

HUBUNGAN ANTARA MEDIA SOSIAL DENGAN KUNJUNGAN PASIEH DI RUMAH SAKIT: A SCOPING REVIEW

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ABSTRACT

Social media platforms enable rapid information dissemination and direct communication with patients and communities worldwide. This encourages healthcare providers to integrate them for health promotion, brand building, and professional networking. The objective of this research is to conduct a comprehensive review of the scholarly works concerning leveraging social media for enhancing hospital patient traffic. This scoping review utilized data from EBSCO host, Oxford, PubMed, and Scopus. The inclusion criteria were publications from the last eight years, available in full-text, open access, English-language, and of the article document type. The keywords used combined terms for social media (e.g., "Social Media Marketing" OR "Social Media Strategy" OR "Health Media" OR "Social Media" OR "Hospital Instagram" OR "Healthcare Facebook" OR "Hospital TikTok" OR "Hospital YouTube") AND ("Patient Visits" OR "Patient Attendance" OR "Hospital Visits" OR "Outpatient Visits" OR "Patient Purchase" OR "Patient Appointment" OR "Patient Volume" OR "Hospital Utilization") AND ("Hospital" OR "Healthcare Facility" OR "Medical Center"). This scoping review of 15 studies reveals social media's potential to increase hospital patient visits, but its impact is not direct. Effectiveness hinges on building brand awareness, trust, and positive patient experiences as key mediators. The most successful strategies use educational content and collaborations with local professionals. However, factors like prior experience and geographic access often outweigh social media's influence, positioning it as one component within a broader marketing strategy.

Keywords: Social Media, Marketing, Hospital, Patient Visits.

INTRODUCTION

The rise of digital technologies has revolutionized healthcare marketing, leading hospitals to acknowledge social media's strategic role in engaging patients and building trust. Growing social media usage, especially among economically active demographics, drives healthcare facilities to incorporate platforms like Facebook,

Instagram, Twitter, and TikTok in their promotions. (Sem & Anny Nurbasari, 2023). This paradigm shift is a direct response to the competitive landscape inherent in the healthcare sector. The proliferation of private hospitals, especially in developing economies, has heightened competition among healthcare providers at both local

and global levels. (Dzakiyya & Hijrah Hati, 2024) Social media platforms offer hospitals unique opportunities to interact with patients, disseminate health-related information, and establish institutional brand recognition in real-time and at cost-effective rates.

Research findings on social media's impact on patient hospital visits are inconsistent. Some studies show a positive effect on patient behavior, while others indicate complex relationships influenced by factors like brand familiarity, trust, and service quality. This underscores the need for a thorough investigation into social media's mechanisms affecting patient behavior. (Amanda & Achmadi, 2025).

This scoping review aims to consolidate and assess empirical research on the correlation between social media use and hospital visitation rates, study factors affecting social media's effectiveness in healthcare marketing, and pinpoint areas requiring more research. By analyzing existing literature, this study intends to offer evidence-based guidance to healthcare administrators for enhancing their social media approaches and enhancing their comprehension of the overall context influencing patient choices in healthcare facility selection.

LITERATURE REVIEW

Use of social media by patients for health related reasons provides different effects, which can result in both benefits and challenges. It is important to identify these effects of social media for the healthcare system, as "a growing percentage of patients use social media for health-related reasons, so health professionals will have to reflect on

the alleged beneficial effects and the potential harmful effects of social media use by patients in healthcare" [8]. Hence, the review of these effects will contribute to a better understanding of potential benefits and challenges for both patients and healthcare professionals, but also other healthcare actors such as policy makers (Smailhodzic, 2025).

RESEARCH METHODS

This scoping review adheres to the methodology proposed by Arksey and O'Malley, following PRISMA-ScR guidelines, to examine empirical studies exploring the correlation between social media utilization and hospital visits. Inclusion criteria entail articles spanning from 2018 to 2025, employing quantitative or qualitative methodologies, available in English or Indonesian, and presenting full-text accessibility. Exclusion criteria involve non-empirical viewpoints, e-commerce investigations unrelated to healthcare, reviews, and articles lacking methodological clarity or comprehensive findings. Literature identification procedures encompassed systematic searches across various electronic databases, including EBSCO Host, Scopus, PubMed, and Oxford. Out of the initial 13,692 articles identified through keyword searches, 98 articles met the initial criteria for further evaluation. Subsequent screening phases involved title-based selection, resulting in 42 pertinent articles, from which 20 were excluded due to irrelevance or being review articles. Abstract-based selection yielded 22 articles, excluding 7 inaccessible full-text articles. Ultimately, 15 articles meeting the inclusion criteria underwent comprehensive analysis, involving independent selection,

rigorous full-text evaluation, and data extraction encompassing study attributes, samples, variables,

outcomes, and statistical significance, culminating in a synthesized summary of findings.

