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How A Social Media and Word Of Mouth Escalating The Brands: Case Study at Cipondoh Healthy Pregnancy Clinic

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The tight competitiveness of business is required by the clinic to compete in promoting their various types of services. Hence, social media platforms on a smartphone can be utilized as marketing strategies for companies and users to create content. Word of mouth (WOM) is the right way to promote clinics to be more widely known by the public. This research aims to analyse the marketing strategy of Cipondoh Healthy Pregnancy Clinic in developing customers positive attitudes to win the market. The research method is quantitative research using a cross-sectional study type. The research sample involves 200 people by using the purposive sampling technique. The Structure Equation Model (SEM) with LISREL software is used as the research data analysis method. The results of the research show that Firm Created Content, User Generated Content, Word of Mouth have a positive effect on brand image and brand attitude. The management implication is to build a strong brand community and relationship marketing.

Keywords: Firm Created Content, User Generated Content, Word of Mouth, Brand Image, Brand Attitude

1. INTRODUCTION

The business competition in healthcare services such as clinics is getting tighter. As a result, the sale of similar products requires the promotion of various services to win the market competition. Currently, the development of science and technology is growing rapidly, especially in the communication field. For example, communication via mobile phones has developed into smartphones equipped with applications like Facebook which can be used for marketing [1]. The increase in internet usage has also led to an increasing number of social media users. For example, Facebook became the most used social media platform in the first quarter of 2018 with a total of 2.2 billion users [2]. There are two types of communication in social media, including firm-created content (FCC) and user-generated content (UGC). Firm-created content is a social media communication created by the company as a form of promotion and it is fully controlled by the company's marketing team. The object of social media content that created by the company aims to increase brand awareness and consumer brand attitudes [3]. Positive user-generated in social media can increase -

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brand awareness and brand associations. As a result, positive user-generated content will also affect consumer brand attitudes [3]. The empirical research test results was conducted by previous study with the title "Are Social Media Replacing Traditional Media in Terms of Brand equity (brand equity) Creation An empirical study: cross-sectional research", shows that traditional and social media communication have an impact on brand equity [4]. Brand equity consists of brand awareness and brand image. Traditional communication is proven to influence brand awareness, while the social media communication has an impact on brand image development. Social media communication which created by the company (firm-created content) has more influence on the functional brand image [4]. FCC also shows significant results related to the brand image in a study conducted by [5]. They are more influential on a brand image which is seen from its function compared to the hedonic aspect offered by the brand. It can be observed that social media communication created by users (User-generated content) had more influence on hedonic brand image. There is a change in the use of communication using social media.

The observation shows user's social media tend to be more interested in communication with content which created by other experienced users. S Because previous users offer valuable information, insights, and experiences that consumers and marketing teams' need especially in terms of brand evaluation. Companies should be able to manage the factors that influence brand loyalty such as brand image and brand attitude. Thus, in creating a positive attitude towards a brand or changing a negative attitude into a positive, the company should optimized the role of advertisement as an effective communication medium in marketing [6].

Explain that consumers who have a positive attitude towards a brand will be committed to the brand and they can repurchase or reuse a product. This is loyalty that will benefit a company. A positive attitude towards a brand and consumer satisfaction based on the brand image makes them more confident and loyal to the product while ignoring other products' offers [7]. According to brand image, they plays a key roles in consumers' loyalty. Consumers who have a positive brand image tend to be more loyal to the company [7]. Inserting brand image in the minds of consumers should be conducted continuously then the brand image was created will remains strongly and welcomed positively. A good brand image will give a benefit to company, because if a brand has a strong and positive brand image in the minds of consumers, they will unconsciously recommend the product to others through conversation. This is called word of mouth (WOM) [8]. Further researchers are interested in exploring the use of social media and word of mouth to increase customer interest in using clinic or hospital services by influencing brand image and by seeing the final value in the form of customer's brand attitude. However, in some of the results of a literature review conducted from several previous research results, there are differences in the results of research between one researcher and another. The recent finding from previous studies, it is rare to find research that examines social media communication content FCC, UGC, and WOM to brand image and brand attitude simultaneously. Thus in this study evaluated the total number of patient visits at the Cipondoh Healthy Pregnancy clinic, including from obstetrics and pediatric polyclinics in 2019 are as follows: on May 2019 the number of patient visits was 774 people, June with 584 people, July with 824 people, August with 891 people, September with 926 people, October with 924 people, November with 885 people and December with 801 people. While on January 2020, there were slightly decreased visits with 782 people, February with 932 people, March with 904 people, April with 718 people, and May 2021 with 941 people. Meanwhile, there was an increasing number of visits in June with 1224 people and in July with 1107 patients.

