	f	f	f	f		
	%	%	%	%	%		
Z1	26	61	10	5	0	102	4.05
	25.49%	59.80%	9.80%	4.90%	0.00%		
Z2	23	46	17	14	2	102	3.72
	22.55%	45.10%	16.67%	13.73%	1.96%		
Z3	24	50	14	12	2	102	3.8
	23.53%	49.02%	13.73%	11.76%	1.96%		
Z4	26	45	13	15	3	102	3.74
	25.49%	44.12%	12.75%	14.71%	2.94%		
Z5	25	45	16	14	2	102	3.75
	24.51%	44.12%	15.69%	13.73%	1.96%		
Rata-Rata Variabel							3.81

Source : SmartPLS 3.3.2

**Treatment Decision (Y):** Based on table 6 it can be concluded that the variable (Y) regarding the decision to seek treatment has a variable mean of 3.59 with the highest variable mean on the indicator "When I read a good (bad) review about EMC Tangerang Hospital on social media, it made me want

for treatment (no treatment) "(Y2) and the lowest on the indicator "I went to EMC Tangerang Hospital because of the promotions I read on social media "(Y6). It can be concluded that respondents decided to seek treatment more influenced by previous reviews than promotions.

Table 6. Frequency and Percentage of Score Variable on Medical Decisions (Y)

Indicator	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Number of Answers	Mean
	5	4	3	2	1		
	f	f	f	f	f		
	%	%	%	%	%		
Y1	25	48	16	11	2	102	3.81
	24.51%	47.06%	15.69%	10.78%	1.96%		
Y2	30	44	13	11	4	102	3.83
	29.41%	43.14%	12.75%	10.78%	3.92%		
Y3	23	39	18	13	9	102	3.52
	22.55%	38.24%	17.65%	12.75%	8.82%		
Y4	23	42	8	19	10	102	3.48
	22.55%	41.18%	7.84%	18.63%	9.80%		
Y5	19	41	18	16	8	102	3.46
	18.63%	40.20%	17.65%	15.69%	7.84%		
Y6	22	38	11	22	9	102	3.41
	21.57%	37.25%	10.78%	21.57%	8.82%		
Variabel Mean							3.59

Source : SmartPLS 3.3.2

**Evaluation of the Measurement Model (Outer Model) Reflective or Indicator Test**

Convergent Validity Testing (Convergent Validity): Table 7 shows the

value of the loading factor used in this study is > 0.7.

Average Variance Extracted (AVE) test: based on Table 8 it is known that all variables have an AVE value > 0.5.

**Table 7. Calculation Results of the Measurement Model (Outer Model) of Social Media Promotion Activity Variables**

	Social Media Promotion Activities	Brand Awareness	Treatment Decision	e-WOM
X11	0.860			
X12	0.727			
X13	0.768			
X14	0.875			
X21				0.936
X22				0.955
X23				0.911
Y11			0.794	
Y12			0.759	
Y13			0.838	
Y14			0.871	
Y15			0.884	
Y16			0.877	
Z11		0.754		
Z12		0.918		
Z13		0.906		
Z14		0.905		
Z15		0.900		

Source : Smart PLS 3.3.2

**Table 8. Average Variance Extracted (AVE) Value of Each Variable**

	Average Variance Extracted (AVE)
Social Media Promotion Activities	0.656
Brand Awareness	0.772
Treatment Decision	0.703
e-WOM	0.873

Source : SmartPLS 3.3.2

**Table 9. Cronbach's Coefficient Alpha and Composite Reliability (CR)**

	Cronbach's Alpha	Composite Reliability
Social Media Promotion Activities	0.823	0.884
Brand Awareness	0.925	0.944
Treatment Decision	0.915	0.934
e-WOM	0.927	0.954

Source : SmartPLS 3.3.2

Testing of Cronbach's Coefficient Alpha and Composite Reliability: based on table 9, it is known that the Cronbach's Coefficient Alpha and Composite Reliability values for all research variables are > 0.7.

