

# The Effect of Brand Awareness and Social Media Marketing on the Intention to Use Medical Check-Up Services at the Universitas Indonesia Hospital <sup>†</sup>

Badra Al Aufa \* and Kania Yosevin Siphutar

Applied Health Science Department, Vocational Education Program, Universitas Indonesia, Depok 16424, Indonesia

\* Correspondence: badra@vokasi.ui.ac.id

<sup>†</sup> Presented at the 5th International Conference on Vocational Education Applied Science and Technology 2022, Teluk Betung, Indonesia, 26–28 October 2022.

**Abstract:** Hospitals use technology to support the marketing of their service products, including MCU services. This study aims to determine the relationship between brand awareness, social media marketing, and intention to use MCU services at Universitas Indonesia Hospital. The data were processed to perform univariate and bivariate analysis. The results showed that there was a significant influence of brand awareness and social media marketing on interest in using MCU services. Hospitals need to build brand awareness by utilizing social media such as Instagram and other media to increase public interest in using their services.

**Keywords:** brand awareness; social media marketing; intention to use; medical check-up services



**Citation:** Al Aufa, B.; Siphutar, K.Y. The Effect of Brand Awareness and Social Media Marketing on the Intention to Use Medical Check-Up Services at the Universitas Indonesia Hospital. *Proceedings* **2022**, *83*, 27. <https://doi.org/10.3390/proceedings2022083027>

Academic Editors:  
Ari Nurfikri, Triana Karnadipa,  
Karin Amelia Safitri, Debrina Vita  
and Widyo Swasto

Published: 26 December 2022



**Copyright:** © 2022 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

## 1. Introduction

Today, a number of hospitals are forcing hospital management to be more creative in attracting prospective customers (patients). In order to attract new consumers, hospitals need to engage in promotions. Promotion is one of the action areas of marketing, being expressed through a set of activities and means of informing and attracting potential buyers to points of sale in order to meet their needs and desires and, implicitly, to increase the economic efficiency of the activity of the producing entity [1].

Promotional media are growing along with the development of technology. One of the latest promotional media is social media, for example Instagram. The large number of Instagram users from various walks of life allows hospitals to attract more potential customers [2]. Promotional activities must be able to convince potential consumers to use the products or services of the related organization. In addition to convincing potential consumers, promotions must be able to educate potential consumers to pay attention to related organizations too, so that they become loyal consumers [3].

During the COVID-19 pandemic, life patterns have also become irregular due to the limited activities that can be carried out in public places. This behavior causes health status to become uncontrolled and even causes new diseases in individuals. A few people feel and realize the unhealthy symptoms in their body. Therefore, hospitals can start to intensify health promotion regarding medical check-up (MCU) services. Medical check-up services can help patients to detect their body condition and change their lifestyle in accordance with the recommendations of health workers [4,5].

Universitas Indonesia Hospital has been offering MCU services since 2019. As of April 2021, there have been visits to as many as 1988 patients. UI Hospital intensively informs about MCU services on its Instagram posts. UI Hospital's Instagram account has 946 content uploads and 30,800 followers (as of 14 April 2021). The right strategy on marketing could be well received by patients [6]. Marketing activities that are packaged attractively can increase patients' buying interest at Syafira Hospital Pekanbaru [7]. This study aims to determine the

relationship between brand awareness, social media marketing, and intention to use MCU services at Universitas Indonesia Hospital.

## 2. Method

This is a quantitative cross-sectional study that was performed from March to May 2020 at Universitas Indonesia Hospital (RSUI) located in Depok, West Java, Indonesia. The population of this study were followers of RSUI’s Instagram. Non-probability sampling was used for selecting 125 respondents.

The questionnaire contained 26 questions. The questions were developed based on several previous studies. The author modified the questions to fit the scope of the research. The questionnaire is divided into five parts: (1) the respondent’s characteristics, (2) Instagram user behavior, (3) brand awareness of RSUI, (4) attitude towards social media marketing, and (5) interest in using medical check-up (MCU) services at RSUI. A Likert scale from 1 to 4 (1: strongly disagree, 2: disagree, 3: agree, 4: strongly agree) was adopted for measuring brand awareness, attitude towards social media marketing, and intention of using MCU.

