

SKRIPSI

THE INFLUENCE OF SOCIAL MEDIA MARKETING (INSTAGRAM) ON THE PATIENT'S DECISION TO USE SERVICES PRODUCTS OF BKIA PRATAMA CLINIC DURING COVID-19 PANDEMIC

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**UNDERGRADUATE PROGRAM
MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS AND BUSINESS
HASANUDDIN UNIVERSITY
MAKASSAR CITY
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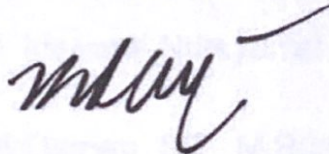
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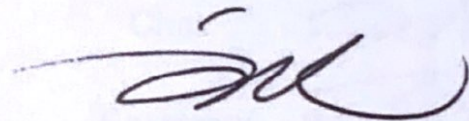
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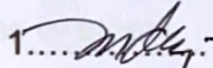
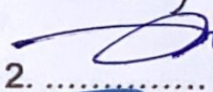
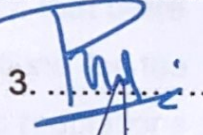
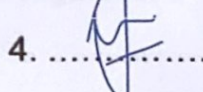
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Is my own scientific work and to the best of my knowledge in this thesis, there is no scientific work that has been submitted by others to obtain an academic degree in other universities or academic institutions. And also, there are no works or opinions that have been written or published by others, except those cited in the text and mentioned in the bibliography.

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Makassar, 23 November 2021

Who made the statement,



Nahda
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PREFACE

Assalamualaikum Wr. Wb.

Praise and gratitude the author sends to Allah SWT. Alhamdulillah, for His blessings, love, mercy, and grace, the author is finally able to complete this research with title “The Influence Of Social Media Marketing (Instagram) On The Patient's Decision To Use Services Products Of BKIA Pratama Clinic During Covid-19 Pandemic”. As one of the requirement to complete the study and obtain academic degree at the Management Department, Faculty of Economics and Business, Hasanuddin University Makassar.

In writing the thesis, the author is fully aware that this thesis would never be realized because of obstacles in the process of working and preparing this thesis. However, with hard work, help, guidance, suggestion, and enthusiasm obtained from myself and various parties, this thesis can be completed properly. For this reason, the author would like to use this opportunity to express deepest gratitude to all the parties whose contribute during the educational process until the completion of the author's studies:

1. My dearest parents, Hernawan and Suswati, for always being so supportive and motivating in my campus journey. For believe and never lose hope in me and for always being proud of me. Without you two, I would not even be near this point, to achieve on of my dreams. I love you two, without any words can describe how much

or how big it is, I love you to the universe, and I love you that the only one that knows how important it is just Allah SWT.

2. To my supervisor, Prof. Dr. Idayanti Nursyamsi, SE, M.Si. and Isnawati Osman, SE., M.Bus. Thank you for the time that has been spent to guide and provide input, advice, and motivation, as well as discussions that have been carried out to help me complete this thesis.
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born until now.

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Fay, Feli, Pid, Jess, Sato, Vaness, Wira, Yayan, Yos).

12. To all the parties that the author cannot mention one by one, but have helped in the process of completing this research thesis in many different ways.

The author realizes that the process of writing and organizing this thesis is inseparable from mistakes and shortcomings. Therefore, with all humility, the author sincerely apologizes and is gracefully willing to accept all input, critics, advice, and suggestion to make this thesis better. The author humbly present this thesis, with the hope that it could be useful to increase knowledge and information in the field of management.

Makassar, 27. December 2021



Nahda Khaerunnisaa

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING (INSTAGRAM) ON THE PATIENT'S DECISION TO USE SERVICES PRODUCTS OF BKIA PRATAMA CLINIC DURING COVID-19 PANDEMIC.

Nahda Khaerunnisaa

Idayanti Nursyamsi

Isnawati Osman

This study aims to determine the effect of social media marketing, content creation, content sharing, connecting, and community building on the purchasing decision to buy product services at the BKIA Rakyat pratama clinic in Makassar. The design of this research is quantitative approach. The data obtained from questionnaires. The population were patients at the BKIA Rakyat pratama clinic who had purchased product services at the BKIA Rakyat pratama clinic. And the sample used 225 patients. The analytical method used is multiple linear regression analysis and R² test with SPSS (Statistical Product and Service Solutions) tools. The results of this study indicate that social media marketing, content creation, content sharing, connecting, and community building, simultaneously influence purchasing decisions. content creation, content sharing, and connecting have a positive and significant relationship to purchasing decisions at BKIA Rakyat, while community development has a positive but not significant relationship to purchasing decisions.

Keywords: Social Media Marketing, Content Creation, Content Sharing, Connecting, Community Building, Purchasing Decision.

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CHAPTER I

INTRODUCTION

1.1The Background of The Research

The industrial revolution 4.0 was first sparked in 2011 and its different from the previous industrial revolution. In the 4.0 industrial revolution, artificial intelligence, robotic technology, big data, and the internet of things (IoT) made all elements in human life easily connected. Billions of people have connected with mobile devices because there are new technologies in robotics, internet of things, autonomous vehicles, 3- D-based printing, nanotechnology, biotechnology, materials science, energy storage, and quantum (Schwab, 2017). Industrial revolution 4.0 is closely related to the internet of things (IoT) or the internet for all. The internet of things works to find and collect various data from the field (data miners), which will be processed into new, more valuable data. The internet of things is often referred to as a backbone that works in various roles to optimize performance.

From a business perspective, the internet of things is beneficial for companies, one of it is online marketing. By utilizing the internet of things, companies can market their products and services through the internet network, and with digital marketing techniques, they finally change the way they do business and start tracking the whereabouts of consumers. People in the global era have started to use the internet as a means to find various information.

The development of internet technology has also changed the way humans communicate. A person can communicate with other people whenever and wherever that person is and can share information without being constrained by space and time. Through the internet, all forms of geographic barriers are eliminated, national borders are also eliminated. Modern humans anywhere in the world can be connected via the internet. In addition to changing behavior, in communication, the internet also provides significant changes in marketing efforts (Hermawan, 2012). With the continuous development of the internet which is always increasing, the sharing of features and technology available to people will always change, one of them is social media. According to Cross (2014) social media is a term that describes a variety of technologies used to bind people into collaboration, exchange information, and interact through Internet-based message content.

As stated by Nasrullah (2016), social media can be seen from the development of how individuals relate to media devices. Van Dijk (2013) stated, as quoted by Nasrullah (2016:11), in the book *Social Media*, that "Social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaborate. Therefore, social media can be seen as a medium (facilitator) online which strengthens the relationship between users as well as a social bond ". From this understanding, social media has specific characteristics concerning every

human being having social relations in the development of communication technology.

Data reported from the website www.tekno.tempo.co, shows that there are 7 popular social media in Indonesia, namely Facebook, Instagram, WhatsApp, Line, and Twitter (Alfarizi, 2018). In this era of digitalization, the use of smartphones provides many kinds of benefits for consumers who use social media because social media can facilitate the occurrence of buying and selling transactions across cities or countries and interacting between individuals without being hindered by space and time.

Previous reviews about social media use for health mostly focused on using social media for a single health purpose. Based on the previous study, summarized that social media as a tool for health interventions (Yang, 2017), health campaign (Shi et al., 2018), medical education (Cheston et al., 2013), disease outbreak surveillance (Smith, et al., 2015), and health promotion and behavior change (Korda and Itani, 2013). As for the benefits of social media for business actors, namely as a marketing medium, marketing in social media (social media marketing) can serve to introduce products or services, services, advantages of service products, reduce marketing costs, public relations to establish good relationships and maintain customer satisfaction, customer service for providing feedback and criticism of the products or services offered quickly and precisely, as well as getting new customers with a broader market.

