The impact of social media marketing efforts on visit intention: a case study in Flodova Clinic, Dili, Timor Leste

Florindo Cardoso Gomes1*, Ferdi Antonio1, Perpetua Ana Mery Estela Laot2, Eva Estrelita Cardoso Gomes3

ABSTRACT

Background: The utilization of social media in digital marketing offers various benefits, notably improved accessibility and the ability to disseminate information widely among diverse populations. Notably, social media has emerged as the leading marketing strategy to generate interest among people visiting healthcare facilities in Timor Leste. This study examines the impact of Social Media Marketing Efforts (SMME) on visit intentions through Flodova Clinic’s Facebook page in Timor Leste. The mediating factors of brand image and online trust are investigated while controlling for health threats and gender.

Methods: The study collects data from visitors and Facebook followers of Flodova Clinic. A cross-sectional data collection was done through an online survey. The analysis includes 184 samples that meet the inclusion criteria, employing Partial Least Squares Structural Equation Modeling (PLS-SEM).

Results: The findings demonstrate a significant influence of SMME on visit intentions, indicating its efficacy in attracting potential visitors. However, no direct or mediating effects are observed on brand image and online trust. The study identifies the most influential domains of SMME, with electronic word of mouth (EWOM) having the most substantial impact, followed by entertainment and interaction. Additionally, health threats and gender are found to affect visit intentions significantly. Health threats positively influence patients’ intent to visit, while females show comparatively lower interest in visiting the Flodova clinic.

Conclusions: These results have managerial implications for developing SMME strategies in marketing health clinics, mainly through social media platforms like Facebook. The study underscores the importance of leveraging electronic word of mouth, entertainment, and interactive elements to maximize the effectiveness of SMME strategies. Additionally, it emphasizes the need for tailored approaches considering health threats and gender differences to optimize visit intentions and enhance engagement.

Keywords: social media marketing, visit intention, health threat, gender, health facilities.

INTRODUCTION

The current dynamics of consumer needs and technological advancements play a significant role in determining an individual’s intention to choose a healthcare facility.1 Traditional marketing strategies have shifted toward digital marketing as the internet advances globally. In the present landscape, digital marketing has become a crucial component of healthcare institutions’ strategies, aiming to attract new customers, retain existing ones, and influence customer behavior toward their products or services.1,3 There are approximately 4.5 billion internet users worldwide, and social media users exceed 3.8 billion as of early 2020. In the second quarter of 2020, Facebook had more than 2.7 billion monthly active users. In Timor Leste, around 45% (560 thousand individuals) of smartphone users actively engage with social media. Most users in Timor Leste are active on platforms such as Facebook, Twitter, and Instagram.3,4 As of April 2023, Facebook remains the most widely used platform in Timor Leste, with an 83% user penetration (Statcounter.com). Social media has become essential for businesses to reach their target audience and promote their services. Social media marketing efforts (SMME) have recently gained significant attention as a cost-effective and efficient way to promote businesses and attract customers. The healthcare industry is no exception to this trend, and clinics have begun to explore the potential of social media marketing to improve their brand image and attract more patients.5

The concept of visit intention refers to an individual’s internal motivation that enables them to visit a destination, and it is this internal motivation that allows for the occurrence of a visit.6 According to Kotler P et al., visit intention is an action that represents an individual’s desire to visit a place.7,8 Various factors determine the intention of patients to visit a healthcare facility. Apart from the need for healthcare and accessibility, previous...
research has linked specific factors to a patient's visit desire.\textsuperscript{9} This condition is associated with the rapid development of the healthcare industry, which gives patients more choices when deciding where to seek treatment. Factors reported in previous literature include the influence of marketing methods and the branding or image of a healthcare facility as critical factors in customers’ decision-making process.\textsuperscript{9-11}

This study employed the five dimensions of SMME suggested by Kim and Ko, electronic word-of-mouth (EWOM), trendiness, interaction, entertainment, and customization. These aspects are considered independent factors in the industry’s marketing efforts, allowing management to determine which aspects are most effective in generating customer interest and which need improvement.\textsuperscript{12}