Data collection was performed using the online form of the Google Form platform. The researcher sent an online questionnaire to the research sample. Furthermore, explanations related to the scope, objectives, and research procedures were explained in writing. Respondents who agreed to participate in the study filled out the form. There was no coercion or sanction against people who refused to become respondents. Confidentiality and anonymity were ensured during the research process.

SPSS version 22 was used in conducting data analysis. Descriptive and bivariate analysis was carried out in this study. This study looks at the correlation between brand awareness, social media, and intention to use RSUI’s MCU services calculated using the Pearson correlation test.

## 3. Results

Table 1 shows respondents’ characteristics. From 125 respondents, the majority of them were from the 20–24 years old age group (60.8%) and female (71.2%). The majority of respondents’ occupations were university students (50.4%). The majority of respondents lived in Depok City (47.2%). The majority of respondents used Facebook (88.0%) and Twitter (36.8%). More than half of the respondents had visited RSUI.

**Table 1.** Respondents’ characteristics.

Characteristics	Group	n	%
Age (in years)	15–19	10	8
	20–24	76	60.8
	25–29	24	19.2
	35–39	4	3.2
Sex	Female	89	71.2
	Male	36	28.8
Occupation	Student	63	50.4
	Private employee	40	32
	Government employee	2	1.6
	Entrepreneur	2	1.6
	Housewife	5	4
	Health professional	7	5.6
	Others	6	4.8
Living area	Jakarta	26	20.8
	Bogor	13	10.4
	Depok	59	47.2
	Tangerang	2	1.6
	Bekasi	6	4.8
	Outside Jabodetabek *	19	15.2

**Table 1.** *Cont.*

Characteristics	Group	n	%
Most frequent social media used by respondents	Facebook	110	88.0
	Twitter	101	80.8
	Instagram	46	36.8
	YouTube	24	19.2
	TikTok	79	63.2
	WA/Line	74	59.2
	Others	6	4.8
Visiting RSUI	1 time	16	12.8
	2–3 times	21	16.8
	More than 3 times	36	28.8
	Never	52	41.6

\* Jabodetabek = Jakarta, Bogor, Depok, Tangerang, Bekasi City.