Social media has given rise to social media marketing to persuade consumers with social media in a company or business person in introducing and marketing a product or service offered. Irfan (2014) in previous research explained, social media marketing is a marketing activity strategy using social media sites such as Facebook, Instagram, whatsapp, line, twitter and etc. According to Gunelius (2011), social media marketing variables consist of several variable: content creation, content sharing, connecting, and community building. Content Creation can be seen from creating engaging content and can represent the personality of a business so that target consumers can trust it. Content creation will help consumers to build credibility, relationships, and loyalty. Content Sharing can help expand a business's network and expand its online audience, which creates promising opportunities to get noticed and remembered by online viewers and can lead to indirect and direct selling widely in the community.

Connecting is a relationship between the giver and recipient of messages who share the same interests. Community building is the social web is a large online community where there is interaction between people living around the world using technology. Building a community on the internet that has the same interests can occur with the existence of social networks. The relationship that exists between the message giver and recipient can result in more business transactions (Gunelius, 2011).

Social media marketing applied by a business can affect a person's thinking which will have an impact on the thoughts of others more broadly

before making a purchase decision (Gunelius, 2011). Sumarwan (2014) argues that purchasing decisions are consumer decisions that include consumer decisions about what to buy, whether to make a purchase or not, when to buy, where to buy, and how to pay for it. Before making a purchase decision, the thing that must be considered is a relentless desire to buy the product.

Social media Marketing networks have become more credible and relevant information source than direct information from companies, therefore consumers seek products and companies on online social networks .Since consumers enjoy the interaction and communication with each other and like to receive advice either positive or negative about different products or services, virtual communities have an impact on consumers' purchasing decision (Darban and Li, 2012).

Consumers are able to search for the information they need and share their experiences about products or services with other consumers. This fact (sharing opinions with others regarding previous experiences with products or services) is one of the reasons why social media influences purchasing decisions Consumers are also buying based on recommendations from social media (Leon, 2014). Social media marketing greatly affected by internet users in early 2016. Specially in Indonesia, Internet users reached 88.1 million users and currently there are around 79 million active social media users in Indonesia (wearesocial.com, 2020).

Figure 1.1
Time To Use Media



Source: wearesocial.com

Based on the data in Figure 1.1, as of January 2020, Indonesians spend 7 hours 59 minutes using the internet, using social media on average for 3 hours 26 minutes, watching television for 3 hours 4 minutes, listening to music for 1 hour 30 minutes, and play the game for 1 hour 23 minutes. This increases the number of internet and social media users, which is a massive opportunity for business people to market their products. Hermawan (2012) uses the term redhot to describe such a huge marketing opportunity in marketing via the internet. Internet marketing can help more products because the internet allows a more effective marketing process, faster response, and lower costs. With low costs and rapid dissemination of information, it is hoped that it can increase sales to achieve turnover that is on target.

Through social media marketing, producers can communicate with consumers interactively. Manufacturers can also find out consumer

response to the products offered by looking at testimonials or comments posted. Good communication can strengthen good relationships with consumers. This will indirectly be satisfaction for consumers because consumers feel cared for. When consumers are satisfied, consumers will give positive testimonials and then recommend them to others.

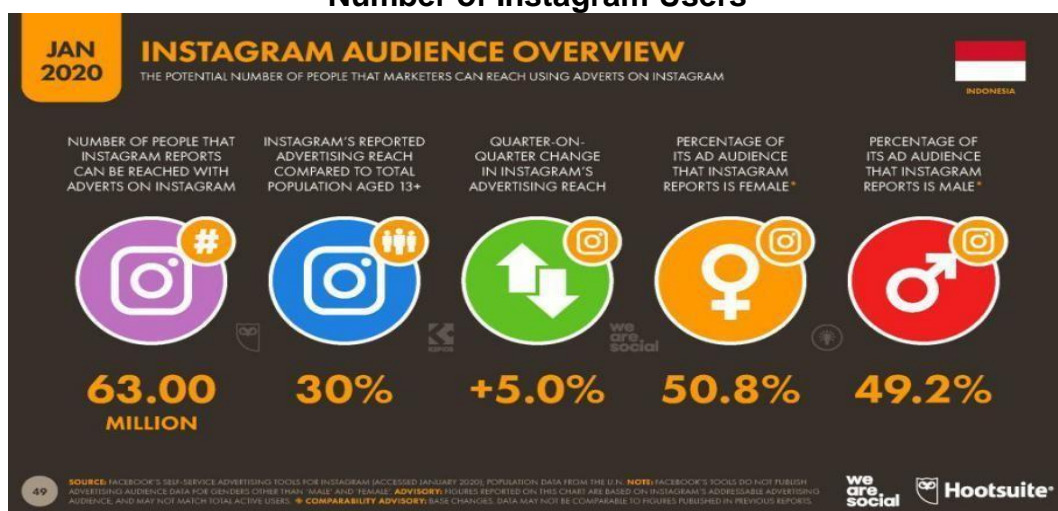
According to the study conducted by Polling Indonesia and Indonesian Internet Service Operator Association (APJII), in 2019 there are 117.21 million internet users in Indonesia. The number has increased by 10.12% from 2018. From the same source, it is stated that the internet has been used daily by around 64.8% of the population in Indonesia (APJII, 2019). Social media has been used not only for personal purpose but also for business and organizations. Now a days, Social media is used as the new health promoting media due to its effectiveness in spreading information. (Obregon and Waisbord, 2012; Wright, Sparks and O'Hair , 2012; Househ, 2014; Wymer, 2015; Ahmed and Bates, 2016; Marinescu and Mitu, 2016; Syed-Abdul, Gabarron and Lau, 2016; Sekalala and Niezgoda, 2018; Bian *et al.*, 2019). There is also a shift in health marketing as healthcare and health organizations also implement social media marketing (Radu *et al.*, 2017).

Instagram is one of many social media in Indonesia, Instagram is an application that allows users to take photos, apply filters, and share them with many people (Kaplan and Haenlein, 2014). How to use Instagram social media is quite easy because business actors just need to create an

Instagram account, upload images accompanied by product descriptions, so that users who can be reached by Instagram can see the products offered by business actors.

Instagram social media is easier to understand and easily accepted by Instagram users of various ages and locations because this social media provides the main layer in the form of images and videos so that people have no trouble seeing the images, advertisements or browsers that business actors shared. For business actors, Instagram is a strategic tactic for business actors to promote their product without incurring costs and efforts, because Instagram can reach promotions to many people or Instagram users.

Figure 1.2
Number of Instagram Users



Source: wearesocial.com

Based on figure 1.2, as of January 2020, shows that Instagram's social media users that can be reached with adverts on Instagram in Indonesia have reached 63 million users. Users reached by Instagram

based on age over 13 years reach as much as 30% of the user population. The development of Instagram users from time to time increases by 5% every day; the percentage of users on Instagram social media who are female is 50.8%. In contrast, social media users Instagram who are male is as much as 49.2%. Many Instagram social media users provide potential opportunities for business actors, for example, the BKIA Rakyat Primary Clinic, especially since marketing health services and education products for clean and healthy living during the Covid-19 pandemic through Instagram social media.

There are several benefits of social media that BKIA Rakyat Primary Clinic can get such as financial like utilization costs, time savings, fundraising opportunities, and visibility of support. Social media can also analyzed to predict the future illness onset for individual users, the use of social media to detect individual illness is especially beneficial for people who are at risk but less motivated to seek diagnosis and treatment. Other then that social media data can be analyzed to predict infectious disease outbreaks among a population such as in the COVID-19 outbreak and the most importance use of social media user can generated and provide insights about the public's cognitive and behavioral response to health-related issues (Mason et al., 2021).

