
The Influence of Social Media, Search Engine Optimization, and Influencer Marketing On Brand Awareness of Siloam Hospitals

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ABSTRACT

This study aims to measure the influence of social media usage, search engine optimization (SEO), and influencer marketing on the brand awareness of Siloam Hospital. The study sample consists of 120 respondents selected through purposive sampling from individuals who have used or plan to use hospital services. Multiple linear regression analysis is used to test the research hypotheses. The results show that the SEO variable has a significant positive effect on Siloam Hospital's brand awareness. This indicates that search engine optimization efforts are an effective strategy for increasing the hospital's visibility to the public. In contrast, social media and influencer marketing variables do not have a significant impact on brand awareness. These findings suggest that, in the context of Siloam Hospital, SEO is the most dominant factor in enhancing brand awareness. The practical implication of this research is the importance for Siloam Hospital to continuously improve website content quality, optimize keywords, and build backlinks from relevant websites. This study contributes to understanding effective digital marketing strategies in the healthcare sector, particularly for hospitals. However, further research with a larger sample and the inclusion of additional variables is needed to achieve more generalized results.

INTRODUCTION

In today's digital era, brand awareness is one of the key factors in determining the success of a hospital in attracting patients' attention. This research focuses on the influence of social media, search engine optimization (SEO), and influencer marketing on brand awareness of Siloam Hospital. With the increasing number of hospitals in Indonesia, the competition to attract patients is getting tighter. According to data from the Ministry of Health, the number of hospitals in Indonesia increased by 13.52% in 2020 (Ministry of Health of the Republic of Indonesia, 2020). In this context, hospitals need to build strong brand equity to differentiate themselves from competitors.

An interesting phenomenon in the context of Siloam Hospital is that although this hospital managed to serve more than 1 million patients in the first quarter of 2024, there are indications that the growth in the number of new patients is not proportional to existing expectations. The data shows that despite an increase in the percentage of inpatients and outpatients by 16.2% and 13.6% compared to the previous year, challenges remain in attracting new patients consistently. This can be seen from the high dependence on private patients, which accounts for 82% of total revenue, while the contribution from BPJS Kesehatan remains stable at 18% (ANTARA, 2024).



Figure 1 Picture of Siloam Hospital, Kuta Bali Area

Furthermore, the expansion strategy carried out by Siloam by opening one to two hospitals per year shows that there are efforts to increase the range of services. However, management has also conducted a review of hospitals under development and removed a number of projects as part of a strategy to reduce the rate of expansion. This indicates that although Siloam has good capacity and facilities, the challenge of increasing the number of new patients remains a major concern (Asrulla et al., 2023).

In this context, the digital marketing aspect needs to be reviewed to ensure that the strategies implemented are able to reach and attract the attention of potential patients effectively. Although Siloam Hospital has leveraged various digital platforms, such as social media and SEO, an in-depth evaluation of the effectiveness of its digital marketing campaigns is essential. The study aims to further explore which factors affect brand awareness and how it can contribute to the increase in the number of patients at Siloam Hospital (Januardani et al., 2023).

Social media has proven to be effective in increasing brand awareness. A study shows that marketing through social media can increase brand awareness and recognition, which in turn affects patient visit intent (Azhari & Fahmi, 2021). In addition, the use of SEO is also important to ensure that information about the hospital is easy to find by potential patients. In this case, the right digital marketing strategy can strengthen the image and reputation of the hospital in the eyes of the public. On the other hand, influencer marketing also plays a significant role in building brand awareness. Research shows that influencer marketing has a positive impact on overall brand equity, which is mediated by brand awareness and customer engagement (Chaffey et al., 2009). Therefore, this study aims to explore how these three elements contribute to increasing brand awareness of Siloam Hospital.