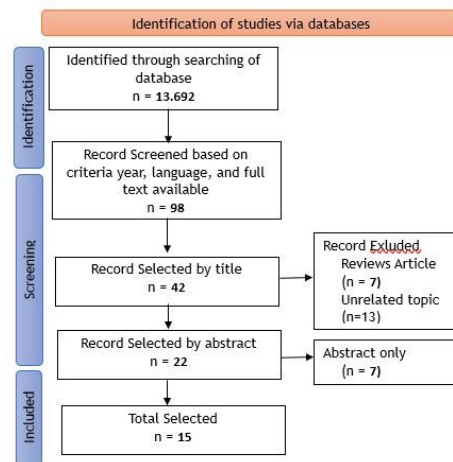


Figure 1. The Framework For Inclusion, Eligibility Evaluation, Screening, And Identification

RESEARCH RESULTS

Characteristics of Included Studies

This scoping review has identified 15 empirical studies that met the specified inclusion criteria. The primary focus of the research (n=10) was conducted in Indonesia, while the remaining studies originated from Malaysia, Denmark, and Egypt. The methodological approaches employed in the studies encompassed cross-sectional observational designs (n=11), quasi-experimental methodologies (n=2), and qualitative investigations (n=3). The publication timeline ranged from 2018 to 2025, with the highest concentration of studies published in 2024 (n=8). The research encompassed both public and private hospitals, with a particular emphasis on various social media platforms, notably Instagram (n=9), followed by Facebook (n=7), Twitter (n=3), and TikTok (n=2). Sample sizes varied between 60 and 700 participants, averaging around 200 respondents per study. The diversity in study design, social media

platform focus, and outcome measures underscores the evolving landscape of research within this field.

Primary Findings: The Impact of Social Media on Patient Hospital Visits

Direct Relationships Between Social Media and Visit Intention

A study conducted at Muhammadiyah University Hospital in Malang with a sample of 96 dedicated followers of the hospital's social media accounts demonstrated a significant positive impact of social media marketing efforts on patient visit intention. (Sem & Anny Nurbasari, 2023) Utilizing Partial Least Square (PLS) analysis, it was elucidated that the hospital's social media marketing strategies played a substantial role in influencing patients' decisions to seek healthcare services, as indicated by the statistically significant pathway coefficient.

In contrast, a separate investigation conducted at a private hospital with 264 participants revealed a more intricate outcome. This study indicated that direct effects of social media marketing activities on patient visit intention were not significant ($p=0.111$). (Dzakiyya & Hijrah Hati, 2024) Social media's impact on visit intention is mediated by brand awareness, image, trust, and equity, highlighting psychological mechanisms.

The Mediating Role of Variables in Social Media-Visit Relationships

The investigation conducted at Yarsi Dental and Oral Hospital has revealed that the interconnection between brand equity and the determination to revisit is influenced by the mediation of revisit intention. (Ilham Arief et al., 2024) Noteworthy findings indicate that the influence of social media on revisit intention is substantial, with a heightened impact when combined with brand equity. These findings imply that social media serves not only as a direct promotional mechanism but also as a tool for establishing brand equity, subsequently influencing patients' decisions to revisit healthcare facilities.

Furthermore, a study carried out at RSGM X utilized a multiple mediation model incorporating brand awareness, online trust, and perceived value as mediators, with a cohort of 200 Instagram followers subject to PLS-SEM analysis. (Amanda & Achmadi, 2025) The outcomes underscore that social media marketing exerts both direct and indirect effects on patients' intentions to seek medical care, operating through the aforementioned mediating factors. Notably, the perceived value of services emerged as the most

influential mediator, suggesting that patients exhibit a more positive response to social media endeavors when the content aids in comprehending the healthcare value proposition.

Effects on Relationship Quality and Patient Loyalty

A study conducted at RSUD Dr. Saiful Anwar Malang, utilizing data from outpatient samples gathered between February and March 2024, revealed a noteworthy impact of social media marketing activities on the quality of patient relationships ($\beta = 0.34$, $p = 0.039$). (Widasmara et al., 2024) Nevertheless, the investigation indicated a more substantial influence of customer experience ($\beta = 1.003$, $p = 0.000$), underscoring the paramount importance of patient interactions within the hospital environment over mere exposure to social media platforms.