Center for Indonesia's Strategic Development Initiatives (CISDI) delivers robust and interactive health messages on Instagram. As the urgency of health information dissemination arise during the coronavirus

(COVID-19) pandemic, CISDI increase their posting frequency. The shift its aim for engaging more audience. It is essential for CISDI to measure and evaluate their performance on social media. Social media is the face of the brand. Its implementation benefit the business to gain awareness and reach more potential customers (Pourkhani *et al.*, 2019). Therefore, organizations need to take social media accounts seriously. It is important to monitor their performance through social media platforms.

The BKIA Rakyat Maternity Home (RS) was establish in 1974, where this clinic has been established for 47 years and has a good reputation and trust in the surrounding community. The BKIA Rakyat is a Maternity Home engaged in maternal and child health (KIA) and in 2017 changed its name to the BKIA Rakyat Primary Clinic. The BKIA Rakyat Primary Clinic is a clinic that provides maternal and child health services, childbirth, and family planning. The BKIA Rakyat Primary Clinic also provides health training and health education on maternal and child health in a family way by treating patients like a family.

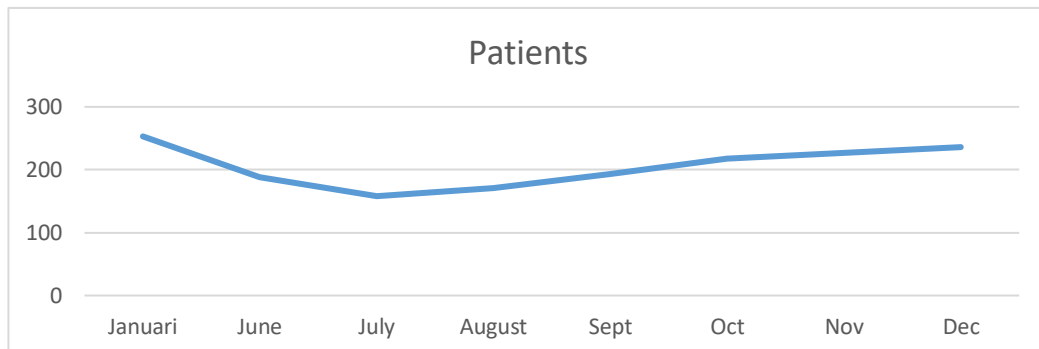
Staff and doctors, midwives, and nurses come to visit patients who have given birth and seek treatment at the BKIA Rakyat Primary Clinic, including carrying out mass circumcisions in clinic. In 2019, the BKIA Rakyat Primary Clinic already get the trust to carry out health cooperation with the Makassar Branch of BPJS. Thus the BKIA Rakyat Primary Clinic accepts various BPJS, KIS, TNI / POLRI patients, and general patients. With the motto "Making Patients Feel Like They Are in Their Own Family,"

employees, doctors, midwives, and nurses provide services that make consumers feel calm, happy, and confident.

The Covid-19 pandemic is known to have entered Indonesia in early March 2020 in Depok, West Java. It is suspected that they were infected due to contact with foreign nationals who came to Indonesia, and finally, the Indonesian government declared Indonesia a Covid-19 Emergency. Covid-19 is an infectious disease caused by the coronavirus. This virus is very contagious, and until now, there is no cure while the vaccine has been found but is still in the effectiveness testing phase. The government makes policies to prevent transmission, namely implementing PSBB, PKM, and health protocols such as maintaining distance, wearing masks and washing hands, and maintaining immunity. The Covid-19 pandemic has had many impacts on all aspects of life, one of which is the economic aspect, where many businesses have experienced a decline in income, a lack of consumer purchasing power.

Since the Covid-19 pandemic, the income from the BKIA Rakyat primary clinic has decreased significantly, so that finally, the BKIA Rakyat Clinic created a social media account, namely Instagram, in August 2020. Here is a table diagram of the number of patients at the BKIA rakyat primary clinic since January 2020 before pandemic until June to December 2020 during covid-19 pandemic can be seen below:

Diagram 1.1
The Number of Patients at the BKIA Rakyat Primary Clinic.
January 2020 and June until December 2020.



Source: BKIA Rakyat Primary Clinic 2020.

The diagram 1.1, shows that the number of patients of the BKIA Rakyat Primary Clinic in January 2020 was 253 patients before pandemic of covid-19 and on June 2020 during pandemic it decreased to 188 patients until July to 158 patients, but in August 2020 the number of patients increased to 171 patients and continues to increase until December 2020 with the number of patients in December is 236 patients. This shows that after BKIA Rakyat Primary Clinic create social media account in Instagram and do promotion, the marketing strategy succeed by using social media Instagram because it attracts consumer interest and increase the number of patients in BKIA Rakyat Primary Clinic, as evidenced by an increase from August – December 2020..

Through the social media Instagram, the BKIA Rakyat Primary clinic improvises its marketing strategies by using social media to attract consumers to use the services and products of the BKIA Rakyat Primary clinic to maintain and protect the costumers from Covid-19. The BKIA

Rakyat Primary Clinic carries this out to reduce physical contact between patients, provide convenience for patients, and support the government to reduce the number of Covid-19 transmissions in times of this pandemic.

This proves that Instagram provides a potential for individuals and groups of business actors, such as the BKIA Rakyat Primary Clinic. With the social media marketing of the BKIA Rakyat Clinic in the form of Instagram, it is beneficial for patients and BKIA Rakyat Clinic, where the patient's can do a quick online registration to get health services and to avoid the transmission of covid-19, and for BKIA Rakyat Clinic is to support the government to reduce the number of Covid-19, maintain the health of employees and costumers, and to increase number of costumer during the covid-19 pandemic. And for, patients who do not have social media can register directly at the BKIA Rakyat Clinic offline.

The BKIA Rakyat Clinic also implements a health protocol by spraying all rooms, limiting patients to only one family member, providing sinks for washing hands, and arranging various places to keep their distance. At the BKIA Rakyat Primary Clinic, patients can use health service products in the form of; Childbirth, examination of pregnant women and ultrasound, family planning services (KB), services for general practitioners and dentists and obstetricians, Rapid Test and Antigen Test, Circumcision, drug depot/pharmacy.

The policies imposed by the government, such as Large-Scale Social Restrictions, Restrictions on Community Activities, and health

protocols, forcing people to adapt to new habits, including consumer behavior. So that consumers choose to fulfill their needs and desires through social media (online). The impact of the use of social media marketing through social media Instagram on the number of patients registering to use services product and treatment at the BKIA Rakyat Primary Clinic has increased. The evidenced is show on table below:

Table 1.1
The consumer using services product at the BKIA Rakyat Primary Clinic.

August 2020 - December 2020.

Month	Register at the clinic	Register on Social Media (Social media)	amount
	numbers	numbers	numbers
August	84 patients	87 patients	171 patients
September	102 patients	91 patients	193 patients
October	114 patients	104 patients	218 patients
November	110 patients	117 patients	227 patients
December	121 patients	115 patients	236 patients
Total	531 patients	514 patients	1045 patients

Source: BKIA Rakyat Primary Clinic 2020.

The table 1.1 shows the total of patients that registered for using services product and treatment came directly to the clinic administration is 531 patients from August – December 2020, and the total of patients registered for using services product and treatment online via social media Instagram is 514 patients from August – December 2020. So the total number who registered in person and online from August – December 2020

was 1045 patients . From these data, it shows that social media affects the patient's decision to use the service products and treatment of the BKIA Rakyat Primary Clinic.