Although much research has been conducted on the influence of social media, SEO, and influencer marketing on brand awareness in various sectors, there is still a lack of literature that specifically addresses the context of hospitals, especially Siloam Hospital. Most previous studies focused more on the retail or other service industries, without considering the unique dynamics that exist within the health sector, such as strict regulation and patient sensitivity to health information. For example, research by Azhari and Fahmi (2021) highlights the importance of digital marketing in increasing brand awareness, but does not examine in depth how these strategies are implemented in hospitals. In addition, although influencer marketing has been proven to be effective in increasing engagement in other sectors (Yunus, 2023), there

has been no research that specifically explores its impact on hospital brand awareness in Indonesia. This gap points to the need for further research to understand how these three elements interact and influence patients' perceptions of Siloam Hospital, as well as to formulate more precise and effective marketing strategies in the context of health.

As another example, research by Andriant (2023) shows that digital marketing has a significant influence on patient visit decisions, but does not delve deeper into the role of brand awareness as an intervening variable in the hospital context. In addition, a study by Millennium et al. (2024) noted that digital marketing does not always have a significant effect on purchase decisions, which indicates variability in the results of previous studies. This gap indicates the need for further research that not only examines the direct relationship between digital marketing and visit decisions, but also considers the influence of brand awareness and patient trust as mediating factors that can affect the effectiveness of digital marketing strategies at Siloam Hospital (Cham et al., 2022; Hanum, 2023; Sosonev, 2024).

Taking into account existing phenomena, gaps in the literature, and challenges faced by Siloam Hospital in increasing the number of new patients, this study is expected to make a significant contribution to the understanding of the influence of social media, SEO, and influencer marketing on brand awareness (Duriyanto, 2024). Through a comprehensive approach, this study will explore how these three elements can interact with each other and contribute to building a positive image of the hospital in the eyes of the public. The results of this study are expected not only to provide insight for the management of Siloam Hospital in formulating more effective marketing strategies, but also to contribute to the development of digital marketing science in the health sector in general (Kalkumbe et al., 2024). Thus, this research aims to assist Siloam Hospital in increasing its competitiveness in an increasingly competitive market and ensuring that the healthcare services provided are accessible to more patients.

This research is expected to make a significant contribution not only to the development of science, but also to marketing practices in the health sector. By understanding the influence of social media, search engine optimization (SEO), and influencer marketing on the brand awareness of Siloam Hospital, the results of this study can be a reference for academics and practitioners in formulating more effective strategies. In addition, this research also aims to provide a deeper insight into the dynamics of digital marketing in the context of healthcare, which is increasingly important in today's digital era (Nurfikri et al., 2021).

This study examines the influence of transformational leadership style, organizational culture, and job satisfaction on employee performance at PT Aetherica Itanusa Persada, a technology-based system integrator company. The research gap lies in the limited exploration of how transformational leadership and organizational culture simultaneously impact employee performance in the context of technology-driven companies in Indonesia. While previous studies have separately analyzed these variables, few have investigated the mediating role of job satisfaction within a specific organizational setting like PT Aetherica Itanusa Persada, which operates in a competitive, innovation-focused industry.

The novelty of this research is its comprehensive approach to examining the indirect relationship between transformational leadership and organizational culture on employee performance through job satisfaction as a mediating variable. By applying transformational leadership theory and organizational culture frameworks within the context of a system integrator company, this study provides new insights into how leadership and culture can enhance employee satisfaction and, consequently, their performance. The findings contribute to understanding the unique dynamics of technology-based organizations, where innovation, adaptability, and employee engagement are critical for success.

The objective and benefits of this study are to analyze the direct and indirect effects of transformational leadership and organizational culture on job satisfaction and their subsequent impact on employee performance. The study aims to provide actionable recommendations for improving leadership practices, strengthening organizational culture, and enhancing job satisfaction to boost employee performance. The practical benefits include equipping organizational leaders with strategies to foster a motivating and productive work environment while offering valuable insights for other technology-based companies aiming to improve their workforce's engagement, satisfaction, and overall performance.