Based on the previous explanation, it can be concluded that the variables used in this study are reliable.

### Discriminant Validity Testing

**Table 10. The Results of Discriminant Validity Testing**

	Social Media Promotion Activities	Brand Awareness	Treatment Decision	e-WOM	Information
X11	0.860	0.363	0.549	0.393	Valid
X12	0.727	0.415	0.530	0.493	Valid
X13	0.768	0.371	0.424	0.233	Valid
X14	0.875	0.383	0.486	0.377	Valid
X21	0.418	0.486	0.511	0.936	Valid
X22	0.424	0.433	0.562	0.955	Valid
X23	0.474	0.365	0.687	0.911	Valid
Y11	0.601	0.275	0.794	0.436	Valid
Y12	0.458	0.255	0.759	0.316	Valid
Y13	0.482	0.225	0.838	0.579	Valid
Y14	0.525	0.423	0.871	0.583	Valid
Y15	0.508	0.340	0.884	0.521	Valid
Y16	0.537	0.322	0.877	0.672	Valid
Z11	0.447	0.754	0.283	0.334	Valid
Z12	0.409	0.918	0.299	0.432	Valid
Z13	0.351	0.906	0.318	0.401	Valid
Z14	0.449	0.905	0.363	0.457	Valid
Z15	0.424	0.900	0.348	0.370	Valid

Source : SmartPLS 3.3.2

Based on table 10, it can be seen that the results of the discriminant validity test show that all indicators used in the study have a cross-loading value of the construct

greater than the cross-loading value of other constructs so that it can be concluded that the constructs in this study have valid discriminant validity.

### Evaluation of the Structural Model (Inner Model) or Hypothesis Testing

Table 11. Effect of Independent Variables on Dependent Variables

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Conclusion
Social Media Promotion Activities-> Brand Awareness	0.334	0.341	0.118	2.824	0.005	H1 accepted
Social Media Promotion Activities -> Treatment Decision	0.427	0.428	0.114	3.748	0	H2 accepted
Brand Awareness -> Treatment Decision	-0.039	-0.029	0.105	0.376	0.707	H3 accepted
e-WOM -> Brand Awareness	0.299	0.301	0.105	2.846	0.005	H4 accepted
e-WOM -> Treatment Decision	0.449	0.44	0.114	3.951	0	H5 rejected
Social Media Promotion Activities -> Brand Awareness -> Treatment Decision	-0.013	-0.007	0.04	0.33	0.741	H6 rejected
e-WOM -> Brand Awareness -> Treatment Decision	-0.012	-0.008	0.032	0.362	0.718	H7 rejected

Source : SmartPLS 3.3.2

Analysis of the coefficient of determination (R<sup>2</sup>): Based on table 4.13, the coefficient of determination (R<sup>2</sup>) is 0.295 for the brand awareness variable, which means that the contribution of the influence of the independent variables is 29.5%, while the remaining 71.5% is influenced by other variables not included in this study. The coefficient of determination (R<sup>2</sup>) is 0.534 for the treatment decision variable, which means that the contribution of the influence of the independent variable is 53.4%, while the remaining 46.6% is influenced by other variables not included in this study.

Table 12. Analysis of the Coefficient of Determination (R<sup>2</sup>)

	R Square
Brand awareness	0.295
Treatment Decision	0.534

Source : SmartPLS 3.3.2

## DISCUSSION

Social Media Promotion Activities Increase Patient Brand Awareness at EMC Tangerang Hospital (H1): The value of influence Social media promotion activities on brand awareness variables are significant at 0.005, Tstatistic is 2.824, and the original sample is positive so it can be concluded that social media promotion activity variables affect positive and significant

towards the brand awareness variable. This is following previous research where: Research conducted by Stojanovic et al (2017) concluded that the intensity of use of social media has a positive effect on Brand Awareness of tourism destinations, Research conducted by ElAydi (2018) concluded that Social media marketing activities have a positive effect on Brand awareness of the mobile services sector in Egypt (partially supported), and research conducted by Alvarez et al (2020) concluded that DMO generated social media communication has a positive effect on destination awareness and Tourist generated social media communication has a positive effect on destination awareness.