Through social media, an industry can build its image. The image of a healthcare facility can convey environmental stimuli and behavioral responses.\textsuperscript{13-15} Previous studies have focused on patient visit intention, an important indicator of healthcare sustainability.\textsuperscript{6,10,11} Visitor intent refers to human behavior during visits. In addition to digital marketing and the healthcare facility image, potential visitors’ trust in the clinic can be built through social media activities, ultimately influencing patients’ intention to visit the healthcare facility.\textsuperscript{16,17} However, the literature still needs to improve the relationship between patient trust through digital marketing, such as social media, and visit intention. Buyer trust in online marketing, often called online trust, is a critical factor in purchasing products.\textsuperscript{16,18}

Online trust is an essential component of business strategy to create positive information and image while reducing consumer distrust to increase purchase intention.\textsuperscript{19}

Online trust is defined as a complete trust attitude toward an online situation.\textsuperscript{19,20} Online trust is understood as an individual’s perception of the characteristics of online vendors, including the retailer’s ability, integrity, and benevolence. Trust as an attitude can be viewed as a positive or negative feeling toward online marketing.\textsuperscript{21} Trust is also critical to customer visit intent and repeat purchases. In their marketing efforts, a significant positive relationship between trust and visit intent has been confirmed in other contexts, such as the tourism industry.\textsuperscript{3,10,22}

Health threats and gender can both have significant influences on patient visit intention. Health threats are an individual’s perception of risks to their well-being and plays a crucial role in determining their intention to visit healthcare facilities. The severity and nature of the health threat can further impact the urgency and frequency of patient visits.\textsuperscript{6,23} Gender also influences patient visit intention due to various factors. Traditionally, women tend to be more proactive in seeking healthcare services, visiting healthcare facilities more frequently, and taking preventive measures to maintain their health.\textsuperscript{24,25}

In contrast, men often exhibit a higher tendency to delay or avoid seeking medical care until their health condition worsens. Societal norms and expectations can influence these gender differences in health-seeking behavior. On the other hand, societal expectations and stereotypes may discourage men or women from seeking medical help for specific health issues due to concerns about appearing vulnerable or weak.\textsuperscript{24,25} It is essential to consider that individual circumstances and cultural contexts influence the relationship between health threats, gender, and patient visit intention.

In Timor-Leste, the government provides a free healthcare system for its citizens. Government-owned healthcare facilities offer free healthcare services, including community health centers, regional hospitals, and the national hospital. Private healthcare facilities such as pharmacies, private doctor consultations, and clinics are available, but private hospitals are not permitted. Private healthcare facilities are chosen by many for their quick and professional services, complete medication stocks, and comprehensive facilities. Private clinics operate on a payment basis. In the capital city of Dili, several private clinics and pharmacies exist. Flodova Clinic, owned by a local individual, is a well-known clinic in Dili.\textsuperscript{24}

The Flodova Clinic in Timor Leste has used Facebook as a marketing platform since 2017. Their Facebook page has gained significant traction with approximately 163,000 followers and 161,000 likes on posts, surpassing the average number of followers in their category by a large margin. Regarding social media performance, the clinic’s Facebook page has shown comparable activity levels to other healthcare facilities in the past 28 days, with better metrics such as follower count, growth, and content interaction. However, there has been a noticeable decline in page activity over the past month, including an 18.5% decrease in visits and a 9.3% decrease in likes. Additionally, initiated messaging conversations have dropped by 16.1%. While no previous analysis has linked the Facebook page’s performance to actual patient visits, clinic staff have observed a significant increase since implementing social media marketing. The current decline raises concerns about a potential decrease in patient visits, emphasizing the need to investigate the relationship between social media marketing and patient visit intentions.\textsuperscript{25}

Based on the above description, this research examines the role of social media marketing efforts (SMME) on visit intention through online trust and brand image, with health threat and gender as control variables. The study is conducted at Flodova Clinic in Dili, Timor-Leste, utilizing Facebook as the primary marketing strategy since 2017. Previous studies primarily analyzed only some variables related to visit intention in a destination. Furthermore, in most studies, the phenomenon of SMME is not extensively explored in the healthcare industry, and its utilization in their businesses, especially in Timor-Leste, is limited. Investigating the proposed relationships can provide insights to the clinic management in enhancing patient or visitor interest and delivering quality healthcare services.