RESEARCH METHOD

This study uses a quantitative method with multiple regression analysis to evaluate the influence of social media marketing, search engine optimization (SEO), and influencer marketing on brand awareness of Siloam Hospital. The quantitative method is an approach that emphasizes the collection and analysis of numerical data to test hypotheses and explain certain phenomena. In this study, the targeted population is the community or patients who have visited Siloam Hospital. In this context, the population in question is patients who have direct experience with hospital services, so they can provide relevant information about the influence of social media marketing, SEO, and influencer marketing on brand awareness. To determine a sample of this population, researchers will use appropriate sampling techniques to be representative of the entire population. In the context of this study, the targeted population is the community or patients who have visited Siloam Hospital. By applying random sampling, researchers will take samples from a list of patients who have been treated, so that each patient has an equal chance of being selected.

RESULTS AND DISCUSSION

Data collection is a crucial step in research that aims to obtain accurate and relevant information. In this study, data was collected through a questionnaire designed using the Likert scale, which allowed respondents to give an assessment of the statements submitted. This questionnaire is distributed online using Google Form media, which makes it easy for respondents to access and fill out. The Likert Scale is used to measure respondents' attitudes, opinions, and perceptions of the variables studied, with answer choices that include approval levels from "Strongly Disagreement" to "Strongly Agree". The data obtained in this study involved 120 respondents, which is expected to provide a representative picture of the influence of social media marketing, SEO, and influencer marketing on the brand awareness of Siloam Hospital (Ghozali, 2018).

The use of Likert scale-based questionnaires through Google Forms also offers additional advantages, such as time and cost savings, as well as the ability to reach a wider range of respondents without geographical restrictions. With the features provided by Google Forms, researchers can easily design questions, format answers, and collect data in an organized manner. This is very important in ensuring that the data obtained is representative and can be used for further analysis in the context of this research. With this approach, it is hoped that the results of the research can provide in-depth insights into the influence of social media marketing, SEO, and influencer marketing on the brand awareness of Siloam Hospital (Mulyono, 2022).

Once the data was collected from 120 respondents, the next step was to classify each question item based on predefined variables. This process is carried out using the factor analysis method through SPSS software. This method aims to identify the underlying structure of the data and group the question items that have similarities in one variable. In this analysis, the Enter method is used, which allows all items to be entered into the analysis simultaneously without subtracting variables. The result of this factor analysis is a set of data for each

independent and dependent variable, reflecting the relevant dimensions of social media marketing, SEO, and influencer marketing to brand awareness. The classified data will then be used in the next stage, namely multiple regression analysis, to evaluate the influence of each variable on the brand awareness of Siloam Hospital. Thus, factor analysis serves as an important step in preparing the data for further analysis and ensuring that the built model can produce accurate and useful information. (Numerical data containing factors from each question representing the variable dimension can be seen in the Appendix)

Classical Assumption Test

In conducting multiple linear regression analysis, there are several assumption tests that need to be carried out (Classic assumptions) which include several stages, namely: residual normality test, heteroscedasticity test, and multicollinearity test.

Normality Test

The normality test was carried out through regression calculation using the SPSS version 25 program through 2 graph approaches, namely histogram graph analysis and P-Plot normal graph analysis which compared between two observations with distributions that were close to the normal distribution. The following is an explanation of the graphs.

