

**ANALISIS PENGARUH STRATEGI *DIGITAL MARKETING* TERHADAP
REPURCHASE INTENTION MELALUI VARIABEL *BRAND EQUITY*
DI RSIA ANANDA MAKASSAR**

***THE EFFECT ANALYSIS OF DIGITAL MARKETING STRATEGY ON
REPURCHASE INTENTION THROUGH BRAND EQUITY VARIABLES
IN ANANDA MOTHER AND CHILD HOSPITAL MAKASSAR***



**SYATIRAH
K022211022**

PROGRAM STUDI MAGISTER ADMINISTRASI RUMAH SAKIT

FAKULTAS KESEHATAN MASYARAKAT

UNIVERSITAS HASANUDDIN

MAKASSAR

2025