Similarly, a study carried out in private hospitals in Egypt, encompassing 464 participants, scrutinized the influence of social media on brand loyalty with customer experience as an intermediary variable. (Mohamed Wagih Abd El Aziz, 2024) The findings demonstrated a significant impact of social media on customer experience (estimate = 0.777, CR = 13.198, $p = 0.000$), subsequently affecting brand loyalty (estimate = 0.379, CR = 2.993, $p = 0.003$). This structural model elucidated 74% of the variance in brand loyalty, implying that effectively cultivating positive customer experiences through social media can serve as a potent strategy for enhancing customer loyalty.

Most Effective Elements of Social Media Strategies

Examination of 721 authenticated hospital Weibo profiles utilizing multivariate regression analysis revealed varied efficacy levels across diverse dimensions of social media promotion. (Zhong et al., 2025) An escalation of 10% in posting frequency (pertaining to the activity dimension) exhibited an association with a 4.8% surge in followers, a 4.4% rise in maximum likes, a 3.1% increase in comments, and a 4.9% uptick in shares. Metrics of interactivity (such as the quantity of accounts followed by hospitals) exhibited analogous positive impacts, each contributing to engagement parameters by percentages ranging from 2.4% to 4.5%.

Investigation conducted at Husada Hospital identified that the social media collaboration dimension displayed the strongest correlation with decisions regarding hospital selection ($r = 0.694$) (Animo et al., 2025). Furthermore, the dimensions of connection ($r = 0.654$), communication ($r = 0.575$), and context ($r = 0.536$) also manifested noteworthy correlations. Actively engaging in collaboration between hospitals and local influencers or medical professionals via Instagram demonstrated efficacy in fortifying the hospital's image and influencing patient decisions. These conclusions underscore the significance of genuine content involving local stakeholders within the social media strategies of hospitals.

Social Media Effectiveness in Patient Recruitment for Clinical Trials

In a randomized controlled trial at phase I/IIa, a cohort of 60 participants diagnosed with actinic keratosis was successfully recruited in a span of 53 days through targeted advertising on popular social media

platforms such as Facebook and Instagram. (Ortner et al., 2024a) The social media campaigns garnered an impressive 886,670 impressions, reaching 309,000 distinct users, ultimately resulting in 27,814 clicks. The conversion rate attained was 16.8%, with a notable 66.6% screening success rate for subsequent in-clinic evaluations. This rapid recruitment pace, 36 times swifter than traditional methods, underscores the capacity of social media in facilitating extensive patient engagement in clinical trials.

Digital Marketing Effects on Revisit Intention

A study conducted at Ismile Dental Clinic Pontianak, encompassing a sample of 100 patients with health insurance, demonstrated the considerable impact of digital marketing on revisit intention, a relationship mediated by patient experience (p -value = 0.01). (Vaiga et al., 2024) Through a multiple linear regression analysis, it was observed that the coefficients for digital marketing, health insurance, and patient experience on revisit intention were 0.376, 0.760, and 0.35 respectively. These findings suggested complete mediation, with patient experience acting as the pivotal link between digital marketing and revisit intention.

Barriers to Effective Social Media Marketing in Hospital Settings

In a qualitative investigation conducted at a rural women's outpatient facility, it was observed that WhatsApp emerged as the predominant social media platform utilized by patients, with Instagram, TikTok, and Facebook predominantly serving entertainment purposes. (Yunita et al., 2025) The key determinants guiding hospital

choice were identified as geographical proximity to the individual's residence and past encounters, rather than insights derived from social media. These

outcomes imply that social media might not constitute the principal source of information shaping patient decisions concerning hospital selection in rural locales.