A. Histogram Chart

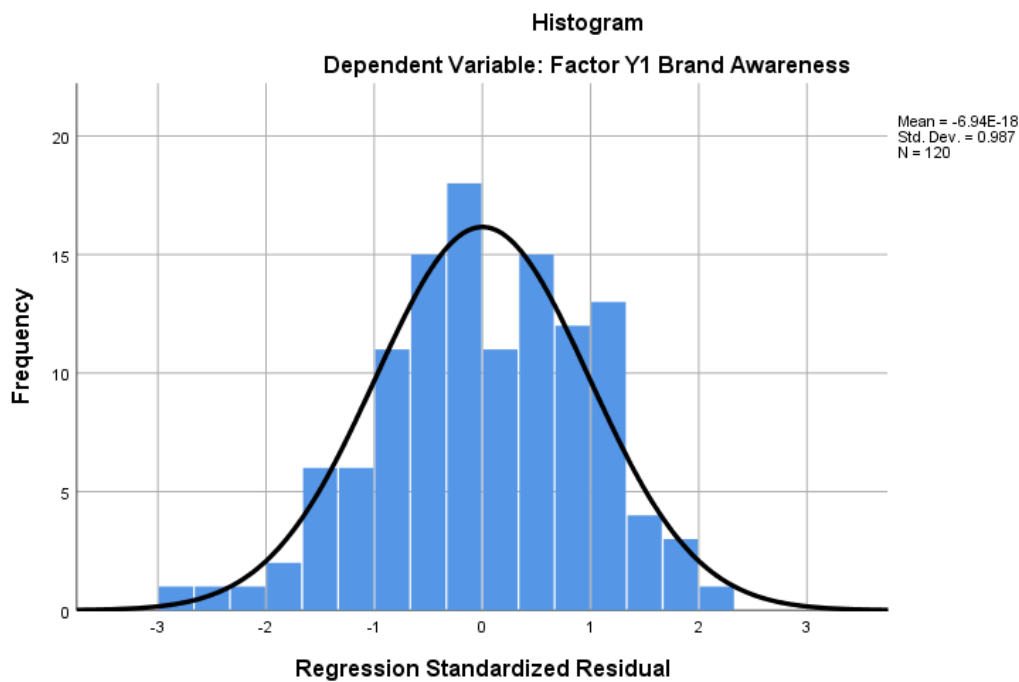


Figure 2. Histogram Graph

A normality test was performed to ensure that the regression model used met one of the classical assumptions. The results of the normality test are shown in Figure 2. The residual histogram shows a distribution of data that tends to be close to the normal distribution, characterized by a curve shape that resembles the shape of a bell. Although there are slight deviations at some points, it can be generally concluded that the residual data has met the assumption of normality. This indicates that the regression model used in this study is quite good in explaining the relationship between the independent variable (social media use, SEO, and influencer marketing) and the dependent variable (brand awareness of Siloam Hospital).

B. Normal P-Plot Chart

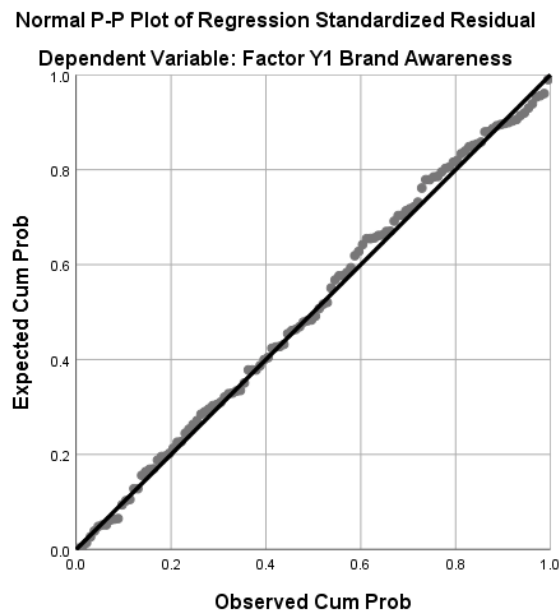


Figure 3. P-Plots Charts

The normality test was also carried out using the P-P Plot graph (Figure 3). This graph shows that most of the residual data points follow a diagonal line indicating a normal distribution. Although there are some minor deviations in the tail of the distribution, overall the residual data can be considered normally distributed. This shows that the assumption of normality in the regression model has been met.

Multicollinearity Test

SPSS coefficient tables are often used to present important information related to the results of regression analysis in a study, including information about multicollinearity tests. One of the main indicators used to detect the presence of multicollinearity in the regression model is the VIF (Variance Inflation Factor) value. The VIF value describes the extent to which the variance of the regression coefficient increases due to the correlation between the independent variables in the model. The greater the VIF value of a variable, the higher the variance inflation rate, which indicates a potential multicollinearity problem. In general, the threshold value for VIF that is often used in analysis is 10. If the VIF value of a variable is greater than this number, then it indicates a significant multicollinearity and can affect the validity of the regression model.