Based on the data above, it can be seen that the number of patients that went up and down triggers the clinic to try harder in increasing customer awareness of the brand image and to compete with hospitals and clinics to win the market. In identifying the public perception and assessment of the clinic, a preliminary study was conducted through surveys and interviews with consumers at the Cipondoh Healthy Pregnancy clinic by asking questions about the attitude that the society would take as clinic customers. Based on preliminary survey, shows that only 50% of respondents were interested and happy with the clinic. Meanwhile, 50% felt lucky because they knew and used to get clinical products. In conclusion, only 50% of respondents on average felt that the Cipondoh Healthy Pregnancy clinic was better than other clinics in the Tangerang area. This data shows that the customer attitude towards the clinic is not optimal. The current condition on social media usage and word of mouth (WOM) as a marketing strategy is that 60% of customers from clinics use social media as providers of service update information and doctors' practice schedules. Meanwhile, 40% of customers do not have social media accounts. Customers who use social media feel that the information provided is more efficient and reaches quickly. Patients who have had both outpatient and inpatient treatment recommend Cipondoh Healthy Pregnancy clinic to their families and relatives with a value of only 50%. It because the level of trust and patient satisfaction with the services obtained at the clinic is still lacking. Therefore, this study aims to analyze the marketing strategy used by the Cipondoh Healthy Pregnancy Clinic to increase customers' positive attitudes to win the market.

2. METHODOLOGY

This research uses quantitative research methods with a cross-sectional study type. The sample in this research was 200 people was taken by using the purposive sampling technique. The data were collected by a questionnaire consisting of 24 statements, and the analytical method is Structure Equation Model (SEM) with Lisrel software to see the effect of Firm Created Content, User Generated Content, Word Of Mouth variables as exogenous variables on brand image and brand attitude as endogenous variable.

The hypotheses in this study are as follows: (1) Firm Created Content (FCC) social media communication has a significant effect on brand image, (2) User Generated Content (UGC) social media communication has a significant effect on brand image, (3) Word of Mouth (WOM) has a significant effect on brand image, (4) Brand Image has a significant effect on brand attitude at the Cipondoh Healthy Pregnancy clinic as shown in Table I.

Table I. Research Hypotheses

Hypothesis	Description
FCC*BI	
HA	t-count value is > t table (1.96)
H0	t-count value is < t table (1.96)
UGC*BI	
HA	t-count value is > t table (1.96)
H0	t-count value is < t table (1.96)
WOM*BI	
HA	t-count value is > t table (1.96)
H0	t-count value is < t table (1.96)
BA*BI	
HA	t-count value is > t table (1.96)
H0	t-count value is < t table (1.96)

3. RESULTS AND DISCUSSION

A. Description of Respondent Data.

Based on the table above, it can be seen that from 200 people about 61%, 30%, 6%, and 3% of respondents belong to 21-30 years old group, 31-40 years old, 41-50 years old, and respondents with an age range of 50 years, respectively. Almost the respondents are female about 94% and rest 6% is male, in which this research the men undergo a checkup for pregnancy program. Most of the respondents belong to the undergraduate education group with 50.5%, then 43.5% were patients with a D3 degree. In addition, 4% of respondents are high schoolers, and 2% hold master's degrees. In terms of marital status, 87.5% of respondents are married and 12.5% are single. It happens because Cipondoh Healthy Pregnancy has established a partnership with an obstetrician who provides not only childbirth services but also checks for other obstetric disorders (Gynecology).

Table II. Characteristics of Respondents

Characteristic	n	%	
Age	≤ 20 years old	0	0
	21-30 years old	122	61
	31-40 years old	60	30
	41-50 years old	12	6
	≥ 50 years old	6	3
Gender	Male	12	6
	Female	188	94
Education	High School	8	4
	D3	87	43.5
	S1	101	50.5
	S2	4	2
Marital Status	Married	175	87.5
	Single	25	12.5

B. Analysis of Three Box Method

Description Resume of respondents' answers related to behavior is shown in the behavior matrix in the following Table III:

Table III. Matrix of Respondents' Responses

Variable	The Position of Respondents' Responses		Behavior
	Medium	High	
Brand Attitude	*		Responsive Enough
Brand Image	*		Quite complete and popular
Firm Created Content User Generated Content		*	Informative
Word Of Mouth	*		less reliable Family or Influential Friend

Resource: result of three box method data (2020)

Table III describes the response toward brand attitude, brand image, FCC, UGC, and WMO at the Cipondoh Healthy Pregnancy clinic. Overall, the results show that all variables had a positive response. Based on descriptive analysis using the three-box method variable brand attitude, the brand image, UGC, and WMO belong to the medium category. Meanwhile, the variable FCC is in the high category.