Therefore, it is possible that social media Instagram makes it easier for customers of BKIA Rakyat Primary Clinic to register during this pandemic and reduces the risk of Covid-19 transmission. The importance of this title for writers in making this proposal is that during the Covid-19 pandemic, companies can still carry out promotions through social media, namely social media marketing, building and attracting public interest, increasing engagement, customer service, and product development.

Based on the research explained, the author is interested in conducting a study entitled **"the influence of social media marketing (Instagram) on the patient's decision to use the service product of BKIA Primary Clinic during covid-19 pandemic"**.

1.2 The Research Problem

Based on the background stated previously, the research problem in this paper is about how the patient's attitude to using service products at the BKIA Rakyat Primary Clinic by using social media Instagram as a place to register. Therefore, several research problem formulated as follows:

1. Does Social Media Marketing variables: content creation, content sharing, connecting, and community building, simultaneously

affect patient's decision to use the BKIA Rakyat Primary Clinic Services?

2. Does Social Media Marketing variables: content creation, content sharing, connecting, and community building, partially affect patient's decision to use the BKIA Rakyat Primary Clinic Services?, and which of the variable had the highest impact to increase patient's decision to use the BKIA Rakyat Primary Clinic Services?

1.3 The Research Purposes

Based on the formulation of the problem above, the objectives of this study are:

1. To know the effect of social media marketing variables: content creation, content sharing, connecting, and community building, simultaneously to the patient's decision to use BKIA Rakyat Clinic services.
2. To know the partial effect of social media marketing variables: content creation, content sharing, connecting, and community building, on the patient's decision and which of the variable had the highest impact to the patient's decision to use the BKIA Rakyat Primary Clinic services.

1.4 The Benefits of The Research

This research aims to give some benefits:

1. Academic Benefits

Academically, this research has the benefit of adding insight into the effect of social media marketing (content creation, content sharing, connecting, and community building) on social media Instagram to use service products from the BKIA Rakyat Primary Clinic.

2. Practitioner Benefits

a. For Higher Education

Provides information about the effect of content creation, content sharing, and connecting on social media on Instagram on the decision to give birth and seek treatment.

b. For the Company

It can be used as input and consideration for companies to increase the number of patients who give birth and seek treatment.

1.5 The Structure of Writing

The structure of this thesis can be divided into several chapters and sub-chapters, as follows:

CHAPTER I INTRODUCTION is an introductory chapter containing the background, problem formulation, research objectives and benefits, and writing systematics.

CHAPTER II THEORETICAL BACKGROUND is the literature review chapter consisting of theoretical foundations, previous research, research frameworks, and hypotheses.

CHAPTER III RESEARCH METHODS is a research method chapter consisting of research design, location and time of research, data collection methods, population and samples, data analysis methods and techniques, hypotheses testing, operational definitions.

CHAPTER IV RESEARCH RESULTS AND DISCUSSION is the result of research and discussion chapter consisting of research result and discussion, research instrument testing, and data analysis result.

CHAPTER V CLOSING is the closing chapter consisting the conclusion and suggestion for the research.

CHAPTER II

THEORETICAL BACKGROUND

2.1 The Theoretical Basis of The Study

2.1.1 Marketing Management

Marketing comes from English with the primary word market. A market is a place for buying and selling product to do a transactions between sellers and buyers; goods and services are traded. The sale and purchase transaction is one of the marketing activities. Priansa (2017) explain that marketing is a system in business activities with planning, determining a price, promoting, and distributing products and services with good quality to satisfy customer needs and desires.

American Marketing Association on Kotler and Keller (2014) defines that marketing as an organizational function and a series of processes for creating, communicating, and providing value to customers and managing customer relationships in a way that benefits the organization and stakeholders. Marketing can also be defined as a set of activities in which businesses and organizations create value exchanges between the business and its owners. Marketing results from the work performance of business activities related to the flow of goods and services from producers to consumers (Shimp, 2010). Based on some of the definitions that have been described above, it can be concluded that marketing is a series of activities that includes the process of creation, pricing, promotion, and distribution of products or something that value the consumers so it will

satisfy consumers needs and desire. There are 4 (four) important elements in marketing activities (Kotler and Amstrong, 2018 : 77 – 78):

1. Product, namely goods or services, something valuable and valuable offered to the market to meet the needs and desires of consumers.
2. Price, which is an amount of money or other means of exchange that determined by the seller to be paid for the products consumed.
3. Promotion, which is a series of activities to introduce or inform a product to consumers to increase sales volume.
4. Place, which is something that becomes a location or container for producing, storing, and distributing products.

One of the essential elements in marketing is promotion. Promotion is also called integrated marketing communication. There are 5 (five) essential elements in the integrated marketing communication mix (promotion), according to Kotler and Armstrong (2018 : 424 – 425), as follows:

1. Advertising, which is several messages or any form of presentation and promotion of goods or services paid for by sponsors, attracts and attracts consumers' attention. For example, advertisements in print or electronic media, brochures, posters, and others.

2. Sales are a short-term incentive offered to encourage purchasing a product or service—for example, sweepstakes, exhibitions, sample products, discounts, coupons, and others.
3. *Public Relations* is an activity or program designed to promote and build a good image for the company or product. For example, sponsorships, donations, seminars, company magazines, and others.
4. *Personal Selling*, namely the activity of marketing products by making face-to-face interactions or meeting directly with consumers. For example, trade shows, sales presentations, sample products, and more.
5. *Direct and Online Marketing*, namely activities to market or promote products, uses letters, telephone, e-mail, or the internet to communicate directly with consumers. For example, catalogs, e-mail, social media, electronic shopping, and others.

2.1.2 Marketing and Internet Media

Marketing activities have essential roles in business activities, whether carried out individually or in organizations or corporations. Now marketing is more developed since the existence of technology, especially the internet. The development of information technology provides significant changes to marketing activities. This has stated by Sholihin (2019) that advances in information technology will bring significant changes to consumer behavior.

In the modern era, the internet has become part of every human activity. All needs, both information, entertainment, lessons, and social interactions, have made use of the internet. The internet has created an extraordinary and potential market for business actors. Every business actor has begun to enter the online world, starting to market their products or services through the internet media. According to Strauss and Frost (2012: 28), "E-marketing is the use of information technology for marketing activities and processes to create, communicate, provide and exchange value offers for customers, clients, partners, and the general public." In short, e-marketing is the result of information technology applied to traditional marketing in two ways. However, e-marketing involves basic technology and applications.

There are several types of *e-marketing* or internet marketing proposed by Sholihin (2019), namely marketing through an optimized website, marketing using social media such as Facebook or Instagram, marketing using a marketplace such as Shopee or Tokopedia, and marketing using paid advertising media such as Google Ads, Instagram Ads, and Facebook Ads. There are advantages of marketing in internet, according to Kotler and Armstrong (2018: 544 - 547), are as follows:

1. For consumers:
 - a. *Convenient.*

This means that consumers do not have to leave the house to find the product they want. Consumers can compare brands, check prices, and order goods 24 hours a day from any location.

b. *Easy and Private*

Consumers face fewer disagreements over purchasing products and do not need to confront sellers or open themselves up to emotional persuasion and relationships.

c. *Information.*

Online and internet services provide consumers with access to a wealth of comparative information about companies and products.

d. *Interactive and immediate.*

Consumers can interact with the seller's site to find the correct information about the product or service they want, then order it.

2. For marketers:

a. Internet marketing is an excellent tool for building relationships with consumers. Companies can interact with consumers to find out more specific consumer needs and wants and build customer databases.

b. Internet marketing can also reduce costs and increase efficiency. Online marketers can avoid the costs of maintaining a company.

c. Internet marketing makes the company more flexible, allowing the company to adjust its offerings and programs.