In addition to the VIF value, another indicator that is also important in testing the existence of multicollinearity is the tolerance value. This tolerance value is the opposite of the VIF value, which is calculated by the formula $1/\text{VIF}$. Thus, a tolerance value close to 1 indicates that there is no meaningful multicollinearity between independent variables. Conversely, a low tolerance value, especially if it is close to 0, indicates that there is a high correlation between several independent variables, which in turn indicates the existence of a multicollinearity problem that needs attention. These two indicators, VIF and tolerance, are important tools for assessing the stability and reliability of regression models, as well as for identifying which variables are likely to cause distortions in regression coefficient estimates.

		Coefficients ^a												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	6.238E-17	.081		.000	1.000	-.160	.160						
	Factor X1 Sosmed	.165	.090	.165	1.833	.069	-.013	.343	.304	.168	.149	.816	1.225	
	Factor X2 SEO	.344	.086	.344	3.981	.000	.173	.515	.426	.347	.323	.883	1.133	
	Factor X3 Influencer Marketing	.128	.092	.128	1.399	.165	-.053	.309	.303	.129	.114	.786	1.272	

a. Dependent Variable: Factor Y1 Brand Awareness

Figure 4. VIF Coefficient & Tolerance Table

Il VIF values listed in the figure above (figure 4) are below the number 10, which indicates that there are no significant multicollinearity issues in this regression model. In other words, the independent variables in the model do not show too strong a correlation with each other, so they will not affect the estimation of the regression coefficient substantially. This suggests that your regression model is free of perturbations caused by high correlations between independent variables.

In addition, the tolerance value for all independent variables was also not lower than 0.01. This suggests that there are no serious multicollinearity problems in this model, which is a positive indicator. With a relatively high tolerance value, we can conclude that each independent variable contributes significantly and uniquely to explaining the variation in the dependent variable, without any significant overlap of information between the variables.

Overall, both the VIF value and the tolerance value provide a consistent picture, namely the absence of significant multicollinearity problems in this regression model. Therefore, it can be concluded that this regression model is quite stable and reliable in producing valid estimates.

Heteroscedasticity Test

The scatterplot below illustrates the relationship between the normalized residual (Y-axis) and the normalized predicted value (X-axis) in this regression model. This graph is used to detect the presence of heteroscedasticity, which is a condition in which the variance of the residual is not constant for all observations. (Y axis = SRESID plots, X axis = ZPRED plots).

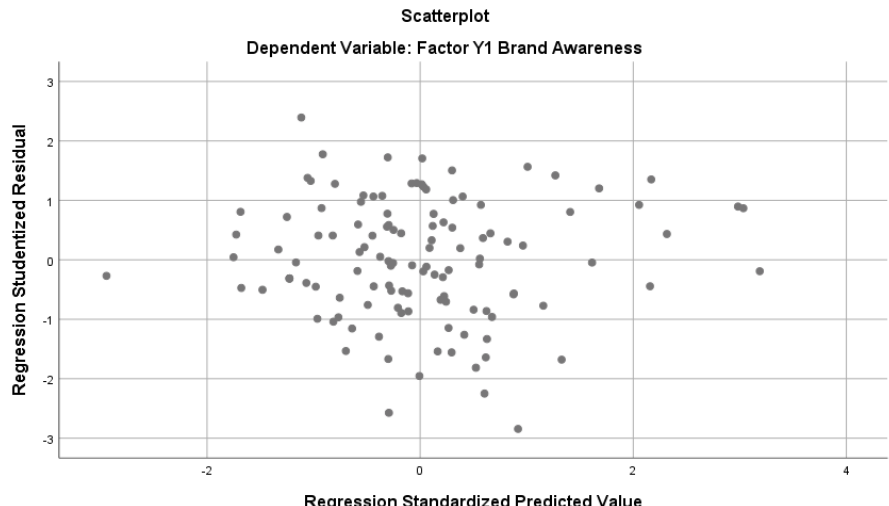


Figure 5 Scatterplot Heteroscedasticity

The heteroscedasticity test was carried out by observing the residual scatterplot graph (Figure 5). The graph shows that the data points are randomly spread around the zero horizontal line. There is no clear pattern such as the shape of the funnel or certain other patterns. This indicates that there is no significant evidence of heteroscedasticity in the regression model. Thus, the assumption of homoskedasticity can be considered fulfilled.