Table 1. Research Analysis

No	Author/Year /Country	Title	Research design	Objective	Sample	Findings
1	Regina Amanda & H. Achmadi, 2025, Indonesia	The Effect of Social Media Marketing on Visit Intention Mediated by Brand Awareness, Online Trust, and Perceived Value at RSGM X	Cross-sectional quantitative study with PLS-SEM analysis	The objective is to investigate the impact of social media marketing on the intention to visit, mediated by brand awareness, online trust, and perceived value.	200 Instagram followers from RSGM X	Social media marketing had a substantial impact on visit intention, both through direct effects and by mediating brand awareness, online trust, and perceived value. (Amanda & Achmadi, 2025)
2	Hariyanti et al., 2023, Indonesia	The Influence of Social Media Marketing on Patient Visit Intention Mediated by Brand Awareness	Cross-sectional quantitative observational study with PLS analysis	This research endeavor seeks to investigate the impact of social media marketing on patients' hospital visit intention.	96 people who were loyal consumers (followers) of the social media accounts (Facebook, Instagram, and	Brand awareness mediated the impact of social media marketing on visit intention significantly. (Hariyanti, 2023)

				Twitter) of the RSU UMM.		
3	Dzakiyya & Hijrah Hati, 2024, Indonesia	The Effectiveness of Social Media Marketing Activities in Building Brand Equity and Patient Trust and Its Influence on Visit Intention in Private Hospitals	Quantitative study with CB-SEM IBM AMOS	The study aims to evaluate the impact of social media marketing on brand equity, trust, and visit intention.	264 respondents	Social media marketing influences brand awareness, image, and trust, albeit without a direct impact on visit intention. Visit intention is notably influenced by trust and brand equity. (Dzakiyya & Hijrah Hati, 2024)
4	Tarumingken et al., 2025, Indonesia	The Influence of Facebook, YouTube and Instagram Social Media Marketing On The Number of Outpatient Visits at UKRIDA Hospital	Quantitative research with SEM SmartPLS	The objective is to assess the impact of marketing activities on outpatient visit volumes across three distinct social media channels.	100 UKRIDA Hospital outpatients (September-October 2024)	Instagram's utilization in social media marketing had a substantial impact on outpatient visit volumes, whereas Facebook and YouTube did not exhibit significant influence. The R-Square value was 0.292. (Tarumingken et al., 2025)

		l Jakarta				
5	Suganda & Harahap, 2025, Indonesia	The Relationship between Social Media Marketing Dimensions on Instagram and Increasing Patient Interest in Choosing a Hospital at Husada Hospital in 2025	Cross-sectional quantitative with Spearman test	The objective is to investigate the correlation between various aspects of social media marketing on Instagram and hospital selection by patients.	67 respondents	The primary social media marketing aspects significantly impacting purchasing choices included collaboration ($r = 0.694$), connection ($r = 0.654$), communication ($r = 0.575$), and context ($r = 0.536$). (Animo et al., 2025)
6	Widasmaras et al., 2024, Indonesia	Impact of Social Media Marketing Activities and Customer Experience on Instagram on Outpatient Relationship Quality	Quantitative cross-sectional with multiple linear regression	The objective is to assess the influence of social media marketing endeavors and customer interactions on outpatient relational quality.	Outpatients at RSUD Dr. Saiful Anwar Malang (February-March 2024)	Social media marketing agency (SMMA) positively influenced the quality of relationships ($\beta = 0.34$, $p = 0.039$), while customer experience exhibited a more substantial effect ($\beta = 1.003$, $p = 0.000$). (Widasmaras et al., 2024)
7	Arief et al., 2024, Indonesia	Analysis of the Influence of	Quantitative cross-sectional	The objective is to examine	100 patients (non-probabi	Social media presence and brand equity exerted a

		Brand Equity and Social Media on Revisit Decision With Intention to Revisit as Mediator on Variable in Yarsi Teeth and Mouth Hospital	l with SEM-PLS	the intricate interplay among brand equity, social media, visit intent, and revisit determination.	lity sampling)	beneficial and substantial influence on both the intention to revisit and the decision to revisit. The interest in visiting acted as a mediator in this association. (Ilham Arief et al., 2024)
8	Yunita et al., 2025, Indonesia	Social Media for Hospital Marketing in Rural Areas: Patient Perspectives of a Private Hospital	Qualitative research with in-depth interviews and thematic analysis	The objective is to evaluate the efficacy of utilizing social media as a promotional instrument for a rural private healthcare facility.	10 outpatients and inpatients (in-depth interviews)	WhatsApp stood out as the predominant social media platform, with hospital selection primarily influenced by geographical proximity and past interactions as opposed to social media content. Social platforms played a secondary role in decision-making processes. (Yunita et al., 2025)
9	Mohamed Wagih et al., 2024, Egypt	Impact of	Quantitative study	The study aims to explore	416 customers	The study found a notable direct