**METHODS**

This study is an observational cross-sectional study that utilized a questionnaire to collect data. The research conducted an online survey distributed to visitors of the Flodova Clinic Facebook page in Timor-Leste. Data collection took place over 14 days in early May 2023. Participants were given an informed consent form.
before the survey, with the option to withdraw without providing a reason. No personal data were collected. The study sample comprised 184 individuals who met the inclusion criteria, were aged 21 and above, provided informed consent, and completed the questionnaire. The incomplete survey was excluded from the data analysis. The Institutional Review Board of Pelita Harapan College Medical Research Council obtained the study’s ethical approval with Number 008M/EC-Apr/IV/2023.

Data were collected through a self-administered online form comprising 31 questions. The questionnaire included four variables with validated and reliable Likert scale instruments: (a) Visit intention (3 items), (b) Social Media Marketing Efforts (14 items)\(^{12}\), (c) brand image (6 items), and (d) online trust (6 items).\(^{16,26-28}\) Health threat was assessed with the question, ‘Do you currently have a health problem that requires a visit to a health facility’ and gender as men or women.\(^{23}\) The validity and reliability of all the questions combined would be part of the analysis through outer model analysis in partial least square structural equation modeling (PLS-SEM).

Visit intention refers to a customer’s decision to engage in future activities with a service provider and the activity’s form. In this research, patient visit intention is measured using indicators Ferdinand proposed, including transactional, referential, preferential, and exploratory interest. Social media marketing efforts (SMME) include promotional campaigns, content creation, and user engagement on social media platforms. These efforts aim to increase brand awareness, attract potential visitors, and influence their intention to visit. Active participation in SMME can positively impact individual perceptions and intentions. The brand image reflects an entity or organization’s overall perception and reputation in consumers’ minds, influenced by factors including SMME. Exposure to positive and engaging content through social media shapes brand perception, leading to a favorable brand image. Brand image, in turn, plays a crucial role in influencing individual visit intentions. SMMEs contribute to building online trust by providing transparent information, driving engagement, and offering a positive user experience. Online trust influences an individual’s perception of an entity’s reputation and willingness to visit.

The health threat is a controlled variable in this study, acknowledging the potential influence of perceived risk related to health or safety issues (Figure 1). Considering health threats allows the isolation of specific effects of SMME on visit intentions. Gender is also considered a controlled variable, recognizing potential variations in responses and preferences between males and females. Controlling for gender provides a comprehensive understanding of the relationship between SMME and visit intentions.

Figure 1 presents a comprehensive overview of the research hypotheses to be empirically tested among Facebook visitors regarding their visit intention to Floowała Clinic in Timor Leste. The figure demonstrates that there are a total of 9 hypotheses. It highlights SMME as the independent variable and visit intention as the dependent variable. It identifies brand image and online trust as mediating variables in the relationship between SMME and visit intention. Additionally, health threats and gender are included as control variables to account for their potential influence.

**Data Analysis**

The ability to predict and explain is necessary for this research to assess the relationship between variables. In this study, such ability can be facilitated using the partial least squares structural equation modeling (PLS-SEM) analysis method. To examine, explain, and test the relationships between variables and their indicators, this research utilized the SmartPLS 4.0 software. Multivariate statistical analysis with PLS-SEM through the SmartPLS 4.0 software was conducted in two main stages. The first stage involved assessing the measurement model or the outer model. The outer model analysis in PLS-SEM involves assessing the relationships between observed indicators and latent constructs. It focuses on evaluating the indicators’ reliability, validity, and collinearity. The analysis checks the internal consistency and reliability of the indicators, examines their convergent and discriminant validity, and assesses collinearity to ensure stable and reliable estimates. The outer model analysis helps establish the model’s measurement properties and provides confidence in the subsequent structural model analysis.

In contrast, the subsequent stage evaluated the inner or structural models, which aimed to test the explanatory and predictive capabilities of the model. The most crucial part was testing the significance of the influence between variables in the research model. Further data analysis will be conducted to deepen the analysis. By utilizing SmartPLS 4.0, it is possible to analyze the importance and performance of the target constructs to provide more detailed input to managers through the Importance-Performance Map Analysis (IPMA) menu.

