

## ABSTRAK

Nama : Jihan Fahira  
Program Studi: Manajemen  
Judul : Pengaruh *Wom Communication, Hospital Created Social Media, User Generated Social Media* dan *Hospital Advertisement* Terhadap *Hospital Brand Image*

Pertumbuhan penduduk Indonesia merupakan fenomena yang mengacu pada penambahan jumlah penduduk suatu wilayah dalam periode tertentu. Pertumbuhan populasi di Indonesia dan kesadaran akan permasalahan kesehatan menyebabkan peningkatan jumlah masyarakat yang mencari layanan kesehatan yang lebih baik, sehingga layanan kesehatan berusaha mengembangkan strategi pemasaran yang meningkatkan citra masyarakat dalam pemilihan layanan kesehatan. Meskipun ada kemajuan teknologi dan fasilitas, citra rumah sakit tetap penting untuk membangun kepercayaan di antara pasien dan masyarakat mengenai kualitas layanan yang mereka berikan. Tingkat reputasi rumah sakit di Aceh menjadi sorotan bagi masyarakat dalam pemilihan perawatan kesehatan, karena mengalami penurunan yang disebabkan oleh beberapa permasalahan yang terjadi, terkhusus di Lhokseumawe masih mengalami permasalahan serius. Penelitian ini menggunakan jenis kuantitatif dengan teknik pengambilan sampel berupa Non-probability sampling yang kemudian dilakukan penyebaran kuesioner kepada responden yang pernah berobat di rumah sakit Kota Lhokseumawe dengan karakteristik rumah sakit yang memiliki sosial media. Analisis data yang digunakan yaitu metode analisis linier berganda dan juga pengujian hipotesis. Hasil pengujian menunjukkan bahwa variabel *wom communication, hospital created social media, user generated social media* dan *hospital advertisement* berpengaruh positif terhadap *hospital brand image*, artinya melalui aspek sosial (komunikasi dari mulut ke mulut dan pengguna sosial media) dan aspek pemasaran (sosial media dan iklan rumah sakit) merupakan faktor penting dalam meningkatkan kepercayaan masyarakat yang juga berdampak pada reputasi rumah sakit yang positif. Tujuan penelitian ini agar lebih menyadarkan instansi dalam meningkatkan sistem manajemen baik internal maupun internal melalui digital marketing guna meningkatkan kepercayaan masyarakat dalam pemilihan perawatan kesehatan.

**Kata Kunci** : *Wom Communication, Hospital Created Social Media, User Generated Social Media, Hospital Advertisement, Hospital Brand Image.*

## **ABSTRACT**

*Name : Jihan Fahira  
Program Study : Management  
Title : The Influence of Wom Communication, Hospital Created Social Media, User Generated Social Media, and Hospital Advertisement on Hospital Brand Image*

*Indonesia's population growth is a phenomenon that refers to the increase in the population of a region in a certain period. Population growth in Indonesia and awareness of health problems have led to an increase in the number of people looking for better health services, so that health services are trying to develop marketing strategies that improve the public's image in choosing health services. Despite advances in technology and facilities, a hospital's image remains important for building trust among patients and the public regarding the quality of the services they provide. The level of reputation of hospitals in Aceh is in the spotlight for the public in choosing health care, because it has decreased due to several problems that have occurred, especially in Lhokseumawe which is still experiencing serious problems. This research uses a quantitative type with a sampling technique in the form of non-probability sampling which then distributes questionnaires to respondents who have received treatment at Lhokseumawe City hospitals with the characteristics of hospitals that have social media. The data analysis used is the multiple linear analysis method and also hypothesis testing. The test results show that the variables wom communication, hospital created social media, user generated social media and hospital advertisement have a positive effect on the hospital brand image, meaning through the social aspect (word of mouth communication and social media users) and the marketing aspect (social media and advertising hospital) is an important factor in increasing public trust which also has an impact on a positive hospital reputation. The aim of this research is to make agencies more aware of improving management systems both internally and internally through digital marketing in order to increase public confidence in choosing health care.*

**Keywords** : *Wom Communication, Hospital Created Social Media, User Generated Social Media, Hospital Advertisement, Hospital Brand Image.*