2.1.3 Social Media Marketing

Social media marketing is a form of marketing done using social media to market the product. According to Gunelius (2011), social media marketing is a form of marketing that is used to build awareness, recognition, and action against a brand, business, product, and others by using social websites such as blogs, microblogging, social networks, or bookmarking, and content sharing.

Weinberg (2009) defines social media marketing as a marketing process such as promotion and communication carried out by individuals through websites, online social channels, or utilizing a larger community in marketing compared to traditional advertising. Social media marketing is a technique in marketing that uses social media to introduce and promote products to users of the same social media platform by sharing exciting content regarding product information so that it will attract new consumers and increase sales. Marketing through social media focuses on content on social media sites, namely, how a product can attract consumer attention through content shared on social media. In marketing, through social media, there are several of the most common goals (Gunelius, 2011: 15), including:

1. *Relationship building* (relationship building), social media marketing has the most potential ability in building dynamic relationships with consumers.
2. *Brand building* through conversations on social media can increase brand awareness, brand recognition, and brand loyalty.

3. *Publicity* marketing through social media provides opportunities for companies to share important information with consumers due to the availability of online stores.
4. *Promotion* is an opportunity to provide special discounts to consumers so that consumers feel appreciated and cared for.
5. *Market Research*, social media provides an opportunity to study the character or behavior, needs, or desires of various consumers and learn competitors' strategies.

2.1.6.1 Social Media

There are some of the most widely used social media in marketing through social media, namely Facebook, Instagram, and Twitter. In general, everyone will use social media following their social environment or hobbies, so that each social media has its market. Pratama (2020) said that social media could connect everyone worldwide through the internet network to do things together, such as talking or discussing and sharing information online (internet-based) and offline.

Pratama (2020) also argues that social media is computer software (software) used for necessity marketing conducted by individuals and organizations to promote business, share information, and influence consumers to achieve marketing targets. According to Tjiptono and Anastasia (2020), social media has an interrelated promotional role. Through social media, companies can communicate with customers to establish a profitable marketing relationship between companies and

customers, and customers can communicate with each other between customers.

Social media can be divided into two groups, namely expressive and collaborative. Expressive social media are YouTube, Facebook, Instagram, Twitter, and others. Meanwhile, collaborative social media are Rotten Tomatoes, Wikipedia, and others.

2.1.6.2 Social Media Categories

According to Pratama (2020: 37 – 39), there are several categories in social media, including:

1. Video-Sharing (Youtube) Category

Youtube is one of the largest social media in the video-sharing category, in videos or films. Youtube is famous for its video streaming service over the internet, and youtube also creates a connection between its users through the content provided, for example, videos. Each user has the same rights to share (upload) multimedia files into youtube, watch videos, share video URLs to other social media, or provide comments and ratings.

2. Category Picture Sharing (Instagram)

Instagram is a social media for the picture sharing category that provides the convenience of taking pictures using effects, uploading digital images or videos to the internet, and allowing users to interact with each other, which can be accessed via a web browser or applications on iOS and Android.

3. Social Networking (Facebook) Category

Facebook is the social media with the most extensive social networking, which was initially developed for entertainment purposes only and then managed professionally so that its features continue to grow. Through its friendship, group, and page features, Facebook can create connections between users worldwide.

4. Category Micro Publication (Twitter)

Twitter provides space for fast and straightforward publication on a small scale for digital documents, opinions, and other information related to the micropublication category. Twitter provides a service where users can tweet for discussions with short messages related to several things such as topics or current conditions about sports, government, entertainment, and others.

2.1.6.3 Social Media Marketing Indicators

According to Gunelius (2011: 59 – 62), there are 4 (four) indicators which are variables of marketing success through social media, namely:

1. Content Creation

Content creation is one of the basic strategies for doing social media marketing. Content can be in the form of images, videos, audio, or writings. The content created must be exciting and related to the business to be trusted by target consumers. Consumer confidence increases because they see interesting content related to the business or product they are looking for.

2. Content Sharing

Sharing content on social networks can help expand a business's network and expand its online audience. The shared content must be relevant to the business or product, the information or message on the shared content is essential, and it is necessary to pay attention to the channel and conditions when sharing content. Sharing content can create direct and indirect sales depending on the type of content being shared.

3. Connecting

Social networks allow a person to meet more people who share the same interests. With the formation of a vast network, it can build a relationship that generates more profits. Social networking sites are also web-based services which are used to socialize and communicate with other parties

4. Community Building

The social web is a large online community where there is interaction between people living around the world using technology. Building a community on the internet that has the same interests can occur with the existence of social networks. Community building aims to find target consumers who have an interest in the products or services offered by interacting with one another and establishing relationships.

2.1.6.4 Instagram

One of the very popular social media in recent years is Instagram. Instagram is an internet-based application that is used to share photos, videos, and allow users to interact with each other or to communicate with other users worldwide. Instagram is a social media developed accidentally by Kevin Systrom and Mike Krieger, which initially only focused on mobile applications on the iOS platform. The definition of social media Instagram, according to experts, is that social media is one of applications that using internet base and web technology. 2.0 to allows the exchange and creation of user-generated content (Kaplan and Haelein, 2014).

Instagram was created after considering the capabilities of developed application, an application for sharing multimedia files in the form of photos easily and quickly and allowing users to interact with each other. Instagram comes from the word “instant,” which means easy and fast, and “gram,” which means telegram or online communication. Instagram is available for Android and IOS platforms, providing convenience in uploading photo and video files to the internet via a website page from a web browser application or via a mobile application installed on smartphones, tablets, and cellphones.

To use Instagram, users can access the Instagram from a web browser or mobile device by downloading the Instagram application. Then users can enter the system through the Login menu, after that users can use service features prepared by Instagram, such as uploading photos and videos, taking pictures with various filters, and communicating with

Instagram users around the world. Gautama et al (2019) says that Instagram is an Online mobile application used for sharing photos and videos. Instagram has become a viral social media following in the footsteps of Facebook and Twitter.

Instagram was initially developed to apply different filters to their photos and allow them to upload and share photos with friends or followers of their accounts on Instagram. More than 300 million active users and around 70 million Instagram users worldwide upload their photos on purpose to promote their product. Based on the No. data results in July 2020 published by We Are Social, Instagram is one of the most actively used social platform with around 1,082 million users worldwide. From several Instagram users worldwide, after the United States, India, and Brazil, No. is on the fourth place with 63 million active users. As a social media that is used to share photos or images, Instagram has several features that have different functions in their use, namely (Atmoko, 2012 : 10):

1. Home, this feature serves to view photos and videos uploaded by other users who are followed.
2. Explore tab, this feature is used to view photos and videos uploaded by other users with the most liked or popular criteria. This feature also has a search and hashtag column.
3. Feed, this feature contains photos and videos uploaded by users and can be seen by other users.
4. Direct message, this feature allows users to interact or exchange messages with other users.

5. Post, the designation for the uploaded photo or video.
6. Like and Comment, this feature serves to respond to posts uploaded by users. If you like posts on Instagram, then select like (like), and if you want to comment, there is a comment column.
7. Instagram Story, this instastory feature functions for users to share photos or videos with 24 hours, then they will be automatically deleted or stored in the archive.
8. Live or Live Streaming, this feature works for users if they want to do a live broadcast in the form of a video that can be watched by users who follow it.
9. Following and Followers, this feature allows users to see the number of followers and followers of a user account and see who is followed and who is a user account follower.
10. Archive, this feature serves as the user's private gallery, containing photos and videos uploaded and then archived by the user.