		Social Media Marketing on Brand Loyalty, through the Mediating Role of Customer Experience: An Applied Study in Egyptian Private Hospitals	with SEM SPSS 28 & AMOS26	the influence of social media marketing on brand loyalty through customer experience mediation .	from private hospitals in Egypt (convenience sample)	impact of social media marketing on brand loyalty, with customer experience acting as a mediator, partially mediating this association. (Mohamed Wagih Abd El Aziz, 2024)
10	Sunaryo et al., 2022, Indonesia	Instagram Optimization as Digital Marketing Media: Study at a Private Hospital in Batu City	Quasi-experimental pre-post test design without control group	The objective is to address the decrease in Instagram efficacy to enhance traffic, credibility, and client contentment.	10 people (total sampling method) - September to October 2021	Instruction in Instagram optimization enhanced employees' comprehension of digital marketing, as indicated by questionnaire responses demonstrating heightened knowledge post-training. (Sunaryo et al., 2022)
11	Zhong et al., 2024, China	Leveraging Promotional Strategies to Enhance Hospital Influence on Social	Multivariate linear regression with heterogeneity analysis on 721 hospital Weibo accounts	The study aims to examine the impact of promotional tactics on the social media influence of hospitals.	721 verified hospital Weibo accounts integrated with hospital database	Enhanced posting activity led to a 4.8% rise in followers, and increased interactivity by following more accounts resulted in a 4.5% growth in followers, with

		Media: Cross- Section al Study				statistical significance ($p < 0.001$). The efficacy was further influenced by hospital characteristics . (Zhong et al., 2025)
1 2	Qomarasand hi, 2025, Indonesia	The Influenc e of Social Media Marketi ng and Price Percept ion on Hospita l Brand Image and Its Influenc e on Hospita l Choice Intentio n at XYZ Orthope dic Hospita l in Jakarta	Cross- sectiona l study with SEM	The aim is to assess the influence of social media marketing and pricing perceptio ns on hospital brand reputatio n and selection propensit y.	134 respond ents from XYZ Orthope dic Hospita l outpati ent clinics	The influence of word-of- mouth, surgeon reputation, and price perception on hospital brand image was substantial, while the impact of hospital brand image on choice intention was negligible (R^2 = 0.690). (Qomar asandhi, 2025)
1 3	Athallandi et al., 2025, Indonesia	Optimiz ation of Obstetr ics and Gynecol ogy Clinic Service Visits with a Marketi ng Plan Approa ch and Publica tion on	Qualitat ive case study with in- depth interviews, observat ions, and docume nt study	To ascertain the most effective strategies for enhancing obstetrics and gynecolog y consultati ons.	In- depth interviews and observa tions at a private hospital	Inadequate marketing strategies and data analysis, along with insufficient visibility of services on social media, led to suboptimal visit rates. Implementing a comprehensiv e marketing

		Social Media				plan and enhancing social media presence may enhance patient engagement.(Athallandi et al., 2025)
1 4	Ramadhani & Jayanagara, 2025, Indonesia	Antecedent of Patient Revisit Intention: An Empirical Study in Dental Clinic	Quantitative cross-sectional with PLS-SEM	The objective is to examine the interconnections among brand recognition, trust, brand perception, online marketing , service excellence, customer contentment, and intention to revisit.	146 patients who revisited Omni Dental Clinic Palembang (total sampling)	Positive and significant direct associations were observed among all variables. Trust emerged as the most influential factor on the intention to revisit, with service quality impacting revisit intention through its mediation of patient satisfaction. (Ramadhani & Jayanagara, 2025)
1 5	Ortner et al., 2024, Denmark	Accelerating Patient Recruitment Using Social Media: Early Adopter Experience from a Good Clinical Practice- Monitored	Observational study with social media advertising and virtual eligibility review	To expedite participant enrollment in clinical trials through social media marketing	60 patients enrolled in 53 days (Facebook & Instagram: 309,000 unique users exposed , 27,814 clicks)	The recruitment goal of 34.6 participants per month was met, demonstrating a 36-fold increase in efficiency compared to typical randomized controlled trials. Utilizing video ads and pixel tracking significantly

Random ized Controll ed Phase I/IIa Clinical Trial on Actinic Keratos is	decreased the participant acquisition cost by 83.3%.(Ortner et al., 2024b)
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DISCUSSION

Social Media as a Strategy to Increase Hospital Patient Visits

The utilization of social media platforms has progressively emerged as a crucial marketing instrument for healthcare organizations aiming to augment the visibility and accessibility of their services. (Dzakiyya & Hijrah Hati, 2024) A study conducted at Kambang Jambi Hospital revealed that the dissemination of content showcasing the hospital's image and featuring its staff as models through its social media channels garnered substantial attention from customers and led to a gradual rise in patient footfall. The establishment of patient trust in the depicted image portrayed on social media was identified as a pivotal factor influencing patients' decisions to visit the hospital.