![Figure 1. Conceptual Framework.](image-url)
RESULTS

Respondents’ Characteristics

Respondents were clinic visitors and Facebook followers aged ≥ 21 years. Among 184 respondents who met the criteria, the age distribution showed that respondents aged 31-40 years (49.5%) were the dominant group, followed by those aged 21-30 years (35.9%). Older respondents above 50 years accounted for only 3.3% of the sample. The gender ratio was slightly skewed towards females (51.6% vs. 48.4%).

With respect to occupation, professionals comprised 35.3% of the respondents, followed by students (17.9%). This finding is consistent with the use of social media for professional networking and information seeking. On the other hand, students were more active in social media activities, interacting with peers and frequently sharing on online platforms.

Dili (81.5%) was the most common residence location, which aligns with the clinic's location and the socio-cultural characteristics of urban social media users.

The questionnaire included questions on health conditions, with 53.3% reporting a specific medical history. However, concerning specific diseases, 57.6% of respondents stated that they were not worried. The questionnaire also gathered insights on respondents’ behavior profiles regarding social media activities, particularly on Facebook, and their exposure to Flodova Clinic. It was found that most respondents became aware of Flodova Clinic through their Facebook activities.

Measurement Model

In this study, there are 7 variables with 31 reflective indicators used in the research model. The calculation involves combining the 5 dimensions of SMME using a one-factor approach. However, several indicators did not meet the criteria, such as Customization1, Customization2, Customization3, and WOM3 in the SMME variable, as well as Benevolence1 and Benevolence2 in the online trust variable. Therefore, it is recommended to exclude these items. As a result, 25 indicators meet the criteria (outer loading > 0.708).

In the reliability and validity analysis, most of Cronbach’s alpha values average 0.88, and the composite reliability ranges between 0.83 and 0.94. Convergent validity is established by ensuring that the Average Variance Extracted (AVE) values are above or equal to 0.50. The AVE measurement results presented in Table 2 indicate that all constructs can explain at least 50% of the item variance in the model, thereby confirming convergent validity.

The HT/MT ratio values for each variable are presented in the form of a discriminant validity matrix. The HT/MT ratio values for each variable are mostly below 0.85, with the highest value being 0.834. Based on the data analysis, it is concluded that the discriminant validity is sufficient for the model.
Table 2. Reliability and Validity Analysis

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicators</th>
<th>Outer Loading</th>
<th>CA</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Marketing Efforts</td>
<td>I found Flodova Clinic's Facebook content interesting</td>
<td>0.761</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I can spend quite some time looking at Flodova Clinic's Facebook</td>
<td>0.839</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Getting health information on Flodova Clinic's Facebook page feels good to me</td>
<td>0.880</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interaction1</td>
<td>It is possible for me to interact in real-time with doctors on the Flodova Clinic Facebook page</td>
<td>0.828</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interaction1</td>
<td>It is possible for me to exchange information with fellow visitors to the Flodova Clinic Facebook page</td>
<td>0.822</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interaction1</td>
<td>It is possible for me to register myself as a patient at Flodova Clinic via Facebook</td>
<td>0.777</td>
<td>0.947</td>
<td>0.955</td>
<td>0.679</td>
</tr>
<tr>
<td>Trendiness1</td>
<td>I feel that the health information displayed on Flodova Clinic's Facebook page is always up-to-date and reliable</td>
<td>0.758</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trendiness2</td>
<td>I can easily get information about health problems that I often experience on the Flodova Clinic Facebook page</td>
<td>0.797</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOM1</td>
<td>I got a recommendation from my friends or family to visit Flodova Clinic's Facebook page</td>
<td>0.914</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOM2</td>
<td>I read online reviews regarding Flodova Clinic Facebook</td>
<td>0.851</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cognitive1</td>
<td>I feel this clinic has complete facilities</td>
<td>0.737</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cognitive2</td>
<td>I feel this clinic has a good and fast registration system</td>
<td>0.722</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cognitive3</td>
<td>This clinic has a variety of payment methods</td>
<td>0.797</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affective1</td>
<td>I feel this clinic has a well-known and good reputation</td>
<td>0.865</td>
<td>0.869</td>
<td>0.901</td>
<td>0.604</td>
</tr>
<tr>
<td>Affective2</td>
<td>I feel that this clinic has been trusted by the wider community</td>
<td>0.783</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affective3</td>
<td>The doctors in this clinic have a good reputation Facebook Flodova Clinic displays information about doctors who have a good reputation and can be trusted.</td>
<td>0.749</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability1</td>
<td>Facebook Flodova Clinic provides Health information from reliable sources (from specialist doctors)</td>
<td>0.836</td>
<td>0.870</td>
<td>0.911</td>
<td>0.720</td>
</tr>
<tr>
<td>Integrity1</td>
<td>The health information provided on Flodova Clinic's Facebook seems to have gone through a cross-check process.</td>
<td>0.862</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Integrity2</td>
<td>Facebook Flodova Clinic can be a means of communicating online.</td>
<td>0.900</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attention</td>
<td>I plan to visit Flodova Clinic if I need Health services</td>
<td>0.908</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interest</td>
<td>I am interested in visiting Flodova Clinic to check my health.</td>
<td>0.808</td>
<td>0.838</td>
<td>0.902</td>
<td>0.755</td>
</tr>
<tr>
<td>Desire</td>
<td>It seems that in the near future, I will be visiting Flodova Clinic to get health services according to my needs.</td>
<td>0.888</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CA: Crohnbach’s Alpha; CR: Composite Reliability; AVE: Average Variance Extracted