2.1.7 Purchasing Decision

Purchasing decision is a process of selecting several alternatives and choosing one alternative behavior option. If consumers choose between buying or not buying a product, it can be said that the consumer is at a stage of the decision-making process. Purchasing decision is the final consumer buying behavior that wants to buy a product for personal consumption (Kotler, 2014). As for the understanding of purchasing decisions, according to Sumarwan (2014), it is a decision that will occur

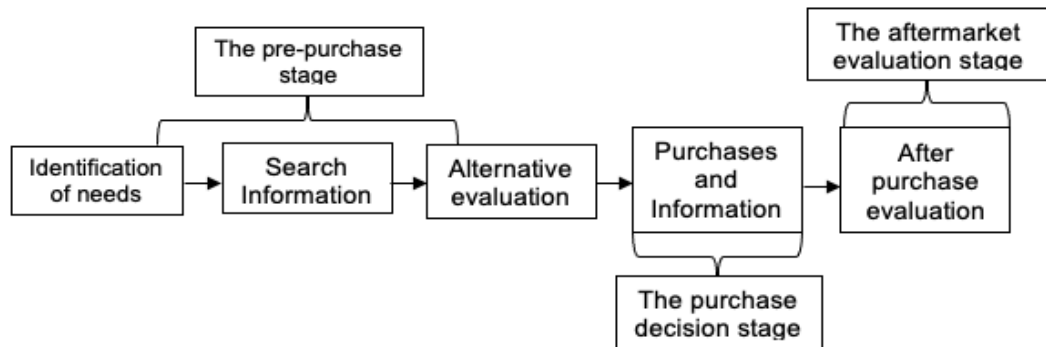
when consumers have chosen to buy a product. These decisions include whether to buy or not, what products to buy, why to buy, when and where to buy, how to buy it, and so on.

Peter and Olson (2013) define purchasing decisions as an activity that requires evaluation and choice between two or more different behavioral alternatives. The purchase decision is a choice between several different behavioral alternatives. Based on several definitions of purchasing decisions mentioned above, it can be concluded that purchasing decision is an activity carried out by consumers in order to choose between several different alternative behaviors before purchasing a product.

2.1.7.1 Purchasing Decision Making Process

According to Kotler and Keller (2014: 100 – 103), there are 5 (five) stages in the purchase decision process by the end consumer, namely identification of needs, information seeking, evaluation of alternatives, purchasing and consumption, and evaluation of after-purchases. The pre-purchase stage includes identifying needs, seeking information, and evaluating alternatives. The consumer decision stage includes the purchase and consumption process. The after-purchase evaluation stage is the stage where the consumer determines whether to 32aket he right purchase decision or No.

Figure 2.1
Consumer Purchasing Decision Process



Source: Kotler and Keller (2014 : 100 – 103)

The process making of consumer purchasing decisions can be described as follows (Kotler and Keller, 2014 : 100 – 103):

1. Identification of Needs

A purchase process is carried out by consumers when they get a stimulus (motivation, thoughts, or actions) that can encourage them to purchase a product. This stimulus can affect the needs of consumers to buy a product or service in a situation, causing consumers to identify their needs.

2. Information Search

When consumers have identified their needs, then consumers will seek and collect information as choices regarding the products or services needed. Searching for information about these products or services is done through personal experience, asking friends via the internet or social media, newspapers or magazines, and other sources.

3. Alternative Evaluation

After searching for information and having various alternatives that will be a solution, then consumers evaluate and choose one of the alternatives as a final choice decision. In evaluating products, consumers look at several attributes: price or cost, product quality, popularity or brand image, and others.

4. Purchase and Consumption

At this stage, consumers have decided and made choices that have been evaluated. Consumers have determined a product or service that is a solution to their problem or need.

5. After Purchase Evaluation

The final stage of the consumer purchasing decision process is the after-purchase evaluation. After the alternative selection process, purchase and consumption, a stage occurs where the consumer will evaluate whether he is satisfied, happy, or dissatisfied with the decision to purchase the product or service he has chosen.

2.1.7.2 Influencing Factors of Purchasing Decisions.

There are several factors that influence consumers purchasing decisions (Kotler, 2014: 159 – 174):

1. Cultural Factors

Cultural factors are something that has become customs or habits so that they can influence individual decisions. Cultural factors include culture, sub-culture, and social class.

- a. Culture is a series of values, customs, perceptions, or behaviors that a person gets from family members.
- b. Sub-culture, namely a group of people who have the same experiences and living conditions, for example, religion, race, and others
- c. Social class is a group of people with different social statuses, including education, occupation, income, or rank.

2. Social Factors

Several social factors can influence consumer decisions:

- a. Group, a group of people who have some similarities and goals in common, for example, colleagues, schoolmates, virtual friends, and others.
- b. Family is the smallest unit or kinship unit in society that is related by blood and is interdependent.
- c. Role and status, namely the rights and obligations of a person based on their level or position in a group.

3. Personal Factors (Personal)

The decisions a person makes can be influenced by several personal or personal factors:

- a. Age and stage of the life cycle, each person will buy each item differently throughout their life, and this is also influenced by the stages of their life cycle such as unmarried, after marriage, having children, and others.

- b. Job purchasing decisions made by someone are influenced by their job, such as what their job is, how much they earn, etc.
- c. Lifestyle, namely the life pattern of each individual reflected in each activity (work, hobbies), interests (fashion, food, and beverage), and opinions or opinions.
- d. Personality and self-concept, namely traits or characters that are inherent and reflected in each person's actions.

4. Psychological Factors

There are 4 (four) main factors that can influence a person's purchase choices, namely:

- a. Perception, namely the process of selection, organization, interpretation by a person to form understanding. Someone's response or thoughts about something.
- b. Motivation is the encouragement that a person receives from within and from outside so that it can influence one's actions towards a need.
- c. Learning, namely experience in increasing abilities and knowledge to cause changes in a person's behavior.
- d. Beliefs and attitudes, namely a thought or belief in a person; actions or behavior of a person towards an object, can influence decisions and actions.

- e. Motivation is the encouragement that a person receives from within and from outside so that it can influence one's actions towards a need.

2.1.8 Covid – 19

According to (WHO, 2020) COVID-19 is an infectious disease caused by the most recently discovered coronavirus and this new disease was unknown before the outbreak started in Wuhan, China, in December 2019. The cause of COVID-19 is a coronavirus which is a large family of viruses. That can cause disease in animals and humans (WHO, 2020). In humans, several coronaviruses are known to cause respiratory infections ranging from the common cold, to more severe diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS).

COVID-19 can be transmitted through droplets or splashes that come out when an infected person coughs, sneezes or talks (WHO, 2020). The Ministry of Health of the Republic of Indonesia issued Circular No. HK.02.02/I/385/2020 Regarding the Use of Masks, Provision of Handwashing Facilities with Soap (CTPS), and social distancing to prevent the spread of Coronavirus Disease 19 (COVID-19), (2020). In the circular, it is stated that it is mandatory for everyone to use masks when outside the home and always behave in a clean and healthy life through Hand Washing with Soap (CTPS) with running water and/or antiseptic hand sanitizer, and maintaining a minimum distance of 1 from each other. -1.5m.

This virus is spread mainly through droplets of saliva or coming out

of the nose when an infected person coughs or sneezes, so it is important for everyone to practice cough etiquette by coughing into a bent elbow or with a tissue and throwing the residue in the trash and washing hands (Circular Letters). No. HK.02.02/I/385/2020 Concerning the Use of Masks, Maintaining Distance, and Provision of Handwashing Facilities with Soap to Prevent the Transmission of Coronavirus Disease 19, 2020).