The adoption of viral marketing strategies via the hospital's social media channels was found to be particularly effective in capturing customers' interest, primarily attributable to the robust influence of electronic word-of-mouth (e-WOM) mechanisms, consequently heightening the likelihood of increased patient visits. (Dzakiyya & Hijrah Hati, 2024) Innovative promotional initiatives on social media platforms serve to foster engagement with communities, cultivate stronger connections, and fortify the

organization's brand image. Through adept utilization of social media resources, healthcare establishments can broaden their outreach, bolster brand recognition, and reshape consumer perceptions regarding the quality of their offerings.

Utilizing social media enables hospitals to promptly interact with potential patients, respond to inquiries, share patient feedback, and demonstrate medical knowledge, fostering trust before initial visits, potentially increasing patient conversion rates.

Research Findings Regarding Social Media and Patient Visits

Empirical research regarding the impact of social media on patient visits reveals two main trends. Initially, studies indicate a direct positive correlation between engagement in social media marketing strategies and patients' inclination to seek medical care. For instance, Muhammadiyah University Hospital observed significant enhancements in brand recognition resulting from social media campaigns, subsequently influencing patients' willingness to visit the facility. (Qomarasandhi, 2025) Similarly, investigations into clinical trial recruitment have reported conversion rates of 16.8%

attributable to social media within condensed time periods.

Conversely, a contrasting trend identified in alternative studies uncovers more intricate connections beyond straightforward cause-and-effect relationships. An examination conducted at a private hospital involving 264 participants discovered that social media marketing initiatives did not autonomously impact patients' visit intentions. (Dzakiyya & Hijrah Hati, 2024) Rather, elements including brand awareness, brand image, trust, and brand equity completely mediated the benefits of social media. All things considered, the study offers insightful information on how public hospitals can strategically boost their brand equity through targeted enhancements in patient trust and service quality. (Kalhor et al., 2021; Nguyen et al., 2021) This emphasizes how important it is for social media platforms to first foster positive brand perceptions before patients think about coming.

Further research conducted at a dental clinic in Pontianak illustrated that digital marketing, including social media, exerts its influence solely through the mediation of patient experiences. (Vaiga et al., 2024) This concept of "full mediation" suggests that the success of digital marketing strategies in fostering return visits hinges entirely on delivering positive patient experiences. In essence, effective social media utilization transcends creating mere online buzz to ensuring that patients' actual clinical encounters meet or surpass their expectations.

Moreover, investigations at RSGM X highlighted that perceived service value emerges as the principal mediator in delineating the relationship between social media engagement and visit

intentions. (Amanda & Achmadi, 2025) Patients exhibit more favorable responses to social media marketing efforts when the content aids them in comprehending and valuing the healthcare services provided. This underscores the critical role of informative content in shaping hospital social media campaigns.

Discussion of Social Media's Connection to Hospital Patient Visit Rates

The correlation between social media utilization and hospital patient visit rates involves various mechanisms. Initially, social media acts as a disseminator of information, allowing hospitals to target wider audiences at a cost-effective rate. Examination of 721 hospital Weibo profiles indicated that increased activity in posting content consistently led to augmented followers, likes, comments, and shares. (Zhong et al., 2025) A rise of 10% in posting frequency was associated with a 4.8% increase in followers.

Subsequently, social media plays a crucial role in establishing brand recognition and fostering a positive brand image. Studies have revealed that marketing efforts on social media significantly impact patient brand recognition (path coefficient = 0.513, $p = 0.000$). (Dzakiyya & Hijrah Hati, 2024) Nevertheless, the relationship between brand recognition and brand image is not consistently linear, as evidenced by findings suggesting that brand recognition does not invariably translate directly into brand image enhancement (coefficient = 0.232, $p = 0.074$). This underscores that merely augmenting brand recognition through social media is inadequate; the content must be tailored to bolster a favorable brand image.

Thirdly, social media facilitates the development of trust and customer satisfaction. Research has demonstrated that patient trust plays a significant role in influencing the intention to visit (path coefficient = 0.711, $p = 0.000$). (Dzakiyya & Hijrah Hati, 2024) Through transparency, responsiveness to patient queries, and the dissemination of authentic patient testimonials, social media enables hospitals to cultivate trust.