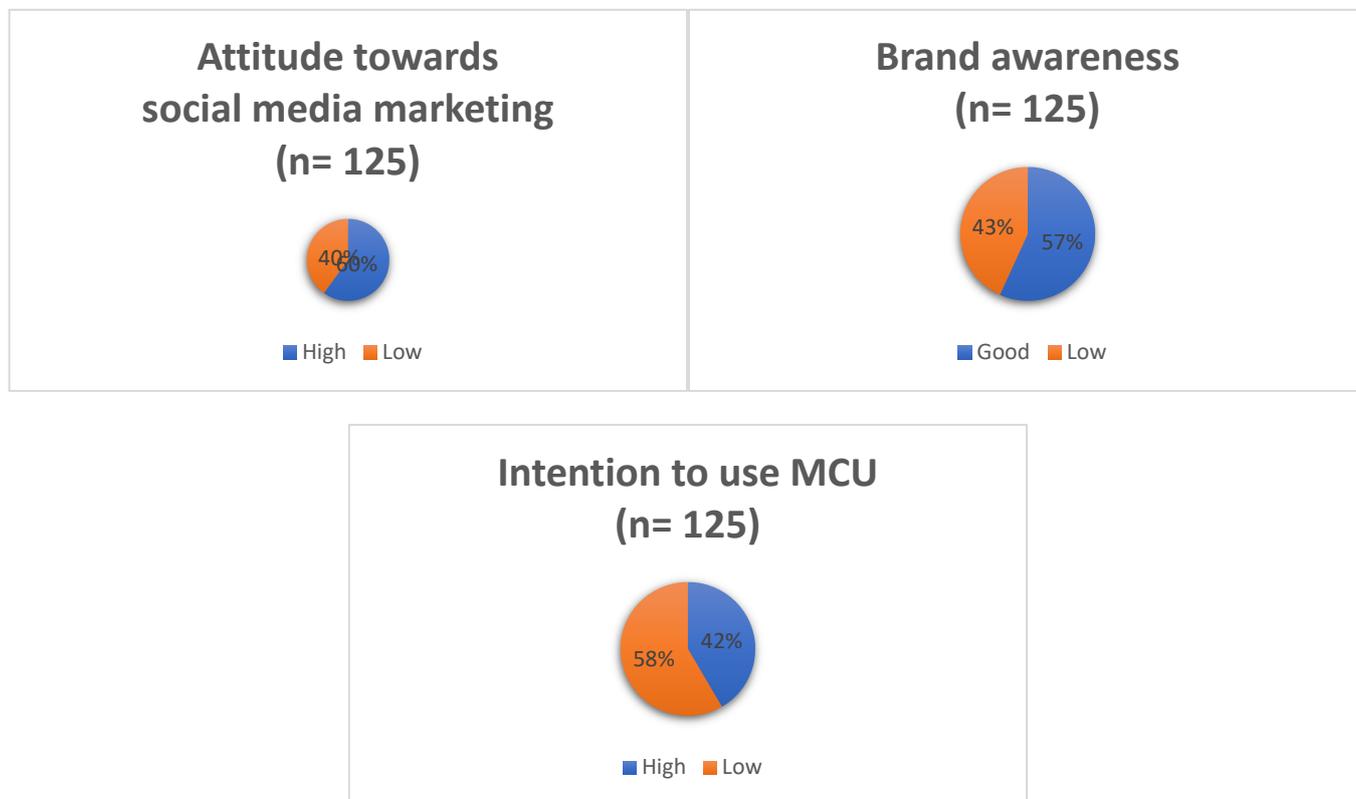
Most respondents used Instagram for more than two hours per day (56.0%). Most respondents used Instagram to search for news/information (88.0%) and entertainment content (80.8%). We also asked what health information respondents expected from RSUI’s Instagram. The majority of respondents wanted information related to COVID-19 and other diseases (70.4% and 77.6%, respectively). In addition, the respondents also wanted content related to disease prevention (69.6%). Respondents also hoped to get information related to the price of RSUI services (80.8%) and special prices offered (70.4%) (Table 2).

**Table 2.** Respondents’ use of Instagram.

Characteristics	Group	n	%
Time using Instagram per day	Less than an hour	10	8.0
	1 h	20	16.0
	2 h	25	20.0
	More than 2 h	70	56.0
Reason for using Instagram	Seeking information/news	110	88.0
	Entertainment content	101	80.8
	Seeking product/service offered	46	36.8
	Joining community	24	19.2
	Seeking inspiring content	79	63.2
	Sharing and seeking personal documentation	74	59.2
	Others	6	4.8
Expected health information from RSUI’s Instagram	COVID-19	88	70.4
	Other diseases	97	77.6
	Disease prevention	87	69.6
	Disease treatment	72	57.6
	Pharmaceutical therapy	44	35.2
	COVID-19 vaccine information	73	58.4
	Others	18	14.4
Expected RSUI-related information from RSUI’s Instagram	Information related to polyclinic	79	63.2
	Information related to service price	101	80.8
	Information related to special price offered	88	70.4
	Information related to insurance	63	50.4
	Physician profile	63	50.4
	RSUI’s Events	78	62.4
	Job vacancies	5	4
Others	3	2.4	

Figure 1 shows that most of the respondents had good awareness about the MCU services that exist in RSUI (60%). Moreover, 57% of respondents also had good brand awareness. However, only 42% of respondents wanted to use MCU services in RSUI. Table 3

shows there was a significant positive relationship between brand awareness and intention to use MCU services ( $p$ -value  $\leq 0.001$ ). Social media marketing was also significantly and positively related to intention to use MCU services in RSUI ( $p$ -value  $\leq 0.001$ ).



**Figure 1.** MCU service awareness, brand awareness, and intention to use MCU services among respondents.

**Table 3.** Correlation analysis of brand awareness, social media marketing, and intention to use MCU services.

	Brand Awareness	Social Media Marketing	Intention to Use MCU Services
Brand awareness			
Social media marketing	0.588 **		
Intention to use MCU Services	0.495 **	0.694 **	

\*\* Correlation is significant at the 0.01 level (2-tailed).