eWom activities on Social Media increase Patient Brand Awareness at EMC Tangerang Hospital (H2): The value of the influence of social media promotional activities on brand awareness variables is significant at 0.005, Tstatistic is 2,846, and the original sample is positive so it can be concluded that the eWom variable has a positive and significant effect. significant to the brand awareness variable. This is following previous research where: Research conducted by Alam (2015)

concluded that eWom has a positive effect on Brand awareness, Research conducted by Yapa (2017) concluded that User generated communication has a positive effect on brand awareness of consumers of fast moving goods in Sri Lanka and Firm generated communication has a positive effect on consumer brand awareness of fast moving goods in Sri Lanka, and research conducted by Seo et al (2020) concluded that eWom has a positive effect on brand awareness for Users of Airline Social Media.

Social Media Promotion Activities affect the decision to seek treatment at EMC Tangerang Hospital (H3): The value of the influence of Social media promotional activities on brand awareness variables is significant at 0.000, Tstatistic is 3,748, and the original sample is positive so it can be concluded that social media promotion activity variables have an positive and significant effect towards the treatment decision variable. This is following previous research where: Research conducted by Iblasi et al (2016) concluded that Social Media Marketing in this study has a positive effect on Stages of decision making purchases for SAMSUNG Electrical Home Appliances, Research conducted by Khatib et al (2016) concluded Characteristics of social media has a positive effect on purchasing decisions for Saudi Customers in Aseer Region, and research conducted by Ansari et al (2019) concluded that social media content marketing has a positive effect on consumer purchase decisions.

eWom affects patients' treatment decisions at EMC Tangerang Hospital (H4): The value of the effect of eWom on the treatment decision variable is significant at 0.000, Tstatistic is 3.951, and the original sample is positive so that it can be concluded that the eWom variable has a positive and significant effect on the treatment decision variable. This is following previous research where: Research conducted by Elaziz et al (2015) concluded that Most of eWom determinants have a positive effect on customer

purchasing decisions of hotel customers, Research conducted by Maria et al (2016) concluded that Experience of eWom has a positive effect on consumers. buying decision for Lazada consumers, and research conducted by Vongurai et al (2018) concluded that eWom has a positive effect on Purchase decision involvement in Using Traveling Services.

Brand awareness of patients at EMC Tangerang Hospital influences the decision to seek treatment (H5): The value of the effect of brand awareness on the variable of treatment decisions is 0.707, the statistic is 0.376, and the original sample is negative so it can be concluded that the variable brand awareness does not affect on the variable of medical decision. This is not following previous research where: Research conducted by Gunawardane (2015) concluded that Brand awareness of Sri Lanka Telecommunication Services mobile had a positive effect on purchase decisions, Research conducted by Novansa and Ali (2017) concluded that Brand awareness of SME Products had a positive effect on purchase decision, and research conducted by Ansari et al (2019) concluded that brand awareness has a positive effect on consumer purchase decisions.

Social media promotional activities have a significant effect on treatment decisions mediated by brand awareness (H6): The value of the effect of social media promotional activities on treatment decision variables mediated by brand awareness variables is 0.741, Tstatistic is 0.330, and the original sample direct path is squared greater than the pathway indirect so it can be concluded that the brand awareness variable does not mediate the relationship between the social media promotion activity variable and the medical decision.

eWom has a significant effect on treatment decisions mediated by brand awareness (H7): The value of the effect of social media promotional activities on treatment decision variables mediated by brand awareness variables is 0.718, Tstatistic is 0.362, and the original sample

direct path is squared greater than the indirect path so that It can be concluded that the brand awareness variable does not mediate the relationship between the eWom variable and the medical decision.