Lastly, social media contributes to enhancing hospital brand equity. Studies have shown that brand equity exerts a profound impact on patient visit intentions (coefficient = 1.440, $p = 0.000$). (Dzakiyya & Hijrah Hati, 2024) Hospitals with robust brand equity are appealing to patients, as they anticipate superior service quality from institutions with strong branding. Social media aids in the development of brand equity by accumulating positive content, ensuring consistent engagement, and establishing a clear brand identity.

Other Factors Influencing Hospital Patient Visits

Social media is a crucial aspect influencing patient choices regarding hospital visits, yet research indicates that various other factors play significant roles in this decision-making process. Geographic variables have been identified as particularly influential, with studies revealing that in rural areas, the proximity of a hospital to a patient's residence is the foremost consideration determining hospital selection, surpassing the impact of social media information. (Yunita et al., 2025) Consequently, the effectiveness of social media strategies in overcoming geographical barriers may be limited.

Furthermore, the prior experiences of patients play a pivotal role in their decisions to revisit a hospital. Research has demonstrated that the impact of customer experience on patient relationship quality far exceeds the influence of social media marketing efforts (regression coefficient = 1.003 compared to 0.34). (Widasmara et al., 2024) Patients who have had positive experiences at a hospital are more likely to return, irrespective of the hospital's social media presence.

Moreover, the reputation of medical professionals, particularly surgeons, has emerged as another significant determinant. Studies conducted at XYZ Orthopedic Hospital Jakarta have shown that the reputation of a surgeon plays a more substantial role in hospital selection than the hospital's brand image itself. (Qomarasandhi, 2025) Patients often prioritize the expertise of specific physicians, which can outweigh the effects of social media marketing.

Additionally, perceptions of pricing are an essential consideration. Research has indicated that price perception significantly impacts a hospital's brand image ($p < 0.05$) and that as brand image strengthens, the influence of price perception on hospital selection decisions diminishes. (Qomarasandhi, 2025) This suggests that hospitals with strong brands, developed through various channels including social media, have greater flexibility in their pricing strategies.

Finally, the availability of health insurance also exerts a considerable influence on patients' intentions to revisit a hospital, with a regression coefficient of 0.760. (Vaiga et al., 2024) Patients with comprehensive insurance coverage are more inclined to visit a

hospital regularly, as financial obstacles are reduced.

Factors That Do Not Influence Versus Those That Do Influence Hospital Visits

The investigation delineates critical differentiations between variables yielding noteworthy effects on hospital visitations versus those that do not. Solely emphasizing brand recognition was deemed inadequate in prompting visit determinations, as empirical evidence evinced the absence of a direct substantial impact of brand awareness on visit inclination ($\beta = 0.193$, $p = 0.314$). (Dzakiyya & Hijrah Hati, 2024) It was elucidated that brand awareness must be effectively transmuted into robust brand equity to exert influence. Correspondingly, the standalone presence of brand image exhibited an adverse and statistically significant correlation with visit intention ($\beta = -0.665$, $p = 0.023$). (Dzakiyya & Hijrah Hati, 2024) This paradoxical revelation intimates that brand image bereft of bolstering trust and robust brand equity might be ineffectual in steering visit determinations, potentially diminishing visit inclination when discordant with actual patient encounters.

Correspondingly, independent investigations disclosed that social media marketing initiatives did not wield a direct substantial impact on visit intention ($\beta = -0.252$, $p = 0.111$). (Dzakiyya & Hijrah Hati, 2024) This underscores the premise that social media mechanisms operate through intermediary factors rather than exerting an immediate influence on visitation behavior. Conversely, factors consistently manifesting positive and substantial effects encompass patient confidence in healthcare facilities (path coefficient = 0.711) (Dzakiyya & Hijrah Hati,

2024), brand equity (path coefficient = 1.440) (Dzakiyya & Hijrah Hati, 2024), customer experience (regression effect = 1.003) (Widasmara et al., 2024), and physician reputation, which exhibited steadfast effects across various studies.

Connections to Social, Economic, Educational, and Cultural Factors

Social media and hospital visits are intricately linked to the social, economic, educational, and cultural backgrounds of patients. Socially, these platforms serve as tools for establishing patient communities and enabling peer-to-peer interaction through testimonials and reviews. (Ilham Arief et al., 2024) Patient trust in peer recommendations found on social media often surpasses that in direct hospital promotional efforts.