#### 4. Discussion

The results show that brand awareness of consumers is correlated with the intention to buy the MCU services. A previous study also shows that brand awareness affects the decision-making of a consumer about a product [8,9]. Moreover, another study showed that brand awareness is one of the components of brand equity [10]. A study showed that knowing a brand is not enough to generate consumers’ purchase intent. Moreover, brand awareness acts as a first step in building brand value for consumers [11]. Therefore, there is a need for the hospital to increase brand awareness among targeted consumers such as university students and staff. Some techniques could be implemented to increase brand awareness, such as positioning the brand, sponsorship, event marketing, sports marketing, advertising of the brand, and integrated marketing communications [12].

The study showed that social media marketing is positively associated with intention to use MCU. Another study showed that social media marketing has a significant (69.6%)

effect on consumers' purchase intentions [13]. Social media nowadays is among the 'best possibilities available' for an item to get in touch with potential customers [14]. It has been found that social media marketing leads to purchase intention and brand loyalty [15]. One of the most important things when using social media is attitude. The target will accept that your content is not always perfect as long as you are social, talk to people, and behave in a nice manner [16].

This study showed that social media marketing is significantly associated with brand awareness. Another study also showed that marketing communication in a company has an impact on the company's brand awareness [17]. Another study revealed that social media integration with other communication channels and dissemination of information collected through social media within the organization are two managerial practices with a relevant role in achieving higher brand awareness, brand reputation, and brand loyalty [18]. There are several ways to use social media in building the brand awareness, including bringing the brand to the customers, generating quality content, and connecting the customers [19].

## 5. Conclusions

In conclusion, this study found there are significant relationships between social media marketing, brand awareness, and intention to use MCU services. Hospitals should be able to use social media to increase brand awareness and customer interest in their varied services.

**Author Contributions:** Conceptualization, B.A.A. and K.Y.S.; methodology, B.A.A. and K.Y.S.; software, B.A.A. and K.Y.S.; validation, B.A.A. and K.Y.S.; formal analysis, B.A.A. and K.Y.S.; investigation, B.A.A.; resources, B.A.A. and K.Y.S.; data curation, B.A.A. and K.Y.S.; writing—original draft preparation, K.Y.S.; writing—review and editing, B.A.A.; visualization, B.A.A.; supervision, B.A.A.; project administration, K.Y.S. All authors have read and agreed to the published version of the manuscript.

**Funding:** The APC was funded by Vocational Education Program Universitas Indonesia.

**Institutional Review Board Statement:** The study was conducted in accordance with the Declaration of Universitas Indonesia Hospital.

**Informed Consent Statement:** Informed consent was obtained from all subjects involved in the study.

**Data Availability Statement:** The data that support the findings of this study are available on request from the corresponding author.

**Acknowledgments:** We would like to thank Vocational Education Program Universitas Indonesia for granting this article publication.

**Conflicts of Interest:** The authors declare no conflict of interest.

## References

1. Alexandrescu, M.-B.; Milandru, M. Promotion as a form of Communication of the Marketing Strategy. *Land Forces Acad. Rev.* **2018**, *23*, 268–274. [CrossRef]
2. Candra, L. The Utilization of Media in Marketing Strategy in the Syafira Pekanbaru Hospital on 2016: Pemanfaatan Media Dalam Strategi Pemasaran di Rumah Sakit Syafira Pekanbaru Tahun 2016. *J. Kesehat. Komunitas* **2017**, *3*, 172–175. [CrossRef]
3. Pertiwi, M.I.; Yulianto, E.; Sunarti. Pengaruh bauran pemasaran terhadap keputusan pembelian (Survei pada Konsumen Baker's King Donuts & Coffee di MX Mall Malang). *J. Adm. Bisnis* **2016**, *37*, 188–195. Available online: <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/1447> (accessed on 23 October 2022).
4. Lombogia, C.A. Perencanaan Strategis Unit Medical Check Up Rumah Sakit Advent Manado Tahun 2014. *JIKMU* **2015**, *5*. Available online: <https://ejournal.unsrat.ac.id/index.php/jikmu/article/view/7181> (accessed on 23 October 2022).
5. Jenis Pemeriksaan Kesehatan Berkala untuk Cek Kondisi Tubuh Anda. Available online: <https://promkes.kemkes.go.id/jenis-pemeriksaan-kesehatan-berkala-untuk-cek-kondisi-tubuh-anda-> (accessed on 23 October 2022).
6. Sari, L.G. Stragies of Hospital Marketing For Increasing Patient Satisfaction: Systematic Review. *J. Adm. Rumah Sakit Indones.* **2022**, *6*, 74–79. [CrossRef]
7. Rambe, R.R.; Heriyanto, M. Pengaruh pelaksanaan strategi pemasaran terhadap minat pasien pada rumah sakit syafira pekanbaru. *J. Online Mhs. (JOM) Bid. Ilmu Sos. Dan Ilmu Polit.* **2015**, *2*, 1–12. Available online: <https://jom.unri.ac.id/index.php/JOMFSIP/article/view/4841> (accessed on 23 October 2022).
8. Rouly, D.; Pandjaitan, H. An analysis of brand awareness influence on purchase intention in bandar lampung city's online transportation service (Study on Y Generation Consumers). *Econ. Bus. Solut. J.* **2019**, *3*, 1–14. [CrossRef]