results, it can be concluded that all the indicators of the variables in this research model have been well-discriminated or deemed satisfactory. It can be said that these indicators are the most appropriate for measuring their respective constructs, as all the indicators in this research model are capable of specifically measuring their constructs.

The goodness-of-fit model approach is not used in the outer model analysis of PLS-SEM. Still, the emphasis is more on evaluating the model’s predictive ability. However, regarding model fit, the value of Standardized Root Mean Square Residual (SRMR) is reported. SRMR is the difference between the observed correlations and the model-implied correlation matrix. This data allows assessing the average difference between the observed and expected correlations as an absolute measure of model fit. From the data analysis, the SRMR value of the model is 0.08, slightly higher than the ideal value of <0.08. Therefore, it can be said that this model indicates less-than-ideal model fit, which may be caused by various factors such as sample heterogeneity.

The inner model analysis is the second part of the analysis to evaluate
Table 3. Discriminant Validity with HT/MT Ratio

<table>
<thead>
<tr>
<th>Variables</th>
<th>BI</th>
<th>Gender</th>
<th>HT</th>
<th>OT</th>
<th>SMME</th>
<th>VI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image (BI)</td>
<td>0.144</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Gender</td>
<td>0.139</td>
<td>0.031</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Health Threat (HT)</td>
<td>0.686</td>
<td>0.143</td>
<td>0.051</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Online Trust (OT)</td>
<td>0.834</td>
<td>0.073</td>
<td>0.088</td>
<td>0.798</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Social Media Marketing Efforts (SMME)</td>
<td>0.367</td>
<td>0.207</td>
<td>0.137</td>
<td>0.372</td>
<td>0.423</td>
<td>-</td>
</tr>
<tr>
<td>Visit Intention (VI)</td>
<td>0.798</td>
<td>0.051</td>
<td>0.207</td>
<td>0.143</td>
<td>0.139</td>
<td>0.423</td>
</tr>
</tbody>
</table>

**Figure 2.** Structural Model.

The quality of the model in this research by predicting the relationships between variables in the inner model, consisting of $R^2$, $Q^2$, and variance inflation factor (VIF). The analysis results show that most paths in the inner model have VIF $< 5$. Based on the VIF data, it can be ensured that there are no issues or indications of multicollinearity among the variables in this research model. This result indicates that the research model is acceptable regarding the absence of multicollinearity issues among the independent variables.

The $R^2$ value for the dependent variable, Visit Intention, is 0.198, indicating a weak predictive capability. This research model cannot predict visit intention based on online trust and brand image. Approximately 20% of the variation in visit intention can be explained by these variables, while the remaining 80% is influenced by other factors not included in this research model. The $R^2$ values for brand image and online trust are 0.607 and 0.534, respectively, indicating moderate predictive accuracy. This result proves that SMMEs can moderately predict brand image and online trust as independent variables. Blue and green boxes represent the dimensions of the construct, while the yellow box represents the indicators of the dependent variable (Figure 2).