In the world, according to (WHO, 2020) as of April 14, 2020, the number of cases that have occurred has reached 1,844,863 with a death toll of 117,021 people. Among other Southeast Asian countries, Indonesia ranks 3rd as the country with the highest number of sufferers (4,439 confirmed cases) after the Philippines (4,932 cases) and Malaysia (4,817 cases), but ranks the highest in the number of deaths from COVID-19 cases with 459 (10.3%) fatalities (WHO, 2020). Meanwhile, COVID-19 in Indonesia itself first appeared since the discovery of the first case, namely on March 2, 2020. Indonesia automatically became one of the countries affected by the corona virus (covid19.go.id). According to South Sulawesi, the COVID-19 response to Covid-19 (2021) showed that the number of positive COVID-19 cases was 8,100, the death rate was 1954, and the recovery rate was 93508 cases (South Sulawesi Responding to Covid-19). 2021).

2.1.8.1 The Correlation of the pandemic condition of Covid-19 with Purchasing Decisions.

During the Covid-19 pandemic, online sales had to be done by marketers and producers. Regulations limiting interactions outside the

home will reduce business, but using online channels will increase business opportunities in Indonesia (Novita & Edward, 2021). The Covid-19 virus that has hit Indonesia since March 2020 has resulted in changes in lifestyle and interaction patterns among consumers. The risk that may arise in the decision to purchase services and goods makes consumers feel worried so that this has an impact on decreasing demand for product and service purchases during the Covid-19 pandemic.

The Covid-19 pandemic has bringing regulations regarding social distancing, hand washing, and healthy lifestyles that make consumers minimize their activities outside the home and interact with many people. This makes consumers often start to make purchases and search for information online, both in purchasing goods and services. Consumers are now starting to use social media as a means to build their trust in business products and consumers are starting to often seek and be influenced by reviews/recommendations from other users on social media so that they can believe in purchasing a business product or service (Novita & Edwards, 2021).

2.1.8.2 The Role of Social Media Marketing During Covid-19.

In the advent of the COVID-19 pandemic, people are using social media more than usual routine because they rely on news sources from online sources to seek health information for themselves and their loved ones (Li et al., 2018; Velozo & Stauder, 2018). Social media platforms usage has become a welcome relief in the health disaster and global crisis during the ongoing COVID-19 pandemic (Zhong et al., 2020). Social media

platforms have provided easy access to seeking health information and treatment, which empowered people to evaluate health-related risks and manage global health concerns, Social media users typically produce and share health information available through local and international sources in response to a worldwide public health crisis (Abbas et al., 2021).

Social media brings a new dimension to healthcare by providing a common channel for healthcare professionals, patients and the public to communicate regarding health issues, with the potential to improve health outcomes, it is a powerful tool for social interaction and ongoing education, and facilitates collaboration between users (Wong et al., 2021). The COVID-19 pandemic, it has restricted consumers ability to directly contact their social influencers. Fortunately, social media platforms allow consumers to interact with a greater number of consumers without the need to make physical contact. However, social media may increased role in consumers engagement with influencers as they seek to reduce their perceived risk (Mason et al., 2021). Kumar et al (2020) illustrated the importance of social media in marketing when they found that integrated marketing promotional messages can be effective at influencing consumer perceptions about product image and lead to consumption behaviors (Kumar et al, 2020).

2.2 Previous Studies.

Previous research is the result of previous studies (journals and theses), which help to add theoretical foundations and references related to the author's research, as well as the basis for comparing the results of this research.

Table 2.1
The Previous Research

AUTHORS	RESEARCH TITLE	RESEARCH VARIABLES	METHODOLOGY RESEARCH	RESEARCH RESULT
Rudi Hartono, Rois Arifin, Moh. Hufron (2020)	The Influence of Instagram and Word of Mouth Social Media Promotion Strategies on Mbok Taya's Culinary Purchase Decisions	<i>a. Content Sharing</i> <i>b. Connecting</i> <i>c. Word of Mouth Content Creation</i>	a. Population: 1645 people b. Sample: 97 people. c. Analysis Tools: Multiple linear regression descriptive analysis.	The results showed that the variables of a content creator, content sharing, connecting, and word of mouth had a simultaneous effect on purchasing decisions of Mbok Taya culinary.
Lubiana Mileva and Ahmad Fauzi (2018)	The Influence of Social Media Marketing on Purchasing Decisions at Starbucks	<i>a. Content Creation</i> <i>b. Content Sharing</i> <i>c. Connecting Community building.</i>	a. Population: Unknown Population d. Sample: 116 people e. Analysis Tools: Multiple linear regression descriptive analysis.	Simultaneous and partial test results show that all variables (content creator, content sharing, connecting, community building) significantly affect purchasing decisions at Starbucks.
Sitti Lutfiyyah Rifqah G. G (2020)	The Effect of Social Media Marketing on Customers Impulse Buying Behavior With Celebrity Endorsement As Moderating Variable In SS Dessert Company	<i>a. Social Media Marketing.</i> <i>b. Celebrity Endorsement</i> <i>c. Impulsive Buying Behavior</i>	a. Population: 724 people. b. Sample: 258 people c. Analysis Tools: Moderation Analysis.	The results showed that celebrity endorsement significantly affected the relationship between social media marketing and impulsive buying behavior.

Fasihatul M. (2018).	The influence of Instagram's Social Media Marketing on purchasing decisions for fashion products in an Islamic perspective.	a. Social Media Marketing. b. Buying decision.	a. Population: 2101 people. b. Sample: 96 people c. Analysis Tools: Simple Regression Analysis.	<i>Social media marketing</i> positive and significant effect on purchasing decisions.
Alif Ryan Zulfikar. (2017).	The Influence of Social Media Marketing on Brand Trust on Instagram Followers of Dompot Dhuafa Yogyakarta Branch.	a. Social Media Marketing b. <i>Brand Trust</i>	a. Population: 1315 people b. sample: 100 people c. Analysis Tool: Simple Linear Regression	<i>Social media marketing</i> has a positive and significant influence on the variable brand trust in the Yogyakarta branch of the data Instagram followers.
Taufiqur Rahman. (2019).	The Influence of Content Marketing on Purchasing Decision with Buying Interest as Intervening Variabel	a. Content Marketing b. Buying Interest c. Purchasing Decision	a. Population: Unknown Population b. sample: 120 People c. Analysis Tool: Partial Least Square.	Content Marketing and buying interest has influence on the costumer Go-Kopi Malang purchasing decision.
Lissa Suciati Maulani and Brillyanes Sanawiri. (2019).	The Influence of Social Media Marketing on Brand Awareness and the Impact on Purchasing Decisions (Online survei on active followers in instagram and facebook	a. Social Media Marketing b. Brand Awareness c. Purchasing Decisions	a. population: Unknown Population b. Sample: 116 People c. Analysis Tool: Descriptive Statistical Analysis and Path Analysis.	Social Media Marketing variable has a signifivant effect on Purchase Decision and Social media marketing variables have a significant effect on purchase decision through brand awareness.

	Vauza Tamma Hijab)			
Anita Chrishanti Puteri Tito. (2019).	The Effect of Social Media Marketing Tools, Social Media Benefits, and Social Awareness to Fashion Consumer Buying Process Through Instagram.	a. Social Media Marketing Tools b. Social Media Benefits c. Social Awareness d. Purchasing Decision	a. Population: Unknown Population b. Sample 120 people c. Analysis Tools: Descriptive Analysis and Quantitative Analysis	Fashion Consumer buying process simultaneously influenced by social media marketing tools, social media benefits, and social awareness.
Muhammad Sukron. (2021)	The Influence of Social Media Marketing Instagram on Consumen Purchasing Decision at Batik Al-Fath Store, Jambi.	a. Social Media Marketing b. Purchasing Decision.	a. Population: 902 Population b. Sample: 90 people c. Analysis Tools: Quantitative Analysis and Simple Regression Analysis	Social Media Marketing variables have an effect on the purchasing decision variables made by consumers at the Batil Alfatih Store, Jambi.
Nicolaus Rizaldy Nugroho. (2020)	The Influence of Social Media Marketing Instagram on Brand Loyalty of Xiaomi Mobile Phone User.	a. Social Media Marketing b. Brand Loyalty	a. Population: Unknown Population b. Sample 155 people C. Analysis Tools: Multiple Linear Regression, Analysis Descriptive, and Corelation Analysis Pearson Product Moment.	Social media marketing has a positive and significant effect on brand loyalty of xiaomi mobile phone user. and social media marketing have a positive and strong correlation with brand loyalty of xiaomi mobile phone user.