9. Shahid, Z. The Impact of Brand Awareness on The Consumers' Purchase Intention. *J. Mark. Consum. Research* **2017**, *33*. Available online: <https://core.ac.uk/download/pdf/234694288.pdf> (accessed on 22 October 2022). [[CrossRef](#)]
10. Rizwan, S.; Al-Malkawi, H.A.; Gadar, K.; Sentosa, I.; Abdullah, N. Impact of brand equity on purchase intentions: Empirical evidence from the health takāful industry of the United Arab Emirates. *ISRA Int. J. Islam. Financ.* **2021**, *13*, 349–365. [[CrossRef](#)]
11. Azzari, V.; Pelissari, A. Does brand awareness influences purchase intention? The mediation role of brand equity dimensions. *Braz. Bus. Rev.* **2020**, *17*, 669–685. [[CrossRef](#)]
12. Beck, S.B.; Deliwe, A.P.; Smith, E.E. Assessing SME Perceptions of Using Green Social Media Marketing. *GATR J. Manag. Mark. Rev.* **2021**, *6*, 65–72. [[CrossRef](#)] [[PubMed](#)]
13. Manzoor, U.; Baig, S.A.; Hashim, M.; Sami, A. Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust. *Int. J. Entrep. Res.* **2020**, *3*, 41–48. [[CrossRef](#)]
14. SI, S. Social Media and Its Role in Marketing. *Bus. Econ. J.* **2015**, *7*, 1. [[CrossRef](#)]
15. Laksamana, P. Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. *Int. Rev. Manag. Mark.* **2018**, *8*, 13–18. Available online: <https://econjournals.com/index.php/irmm/article/view/5838> (accessed on 22 October 2022).
16. Wikström, J.W.E.; Gothenburg, L.A. Social Media Marketing What Role Can Social Media Play as a Marketing Tool? Bachelor's Thesis, Linnaeus University, Växjö, Sweden, 2010.
17. Tritama, H.B.; Tarigan, R.E. The Effect of Social Media to the Brand Awareness of a Product of a Company. *CommIT (Commun. Inf. Technol.) J.* **2016**, *10*, 9. [[CrossRef](#)]
18. Chierici, R.; del Bosco, B.; Mazzucchelli, A.; Chiacchierini, C. Enhancing Brand Awareness, Reputation and Loyalty: The Role of Social Media. *Int. J. Bus. Manag.* **2018**, *14*, 216. [[CrossRef](#)]
19. Shruti, A.; Anukrati, S. Social media: A successful tool of brand awareness. *Int. J. Bus. Gen. Manag. (IJBGM)* **2013**. Available online: [https://www.academia.edu/4094109/SOCIAL\\_MEDIA\\_A\\_SUCCESSFUL\\_TOOL\\_OF\\_BRAND\\_AWARENESS](https://www.academia.edu/4094109/SOCIAL_MEDIA_A_SUCCESSFUL_TOOL_OF_BRAND_AWARENESS) (accessed on 22 October 2022).

**Disclaimer/Publisher's Note:** The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of MDPI and/or the editor(s). MDPI and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.