The results of the normality test showed that the residual data was normally distributed, thus satisfying one of the basic assumptions in linear regression. In addition, the multicollinearity test showed that there was no high correlation between independent variables, so that the resulting regression model was more reliable. Furthermore, the heteroscedasticity test showed that the variant of the residual was constant, thus satisfying the assumption of homoscedasticity. With the fulfillment of all these classical assumptions, the multiple regression model that has been built can be used to test research hypotheses.

Multiple Linear Regression Analysis

After building a multiple linear regression model and performing a series of classical assumption tests, the next step is to perform an analysis of the resulting regression coefficients. The purpose of this regression coefficient analysis is to test the extent to which each independent variable has a significant effect on the dependent variable. In addition, this analysis is also useful for assessing the strength and direction of the relationship between these variables. By analyzing the regression coefficient, we can gain a deeper understanding of the relative contribution of each independent variable in explaining the variation that occurs in the dependent variable. This allows us to draw more precise conclusions about the most influential factors in the developed model.

		Coefficients ^a												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	6.238E-17	.081		.000	1.000	-.160	.160						
	Factor X1 Sosmed	.165	.090	.165	1.833	.069	-.013	.343	.304	.168	.149	.816	1.225	
	Factor X2 SEO	.344	.086	.344	3.981	.000	.173	.515	.426	.347	.323	.883	1.133	
	Factor X3 Influencer Marketing	.128	.092	.128	1.399	.165	-.053	.309	.303	.129	.114	.786	1.272	

a. Dependent Variable: Factor Y1 Brand Awareness

Figure 6. Multiple Linear Regression Coefficients

Based on the results of the multiple regression analysis shown in figure 6, it can be concluded that the independent variables of Social Media (X1) and SEO (X2) have a significant influence on increasing Brand Awareness (Y1). This is indicated by the calculated t-value that is greater than the t-value of the table (at a significance level of 5%) and the significance value (Sig.) which is less than 0.05.

Social Media (X1) had a positive but insignificant regression coefficient (Sig value > 0.05), which indicates that increased activity on social media does not contribute to increased brand awareness. SEO (X2) also shows a positive and significant influence on Brand Awareness. This indicates that good search engine optimization can increase brand visibility in search results, thereby increasing brand awareness among consumers who are looking for information related to the products or services offered.

On the other hand, the Influencer Marketing (X3) variable did not show a statistically significant influence on Brand Awareness. The t-value of this variable is smaller than the t-value of the table and the significance value is greater than 0.05. This indicates that the use of influencer marketing in this study has not been proven to significantly increase brand awareness.

Based on the results of this analysis, it can be concluded that digital marketing strategies such as Social Media and SEO have an important role in increasing Brand Awareness. Companies need to continue to work on increasing their presence on social media and optimizing their websites for search engines. Meanwhile, the effectiveness of influencer marketing strategies needs to be further evaluated in future research by considering other factors that may affect the results.

Determination Coefficient Analysis

After successfully identifying the independent variables that are statistically significant in influencing Brand Awareness, the next step is to measure how well the regression model has been built in explaining the variation in data. The determination coefficient analysis will provide an overview of the proportion of Brand Awareness variation that can be explained by the variables of Social Media, Search Engines, and Online Display Advertising. In other words, we will know the extent to which this regression model can be used to predict the level of Brand Awareness.