All the $Q^2$ are found to be $> 0$, with the highest $Q^2$ in the brand image ($Q^2 = 0.607$), which was categorized as a large predictive value ($> 0.50$). Therefore, it can be explained that constructs in the out-of-sample model approach have sufficient cross-validated redundancy.

Based on the results of hypothesis testing with the bootstrapping feature (Table 4), five hypotheses (H1, H2, H3, H8, and H9) were supported with $p < 0.05$, indicating a significant influence. The standardized coefficients were positive and aligned with the directional hypothesis. However, there was no direct or mediating influence of SMME on brand image and online trust. Additionally, health risks and gender showed significant impacts on visit intention. Further analysis focused on gender in the model. The $R^2$ value increased for the male sample compared to the total sample, indicating a more robust model fit. The effect of SMME on visit intention also increased for males. In contrast, the female sample had a negative effect on visit intention.

Heterogeneity analysis using PLS-POS revealed two distinct respondent segments, indicating significant differences and heterogeneity. In Segment 1, the $R^2$ values of all variables decreased, while in Segment 2, they increased. The $R^2$ value for visit intention in Segment 2 was exceptionally high (0.845), indicating solid predictive accuracy compared to the original sample (0.198) (Table 5). Therefore, using Segment 2 as the sample improved the model's predictive ability. Further investigation is required to understand the characteristics and attributes of respondents in Segment 2.

The managerial implications regarding which factors should be prioritized and considered by management are analyzed using IPMA. The IPMA method is a calculation menu that shows two-dimensional data axes at the variable and indicator levels (Figure 3). This calculation indicates the important variables and indicators through their total effect values on one axis, while the other axis represents the variables and indicators that have performance or operational performance based on the average scores of respondent data that have been re-scaled. The target construct in the IPMA analysis of this research is the visit intention.

Figure 3 illustrates the indicators recommended for attention by clinic management. All EWOM indicators have good importance and performance and should be maintained by management. In the interaction variable, all indicators have lower importance but good performance. On the other hand, in the entertainment variable, all indicators have lower importance but good performance. In this case, management needs to pay more attention to the entertainment aspect of the clinic's Facebook page and re-evaluate the importance of social media interaction.

**DISCUSSION**

The findings of this empirical research conducted in the context of visit intention...
### Table 4. Hypotheses Test Results

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Standardized Coefficient</th>
<th>P</th>
<th>CI 95%</th>
<th>Result</th>
<th>F²</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 SMME à Visit Intention</td>
<td>0.287</td>
<td>0.037*</td>
<td>0.023 - 0.545</td>
<td>Supported</td>
<td>0.029</td>
</tr>
<tr>
<td>H2 SMME à Brand Image</td>
<td>0.779</td>
<td>0.000*</td>
<td>0.716 - 0.830</td>
<td>Supported</td>
<td>1.542</td>
</tr>
<tr>
<td>H3 SMME à Online Trust</td>
<td>0.731</td>
<td>0.000*</td>
<td>0.614 - 0.805</td>
<td>Supported</td>
<td>1.146</td>
</tr>
<tr>
<td>H4 Brand Image à Visit Intention</td>
<td>0.102</td>
<td>0.189</td>
<td>-0.094 - 0.285</td>
<td>Not Supported</td>
<td>0.005</td>
</tr>
<tr>
<td>H5 Online Trust à Visit Intention</td>
<td>0.022</td>
<td>0.434</td>
<td>-0.140 - 0.176</td>
<td>Not Supported</td>
<td>0.000</td>
</tr>
<tr>
<td>H6 SMME à Brand Image à Visit Intention</td>
<td>0.079</td>
<td>0.190</td>
<td>-0.073 - 0.224</td>
<td>Not Supported</td>
<td>-</td>
</tr>
<tr>
<td>H7 SMME à Online Trust à Visit Intention</td>
<td>0.016</td>
<td>0.434</td>
<td>-0.054 - 0.560</td>
<td>Not Supported</td>
<td>-</td>
</tr>
<tr>
<td>H8 Health Threat (control) à Visit Intention</td>
<td>0.264</td>
<td>0.025*</td>
<td>0.054 - 0.487</td>
<td>Supported</td>
<td>0.021</td>
</tr>
<tr>
<td>H9 Gender (control) à Visit Intention</td>
<td>-0.309</td>
<td>0.013*</td>
<td>-0.535 - 0.082</td>
<td>Supported</td>
<td>0.029</td>
</tr>
</tbody>
</table>