Economic circumstances play a pivotal role in both social media engagement and healthcare accessibility. Studies have indicated that a significant proportion of social media users are employed in the private sector and belong to the economically productive age group of 28-50 years. Notably, the availability of health insurance, which is predominantly accessible to middle and upper-income brackets, has demonstrated a considerable impact on patients' intention to revisit hospitals. Hospitals directing their social media strategies towards these economically advantaged groups are likely to achieve a more substantial return on investment. (Vaiga et al., 2024)

Higher levels of education impact individuals' engagement with health-related information on social media, influencing their evaluation of hospital services quality and health content credibility. Educational content on social media significantly influences perceived

service value compared to promotional material, affecting patient satisfaction and loyalty. (Liu et al., 2021)

Cultural factors are extremely important, particularly when comparing rural and urban environments. WhatsApp is more frequently used for health-related communication than Instagram or Facebook, according to studies done in rural areas. This finding reflects local cultural preferences and communication patterns in rural populations. (Yunita and others, 2025) It is clear that consistent social media tactics might not produce the intended results in a variety of cultural situations, calling for customized solutions based on regional preferences. Stronger, trust-based relationships between patients and providers can be achieved, for instance, by providing gender-sensitive care and respecting patients' cultural and religious beliefs. (Alodhialah et al., 2024; King et al., 2023)

These findings have practical implications for hospitals, emphasizing the importance of developing segmented social media strategies that cater to distinct demographic groups by adapting content and platforms accordingly, while also taking into account the local sociocultural context when formulating messaging.

Special and Unique Findings from Research

This scoping review unveils several notable discoveries. Firstly, it highlights the pivotal role of "perceived value" as the most robust mediator in the correlation between social media and *visit* intention, emphasizing the importance for healthcare-related social media content to prioritize patient education on healthcare value over mere promotional

endeavors. (Amanda & Achmadi, 2025) Hospitals emphasizing how their services contribute to patient health are likely to achieve superior outcomes compared to those solely engaged in service promotion.

Secondly, the concept of "full mediation" is observed, where patient experience entirely mediates the relationship between digital marketing and revisit intention, underscoring the critical need for alignment between social media commitments and clinical service delivery. (Vaiga et al., 2024) Misalignments between social media promises and clinical capabilities are detrimental to patient visit intentions.

Moreover, the review underscores the significance of social media collaboration, particularly with local influencers and healthcare professionals, as it exhibits the highest effectiveness. (Animo et al., 2025) This highlights the value of endorsements from locally trusted figures over conventional corporate content strategies. Hospitals can enhance engagement by empowering physicians and staff to act as brand ambassadors through sharing their expertise and experiences.

Additionally, insights from clinical trial recruitment research reveal the potential of social media to achieve *high* conversion rates swiftly through targeted messaging, showcasing its capacity for precise patient segmentation. (Ortner et al., 2024b)

Furthermore, the review notes that social media's efficacy is diminished in rural areas due to the dominance of geographic factors, emphasizing the inadequacy of uniform strategies for hospitals catering to geographically diverse populations. (Yunita et al., 2025) *Therefore*, customization of

strategies based on location and population characteristics is imperative.

CONCLUSION

This scoping review highlights the potential of social media as a marketing tool to enhance hospital patient visits, revealing a nuanced relationship beyond initial assumptions. Social media's impact on patient visit decisions is indirect, contingent upon the establishment of robust brand awareness, patient trust, brand equity, and positive customer experiences.

Scholarly research indicates successful social media strategies in healthcare involve providing educational content to clarify healthcare value, collaborating with reputable figures, aligning messaging with clinical services, and tailoring content to audience context. Factors like customer experiences, physician reputation, proximity, and insurance also significantly influence patient decisions, sometimes more than social media. Therefore, integrating social media into a comprehensive hospital marketing strategy is recommended over relying solely on it.

Despite advancements, research lacks longitudinal studies on social media's impact on patient visit trends, especially in non-urban areas. Studies also neglect cost-benefit evaluations of various social media tactics and potential negative effects of hospital social media, like misinformation. Future research should address these gaps through longitudinal approaches, wider geographic studies, comprehensive cost analyses, and exploring patient digital literacy and misinformation impacts on social media efficacy in patient recruitment. Comparing effectiveness among patient

demographics could guide hospitals in resource allocation and customized marketing strategies.

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