Rahmat Riwayat Abadi, Idayanti Nursyamsi, Andi Reni Syamsuddin (2020)	Effect of customer value and experiential marketing to customer loyalty with customer satisfaction as intervening variable.	a. Customer Loyalty b. Customer Satisfaction c. Customer Value d. Experiential Marketing	a. Population: Unknown Population b. Sample: 100 Respondents c. Analysis Tools: Partial Least Square.	Customer value positive and significantly affect's costumer's satisfaction and loyalty.
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Source: Research (2021)

2.3 The Research Framework

The BKIA Rakyat Primary Clinic utilizes Instagram as a social media marketing to promote market health services by having several variables that can be a success factor in marketing these health services, namely, content creation, content sharing, connecting, and community building. If a business can optimize the use of these variables, it will influence consumer purchasing decisions because these variables affect when consumers seek and collect information about a product. Furthermore, the next sub-chapter will explain the relationship between the independent variable and the dependent variable.

2.3.1 The Relationship Between Content Creation and Purchasing Decisions.

According to Gunelius (2011: 59 - 62), content creation is an essential strategy for social media marketing. Content can be in the form of images, videos, audio, or writings. The content that is made must be exciting and related to the business to be trusted by target consumers. Excellent and professional content creation can build consumer trust because good

content can attract consumers to buy or get to know the offered business products. When customers have met their expectations, it will build trust which will create customer loyalty (Abadi, Nursyamsi, & Syamsuddin, 2020)

The research conducted by Hartono, Arifin, and Hufron (2020) found that content creation has a positive effect on purchasing decisions, which means that attractive content creation becomes the basis for a strategy in conducting social media marketing and must represent the personality of a business so that it can be trusted by target consumers who influence consumers to make decisions in making purchases.

2.3.2 The Relationship Between Content Sharing and Purchasing Decisions.

Content sharing is one of the factors that influence consumer purchasing decisions. Content sharing is sharing content on social networks to help expanding the online audience. The content distribution to the online audience must represent the situation and relevant to the business products. When the messages we convey on the shared content are well received, the content shared with online audiences can create purchasing decisions that will increase direct and indirect sales of the products or services offered. In research conducted by Mileva and Fauzi (2018), found that content sharing has an effect on purchasing decisions because sharing content with consumers can help expand the network of a business which causes an increase in sales directly or indirectly. This shows that the more frequent content sharing occurs, will increase consumers make purchasing decisions because the information shared will significantly assist consumers

in considering what business people offer business products.

2.3.3 The Relationship Between Connecting and Purchasing Decisions

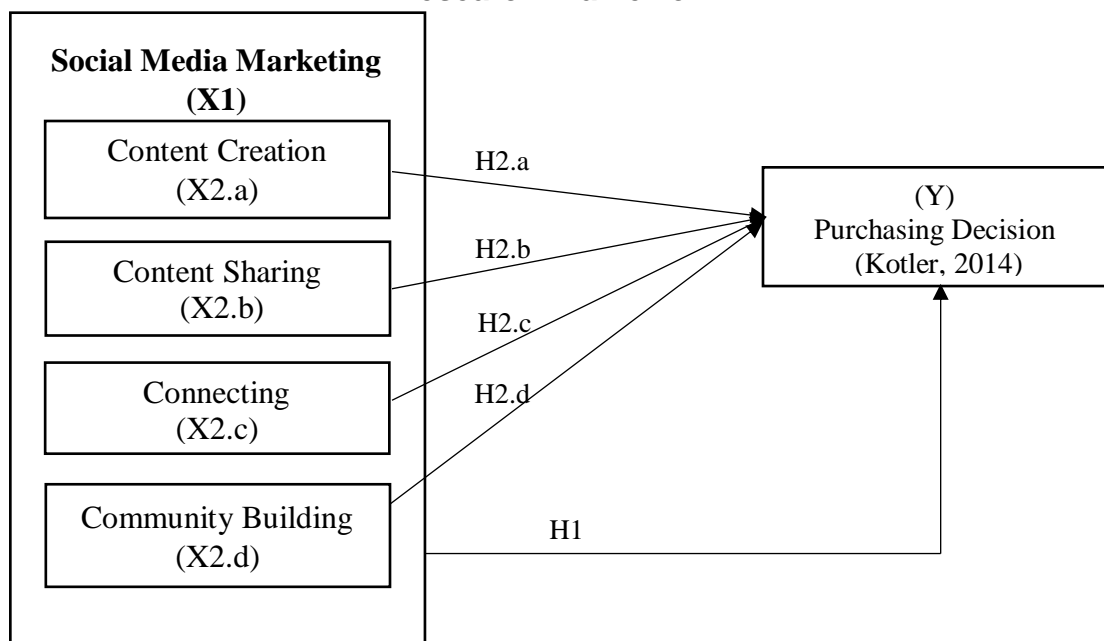
The connecting on social media are used to make someone meet more people who have the same interests. With the formation of a broad network, it is possible to build a relationship that generates many benefits for business actors. A relationship can be created on social media with many themes being created so that the content shared can benefit consumers, which will influence purchasing decisions. According to research by Willem, Tumbel, and Samadhi (2020), it is shown that consumers are more likely to be quick in making purchase decisions if consumers feel connected to other business actors' products because consumers feel connected to the products offered or with the business. There are also consumer connection between consumers to consumers as a benchmarking on making purchasing decisions where social media allows consumers to meet other consumers, bring together consumers who have the same interests, and expand networks to build relationships that can increase sales.

2.3.4 The Relationship Between Community building and Purchasing Decisions.

Community building is a social web with large online community of individuals, where there is interaction between people living around the world using technology. Building a community on the internet that has the same interest can occur with social networking (Gunelius, 2011). According to previous studies by Mileva and Fauzi (2018) that community building has

an effect on purchasing decisions because the effect on online communities, as a part of community building will increase the influence of purchasing decisions. Online communities create interaction between costumers on the same social web that will affect other costumer purchasing decisions.

Figure 2.2
Research Framework



Source: Research (2021)

The description of the figure:

X1 : Social Media Marketing.

X2.a: Content Creation.

X2.b: Content Sharing.

X2.c: Connecting.

X2.d: Community Building.

Y : Purchasing Decision.

2.4 Research Hypotheses

A hypothesis serves as a temporary answer for the research problem that still has to be proven (Umar, 2014). Based on the formulation of the research problem and the theoretical basis previously described, the research hypotheses used in this study are:

H1 : Social media marketing (Content creation, content sharing, connecting, and community building) simultaneously affect the patient's decision to use the BKIA Rakyat Primary Clinic services.

H2.a : Content creation significantly affects the patient's decision to use the BKIA Rakyat Primary Clinic services.

H2.b : Content sharing significantly affects the patient's decision to use the BKIA Rakyat Primary Clinic services.

H2.c. : Connecting have a significant effect on the patient's decision to use the BKIA Rakyat Primary Clinic services.

H2.d : Community building have a significant effect on the patient's decision to use the BKIA Rakyat Primary Clinic services.