*Statistically significant if p-value less than 0.05

### Table 5. PLS-POS Results

<table>
<thead>
<tr>
<th>Variables</th>
<th>Segment 1 (R²)</th>
<th>Segment 2 (R²)</th>
<th>Original Sample (R²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image</td>
<td>0.526</td>
<td>0.706</td>
<td>0.607</td>
</tr>
<tr>
<td>Online trust</td>
<td>0.424</td>
<td>0.706</td>
<td>0.534</td>
</tr>
<tr>
<td>Visit Intention</td>
<td>0.098</td>
<td>0.845</td>
<td>0.198</td>
</tr>
</tbody>
</table>

### Figure 3. The Importance of Performance Map Analysis (IPMA) Indicators.

Influenced by SMME confirm the social proof theory proposed by Naem M, social proof is one of the six main principles of persuasion. It can influence someone's actions when combined with reciprocity, consistency, authority, liking, and scarcity. His theory shows that individuals are more likely to adopt a behavior if they see others engaging in it. On social media, consumers share their experiences, reviews, and recommendations, creating a sense of social proof that influences the decisions of other consumers. This is also consistent with the IPMA analysis results, which highlight the importance of electronic word-of-mouth (EWOM) in driving patients' visit intentions to Flodova Health Clinic. The theory of informational influence states that people conform to the opinions or behaviors of others when they perceive them as valuable sources of information. Social media platforms provide a wealth of information and reviews about products or services, allowing marketers to leverage this to influence consumer behavior. The results of this research are similar to a study conducted by Taufik ER et al. on the online marketing strategies of a hospital. The study found a significant positive influence of online marketing on patients' visit decisions. Specifically, the increase in EWOM variables contributed to a significant increase in the visit decision variable. Taufik ER et al.'s research is also consistent with the study conducted by Wibowo A et al., which found that SMME impacts consumer behavior, particularly regarding intention to transact. Additionally, Jamil K et al., in their study on the exploration of SMME and its impact on consumer intentions (continuance, participation, and purchase), showed a significant relationship.

Furthermore, the research findings also demonstrate a positive effect of SMME on brand image, which supports the theory of cognitive dissonance. The theory proposed by Harmon-Jones E et al. suggests that individuals strive for consistency between their attitudes and behaviors. SMME can reinforce positive attitudes or beliefs about a brand or product, reducing the potential for cognitive dissonance after purchase. These findings are consistent with the studies conducted by Bilgin Y et al. and
Febriyantoro MT et al., which found a positive relationship between SMME and brand image and awareness. Social media provides healthcare facilities with a direct communication channel to engage with patients and target audiences. It allows them to share valuable healthcare information, disease prevention tips, and health promotion content. Healthcare facilities can leverage social media platforms to promote their services, showcase positive patient testimonials, and share compelling visual stories. This approach helps shape a positive perception of healthcare facilities as friendly, professional, and trustworthy. By harnessing the power of social media effectively, healthcare facilities can establish a strong brand image, reach a wider audience, and capture the attention of potential patients.

The study result shows that SMMEs significantly influence online trust. Kang J et al. demonstrated a significant positive relationship between active Facebook page participation and brand trust. Schultz and Peltier emphasized the impact of incentive motivation on trust and online purchase intentions in SMME settings. Positive reviews from other users can increase prospective consumers’ trust in the product. Swift and effective responses to prospective consumers’ requests, inquiries, or complaints can strengthen relationships and enhance loyalty. SMMEs can build trust by providing valuable, informative, and quality content to their audience on social media. By delivering accurate and relevant information, a brand can become a reliable source of information. Effective customer support through social media can strengthen consumer trust. Through appropriate SMME, healthcare facilities, in this case, Flodova Clinic, can build online trust with users.

