

ABSTRACT

With the rapid development of social media today, social media has become an important tool in the healthcare industry, including in improving hospital interactions and brand loyalty. This study aims to analyse the effect of social media activities on Brand loyalty of RSUD Al Ihsan West Java Province, with Brand trust as a mediating variable.

This study uses a quantitative approach with a survey method using a 5-point Likert scale-based questionnaire. Data were collected from respondents who are social media users of Al Ihsan Hospital and analysed using Structural Equation Modeling (SEM) technique with Smart-PLS.

The results showed that Social media marketing, such as entertainment content, customisation, promotion, trendiness, word of mouth, and interaction, had a significant effect on Brand loyalty, both directly and through increased mediation of Brand trust. These findings are expected to provide insights for RSUD Al Ihsan in designing a more effective digital marketing strategy to increase patient loyalty and hospital trust.

The benefits of this research include theoretical contributions in the field of management, especially in the aspects of Social media marketing, Brand trust, and Brand loyalty, as well as practical benefits for academics and companies in planning marketing strategies and business development.

Keywords: Social media, Social media marketing, Brand loyalty, Brand trust, RSUD Al Ihsan.