The determination coefficient (R-squared) is a statistic used to measure how well a regression model can explain variations in dependent variables. The R-squared value ranges from 0 to 1. The closer to 1 R-squared value, the greater the proportion of variation of the dependent variable that can be explained by the independent variable in the model. Thus, the determination coefficient analysis will provide information about how well our regression model is at predicting Brand Awareness based on the variables that have been identified.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.485 ^a	.235	.216	.88563491	.235	11.906	3	116	.000	1.896

a. Predictors: (Constant), Factor X3 Influencer Marketing, Factor X2 SEO, Factor X1 Sosmed
b. Dependent Variable: Factor Y1 Brand Awareness

Figure 7. Model Summary

Based on the results of the regression analysis, the R-squared value of 0.235 shows that about 23.5% of the total variation in brand awareness can be explained by the combined variation of social media, SEO, and influencer marketing variables. This means that these three independent variables contribute 23.5% in explaining why the level of brand awareness varies between individuals or groups.

Hypothesis Test

To test the significance of the regression model and the influence of independent variables on dependent variables, analysis was carried out through hypothesis testing. The F test was applied to test the null hypothesis which stated that simultaneously independent variables did not have a significant influence on the dependent variables. If the results of the F test show a significance value smaller than the predetermined significance level (generally 0.05), then the null hypothesis is rejected. This indicates that overall, independent variables have a significant influence on dependent variables.

Furthermore, a t-test is carried out to assess the influence of each independent variable partially. The t-test provides information about the extent to which each independent variable contributes significantly to explaining the variation in the dependent variable. If the significance value of the t-test for an independent variable is less than the specified significance level, then the variable is considered to have a significant influence on the dependent variable. Therefore, through the F test and the t test, an overview of the significance and contribution of independent variables to the regression model used can be obtained.

Test F

To evaluate the statistical significance of the constructed regression model, the F test was carried out. The F test aims to test the null hypothesis that independent variables, together, have no influence on the dependent variables. The results of this F test will provide an indication whether the regression model developed is able to explain variations in dependent variables with a certain level of significance. If the significance value of the F test is lower than

the specified significance level (usually 0.05), then the null hypothesis is rejected, which implies that the model has a significant ability to explain the variability in dependent variables.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.015	3	9.338	11.906	.000 ^b
	Residual	90.985	116	.784		
	Total	119.000	119			

a. Dependent Variable: Factor Y1 Brand Awareness

b. Predictors: (Constant), Factor X3 Influencer Marketing, Factor X2 SEO, Factor X1 Sosmed

Figure 8. ANOVA Table Hypothesis Test

Based on the ANOVA figure above, it can be concluded that overall, the regression model constructed has a significant ability in explaining variations in the dependent variable "Brand Awareness". This is indicated by a very small significance value (Sig.), which is 0.000. This value is much smaller than the general significance level used (e.g., 0.05).

That is, we can reject the null hypothesis (H0) which states that there is no linear relationship between independent variables (Social Media, SEO, and Influencer Marketing) and dependent variables (Brand Awareness). In other words, we can accept an alternative hypothesis (H1) that states that at least one of these independent variables has a significant influence on Brand Awareness.

Test T

After the ANOVA analysis showed that the overall regression model was significant in explaining the variations in Brand Awareness, the next step was to identify which independent variables individually contributed significantly to the increase in Brand Awareness. The t-test will be used to test the null hypothesis that the regression coefficient of each independent variable is equal to zero. In other words, the t-test will show whether an increase of one unit in an independent variable will cause a significant change in the dependent variable, by controlling for the influence of other independent variables. The results of this t-test will provide more specific information about the contribution of each independent variable to Brand Awareness.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.238E-17	.081		.000	1.000
	Factor X1 Sosmed	.165	.090	.165	1.833	.069
	Factor X2 SEO	.344	.086	.344	3.981	.000
	Factor X3 Influencer Marketing	.128	.092	.128	1.399	.165

a. Dependent Variable: Factor Y1 Brand Awareness

Figure 9. Test Coefficient T

The coefficient figure above presents the results of testing the significance of regression parameters for each independent variable (Social Media, SEO, and Influencer Marketing) against the dependent variable (Brand Awareness). The results of this t-test will help us identify which variables make a significant contribution to explaining the variation in Brand Awareness.