Furthermore, health threat positively influences visit intention, while gender, specifically women, negatively influences visit intention to Flodova Clinic. Oberoi S et al. explained in their study that health threats such as disease outbreaks or serious medical conditions can positively affect patients’ visit intentions. When there is a real threat to health, individuals’ awareness of the importance of maintaining health increases, and they are more likely to seek medical care when needed. On the other hand, the gender effect, particularly on women, has a negative or less positive influence on visit intention, consistent with the study conducted by Lyon and Powers on the gender effect on healthcare service satisfaction. The study found that women have more factors to consider in maintaining their satisfaction with the services provided to them compared to men. In this context, it can be concluded that female subjects in this study do not have a simple assessment when deciding to visit a healthcare facility without considering other factors, which affects their responses to the visit intention indicator.

The mediating effects and direct effects of brand image and online trust were not shown to be significant in this research. This finding contradicts some previous studies that have shown the mediating effects of brand image and online trust on the relationship between SMME and visit intention. However, in further segmentation modeling using PLS-POS, Segment 2, with 62 samples, showed a better model structure with brand image and online trust as mediators. This indicates that certain characteristics among the research respondents need to be further explored, which could support the research hypotheses. In terms of the total sample, SMME is able to influence visit intention without the need for mediation by brand image and online trust.

This study has several limitations. Firstly, the dimensions of SMME were not individually examined for their influence on visit intention but measured as a whole (unidimensional). In the unidimensional SMME, the customization dimension becomes less relevant in the construct, so further research may be suggested to test the dimensions of SMME separately, which can be analyzed with Low Order Construct and SMME as a High Order Construct. Secondly, the study solely examined the impact of Facebook as a social media platform, overlooking the potential influence of other platforms, such as Instagram, Twitter, or TikTok, which are gaining popularity among the younger generation. Future studies should explore the effects of various social media platforms on healthcare facility marketing.

Additionally, unobserved heterogeneity within the sample suggests that specific segments may have more vital predictive abilities than others. Investigating specific demographic or psychographic attributes within each segment can provide valuable insights. Understanding the characteristics of respondents with higher visit intentions towards Flodova Clinic can assist in effective consumer segmentation for marketing planning.

The managerial recommendations for improving the Facebook presence of Flodova Clinic involve enhancing the entertainment aspect by creating engaging and visually appealing content, collaborating with influencers, and staying updated with current trends. This approach will increase marketing effectiveness and attract more visitors. Additionally, leveraging positive patient reviews and testimonials on social media will help build trust and confidence in the clinic while addressing any negative reviews promptly and proactively. Increasing the dissemination of health promotion and disease prevention information through social media is crucial. Practical tips on healthy lifestyles, nutrition, exercise, sleep, personal hygiene, vaccinations, and regular health check-ups will contribute to the audience’s well-being. Lastly, tailoring the content to cater to the interests of women by focusing on topics such as reproductive health, maternal and child health, healthy lifestyles, fitness, work-life balance, stress management, and self-care will engage the female audience. Implementing these recommendations will improve audience engagement, establish the clinic as a trusted source of health information, and increase visit intentions.

CONCLUSION

The study findings indicate that SMME significantly impacts visit intentions, demonstrating its effectiveness in attracting potential visitors. However, no direct or indirect effects are observed on brand image and online trust. The study identifies the most influential aspects of SMME, with EWOM having the most significant influence, followed by entertainment and interaction. Furthermore, health threats and gender are significant factors affecting visit intentions. Notably, health threats positively influence patients’ intention...
to visit, while females are less interested in visiting the Flokova clinic. These results have managerial implications for developing SMMEs in marketing healthcare clinics, mainly through social media platforms like Facebook. The study highlights the importance of leveraging EWOM, entertainment, and interactive elements to maximize the effectiveness of SMME strategies. Additionally, it underscores the need for tailored approaches that consider health threats and gender differences to optimize visit intentions and enhance engagement.

CONFLICT OF INTEREST
The author(s) declared no potential conflicts of interest concerning this article’s research, authorship, and publication.

ETHICAL CLEARANCE
The Institutional Review Board of Pelita Harapan College Medical Research Council obtained the study’s ethical approval [008M/EC-Apr/IV/2023].

FUNDING
The author(s) received no financial support for this article’s research, authorship, and publication.

AUTHOR CONTRIBUTION
FC led the survey conception and questionnaire design. FC, FA and PA were the principal investigators during the survey. EC and FA performed data management and analysis. FC wrote the first draft of the manuscript, and all authors commented on previous versions. All authors read and approved the final manuscript.

REFERENCES