## **CONCLUSION**

1. Social media promotion activities have a significant effect on the brand awareness of EMC Tangerang Hospital, the promotion strategy through social media carried out by EMC Tangerang Hospital is currently considered effective enough so it can increase the brand awareness of EMC Tangerang Hospital.
2. eWom which contains positive and negative content on social media has a significant effect on brand awareness of EMC Tangerang Hospital, although the tendency of respondents choose not to actively comment on social media at EMC Tangerang Hospital, can still increase the brand awareness of EMC Tangerang Hospital.
3. Social media promotion activities have a significant effect on a prospective patient's decision to seek treatment at EMC Tangerang Hospital, the promotion strategy through social media carried out by EMC Tangerang Hospital is currently quite effective so that it can increase the decision of a prospective patient to seek treatment at EMC Tangerang Hospital.
4. eWom which contains positive and negative content on social media has a significant effect on the decision of a prospective patient to seek treatment at EMC Tangerang Hospital, although the tendency of respondents to choose not to actively comment on social media at EMC Tangerang Hospital, it can still increase the decision of a prospective patient to seek treatment / not. went to EMC Tangerang Hospital.
5. EMC Tangerang Hospital's brand awareness does not affect on a prospective patient's decision to seek treatment at EMC Tangerang Hospital, the brand awareness that prospective

patients have of EMC Tangerang Hospital is good enough it does not affect prospective patients to come to EMC Tangerang Hospital for treatment.

6. EMC Tangerang Hospital's brand awareness does not mediate the relationship between EMC Tangerang Hospital's social media promotion activities and the decision to seek treatment for prospective patients at EMC Tangerang Hospital, although the brand awareness of prospective patients for EMC Tangerang Hospital is good enough but it does not mediate the hospital's social media promotion strategy. EMC Tangerang was considered good enough for the decision to seek treatment for prospective patients at EMC Tangerang Hospital.
7. EMC Tangerang Hospital brand awareness does not mediate the relationship between eWom EMC Tangerang Hospital and the decision to seek treatment for prospective patients at EMC Tangerang Hospital, even though the brand awareness of prospective patients for EMC Tangerang Hospital is good enough but this does not mediate eWom which contains positive or negative content on social media regarding the decision to seek treatment for prospective patients at the EMC Tangerang Hospital.

## **Suggestion**

### **Theoretical Suggestions**

1. Develop a questionnaire to deepen and expand the identification of each variable so that it can enrich the problems that occur in each variable so that the solution to each problem can be found.
2. Researching other variables that affect directly or indirectly the decision to seek treatment for prospective patients at EMC Tangerang Hospital.
3. Developing research that examines why brand awareness of EMC Tangerang Hospital does not directly influence a

prospective patient's decision to seek treatment at EMC Tangerang Hospital.

4. Developing research that examines why brand awareness of EMC Tangerang Hospital does not mediate the relationship between social media and Eewom promotion activities to a patient's decision to seek treatment at EMC Tangerang Hospital.

### **Managerial Advice**

1. EMC Tangerang Hospital brand awareness needs to be improved by implementing promotional strategies on social media following the needs of the consumer segment of EMC Tangerang Hospital.
2. EMC Tangerang Hospital brand awareness needs to be improved by increasing eWom activities that contain positive content on social media at EMC Tangerang Hospital.
3. The decision to seek treatment for prospective patients at EMC Tangerang Hospital needs to be improved by implementing a promotional strategy on social media following the needs of the consumer segment of EMC Tangerang Hospital.
4. The decision to seek medical care for prospective patients at EMC Tangerang Hospital needs to be improved by increasing eWom activities that contain positive content on the social media of EMC Tangerang Hospital.
5. The decision to seek medical treatment at EMC Tangerang Hospital needs to be improved by increasing the brand awareness of EMC Tangerang Hospital.
6. Brand awareness of EMC Tangerang Hospital needs to be improved so that it can mediate the decision of prospective patients to seek treatment at EMC Tangerang Hospital because it is influenced by social media promotion strategies.
7. Brand awareness of EMC Tangerang Hospital needs to be improved so that it can mediate the decision of prospective patients to seek treatment at EMC

Tangerang Hospital because it is influenced by positive eWom.

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