The results of the analysis show that SEO variables have a very statistically significant influence on Brand Awareness. A high t-count value (3,981) and a very small significance value (0,000) indicate that an increase in search engine optimization (SEO) efforts will have a positive and significant impact on increasing brand awareness. This shows that SEO strategy is one of the key factors in increasing brand visibility on search engines and ultimately increasing Brand Awareness.

- The Effect of SEO on Brand Awareness

The importance of SEO in the context of digital marketing cannot be underestimated, especially in the healthcare industry. With more and more potential patients looking for health information online, ranking high in search results is crucial. Good SEO practices, including the use of relevant keywords and quality content, help hospitals to not only appear on the first page of search engines but also attract the attention of users looking for specific healthcare services. In addition, local optimization through directory registration and the use of Google My Business also contributes to increasing the visibility of hospitals in the local community. Therefore, investing in a sustainable SEO strategy can provide a significant competitive advantage for Siloam Hospital.

- The Influence of Social Media and Influencer Marketing

In contrast to the SEO variable, neither the Social Media nor Influencer Marketing variables showed a statistically significant influence on Brand Awareness. The significance values for these two variables are greater than 0.05, which means we cannot reject the null hypothesis. This indicates that based on the regression model used, there is no strong enough evidence to state that increased activity on social media or the use of influencer marketing will directly increase brand awareness.

Although social media is a very popular platform for interaction and promotion, these results show that the activities on social media of Siloam Hospital have not been effective enough in increasing brand awareness. Several factors may contribute to these results, including the type of content published, the frequency of posts, as well as engagement with the audience. For example, content that is less informative or doesn't match the needs of the audience can reduce the effectiveness of social media campaigns. In addition, the selection of influencers who are not appropriate or less relevant to health services can also affect the results of influencer marketing strategies.

- Conclusion of the Discussion of the T Test

The results of the t-test that showed the significance of the influence of SEO on brand awareness indicated that search engine optimization efforts had succeeded in increasing the visibility of Siloam Hospital on the search results page. This can be explained because SEO allows hospital websites to appear at the top of search results when users search for keywords that are relevant to healthcare. Thus, more and more potential patients can find information about Siloam Hospital. Conversely, insignificant social media and influencer marketing influences may be due to several factors, such as stiff competition on social media, lack of proper content strategy, or selection of influencers that are not relevant to the target audience.

In addition, although the influence of social media and influencer marketing was not significant in this study, these two channels still have the potential to increase brand awareness. Therefore, Siloam Hospital needs to re-evaluate the social media and influencer marketing strategies that have been carried out. This can include analyzing the performance of social media accounts, selecting more relevant influencers, and developing more creative and

engaging content.

CONCLUSION

The study highlights the influence of social media use, search engine optimization (SEO), and influencer marketing on the brand awareness of Siloam Hospital. The findings indicate that SEO has a significant positive impact on increasing the hospital's visibility on search engines like Google, underscoring the need for effective SEO strategies, such as proper keyword selection and website content optimization, to attract prospective patients. In contrast, social media activities were found to have no statistically significant effect on brand awareness, suggesting the need to improve the quality of content, posting frequency, and audience engagement. Similarly, influencer marketing did not demonstrate a significant impact, potentially due to mismatched influencer selection or lack of relevance to the hospital's services. Despite these individual results, the combined effect of SEO, social media, and influencer marketing on brand awareness was significant, indicating the value of integrating these strategies. The study concludes that while SEO should be the primary focus, social media and influencer marketing require strategic enhancement to effectively support overall marketing efforts. The findings emphasize the importance of an integrated digital marketing approach, with SEO serving as a foundation and social media and influencer marketing complementing and amplifying the message. Further research is recommended to explore the interactions among these variables in the healthcare context.

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