C. Validity And Reliability Test

Table IV shows that all indicators per variable have a loading factor value greater than 0.5 and an AVE value greater than 0.5. Therefore, all indicators are valid. It is also reliable due to the CR value per variable is higher than 0.7. In addition, the model is fit because the p-value is higher than 0.05 and the RMSEA is lower than 0.08.

Table IV. Analysis of the measurement model

Variable	Indicator	Load Factor	Value Ve	CR Value	RMSEA Value	P-value
Brand Attitude	Y1	0.72	≥ 0.5	≥ 0.7	↓0.08	≥ 0.05
	Y2	0.79			0.053	0.052
	Y3	0.77				
	Y4	0.76	0.584	0.918		
	Y5	0.76				
	Y6	0.79				
	Y7	0.78				
	Y8	0.74				
Brand Image	Z1	0.95				
	Z2	0.83	0.813	0.928	0.000	1.000
	Z3	0.91				
FCC	X1.1	0.83				
	X1.2	0.66	0.532	0.817	0.045	0.246
	X1.3	0.80				
	X1.4	0.60				
UGC	X2.1	0.91				
	X2.2	0.96	0.812	0.945	0.000	0.566
	X2.3	0.86				
	X2.4	0.88				

WOM	X3.1	0.93				
	X3.2	0.99				
	X3.3	0.97	0.926	0.984	0.000	0.999
	X3.4	0.96				
	X3.5	0.96				

D. Hypothesis Testing

The following figure is the result of parameter estimation for modified model:

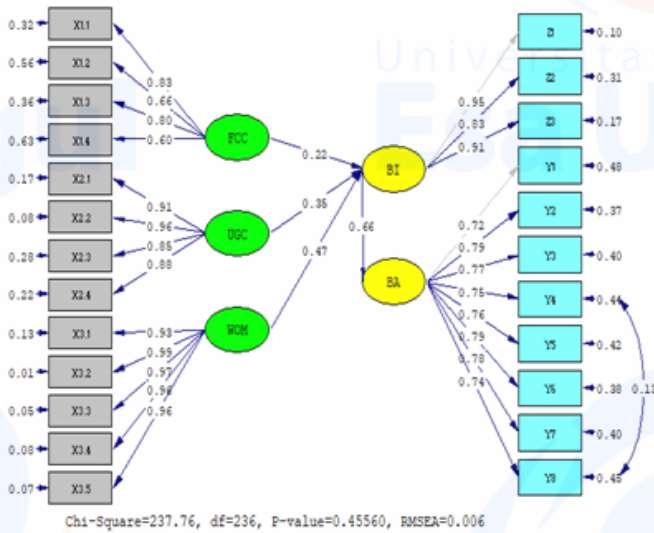


Figure 1. Estimation Results of Standardized Coefficient

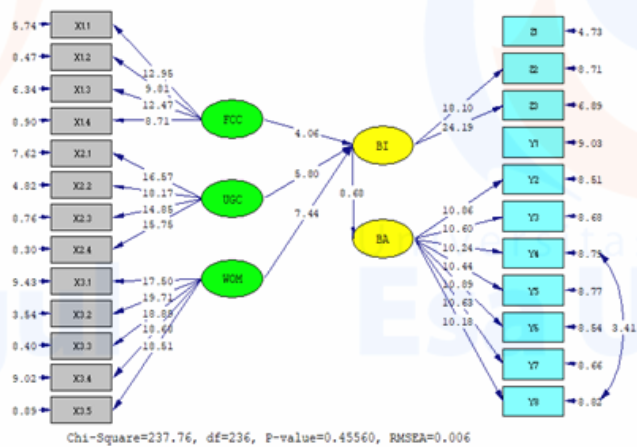


Figure 2. Estimation Results of t-values

Based on the above equation, the structural equation for the model is obtained as shown in Table V.

Table V, Structural Equation

	BI	FCC	UGC	WOM	R ²
BI	-	0,22	0,35	0,47	0,64
BA	0,66	-	-	-	0,44

The structural equation shows that the variable path coefficient of FCC toward BI (Brand Image) is 0, 22. Positive direction means If FCC increases 1 unit, BI will also increase by 0, 22, so does the other way around. Variable path coefficient UGC) toward BI is 0, 35. Positive direction means if UGC increases 1 unit, BI (Brand Image) will also increase by 0, 35, and vice versa. Variable path coefficient WOM (word of mouth) toward BI (Brand Image) is 0, 47. Positive direction means if WOM increases 1 unit, then BI (Brand Image) will increase by 0, 47, and vice versa. The value of R2 (R squared) obtained is 0, 64. It means that FCC, UGC, and WOM give an impact of 64, 0% toward BI (Brand Image). The variable path coefficient of BI (Brand Image) toward BA (Brand Attitude) is 0, 66. Positive direction means if BI increases 1 unit, BA will increase by 0, 66, and vice versa. The value of R2 (R squared) obtained is 0, 44. It means that BI gives an impact of 44, 0% toward BA. The followings are the result of the Criteria Evaluation of Goodness of Fit toward model:

Table 6. Criteria Evaluation of Goodness of Fit

Size	Model Suitability Value	Research Result	Fit Level
Chi-Square	≥ 0,05	0,46	Good fit
RMSEA	≤ 0,08	0,01	Good fit
NFI	≥ 0,90	0,98	Good fit
NNFI	≥ 0,90	1,00	Good fit
CFI	≥ 0,90	1,00	Good fit
IFI	≥ 0,90	1,00	Good fit
RFI	≥ 0,90	0,97	Good fit
GFI	≥ 0,90	0,91	Good fit
AGFI	≥ 0,90	0,88	Marginal fit

The overall model fit analysis shows that there are eight measures of Goodness of Fit that show good fit results, those are Chi-Square, RMSEA, NFI, NNFI, CFI, IFI, RFI, and GFI. Meanwhile, AGFI belongs to the marginal fit. Based on these results, it can be concluded that the model in this research as a whole meets the criteria as a fit model. The overall model fit is good enough compared to the previous model. Root mean square error of approximation (RMSEA) is a measure to determine a good index, Normet fit index (NIF) and Non-Normed fit index (NNFI) comparison between the proposed model and the null model, Comparative Fit Index (CFI), incremental fit index (IFI) and relative fit index (RFI) is an incremental suitability index, Goodness of fit index (GFI) describes the suitability of the model.

Table 5. Hypothesis Test

Hypothesis	Path coefficient	Standard error	t-value	Result
H ₁	0.22	0.053	4.06	H ₁₁ Accepted
H ₂	0.35	0.060	5.80	H ₁₂ Accepted
H ₃	0.47	0.063	7.44	H ₁₃ Accepted
H ₄	0.66	0.076	8.68	H ₁₄ Accepted

Table V shows that the t-table value with a significance level of 0.05 is ± 1.96 . It means that the path coefficient value is positive so that the t-count value is $> t$ table ($1.96-$). In conclusion, the coefficient is significant, H01-H04 is rejected, and H11-H14 is accepted.

E. Discussion

a) H₁: The Effect of Firm-Created Content on Brand Image.

The results of the first hypothesis testing (H1) show that FCC has a significant effect on BI. The results of this research are in line with previous research conducted by (4) that stated there is an effect of FCC on BI on social media made by the company will stimulate content and promotions made by consumers on social media. Thus, when companies build good communication on social media, it will improve the companies brand image. A similar study was obtained that content created by hospitals as a part of the FCC process had a significant influence on the hospital image [9]. As a result, the hospital is familiar to foreign countries. The use of social media with promotional content created by hospitals available on website pages can be crucial information for consumers.

The creation of communication content on social media provided by the company is considered trustworthy by users. The level of user trust will also increase by adding content and various media such as videos, photos, audio showing the service facilities provided by the hospital, as well as footage from the treatment process provided. This is a plus point for the hospital image improvement process by utilizing communication hospital-created content. The use of diverse social media also needs to be considered to attract consumers' attention as well as to expand marketing targets. A similar study conducted by [10] shows that there is an effect of FCC on Brand Image. This research shows that FCC has more impact on the brand image from its function point of view. It indicates the better quality of the marketing content in introducing the brand will give the better the image in consumers' perceptions of a brand function. The research conducted at the Cipondoh Healthy Pregnancy Clinic shows the influence of FCC on the Brand image. The brand image becomes an important priority and

reference for a consumer before making a decision. A positive brand image creates more value for the clinic and supports consumer decisions to use services at the Cipondoh Healthy Pregnancy clinic. It in line with what was conveyed by [10], where they stated that brand image provides perceptions and builds trust in long-term relationships. On the other hand, a negative brand image allows consumers to be reluctant and switch to another clinic. Therefore, a marketer needs to build a good and embedded image in the minds of consumers. In the end, the customer decision-making process in using services at the Cipondoh Healthy Pregnancy Clinic. The form of information shared by the clinic becomes a reference for society to get services they need at the Cipondoh Healthy Pregnancy Clinic. Furthermore, the FCC shared by the clinic also determines clinic image in society which will later influence the societies' decision to use services at the Cipondoh Healthy Pregnancy Clinic.

b) H₂: The Effect of User-Generated Content on Brand Image

The results of the first hypothesis testing (H2) show that UGC has a significant effect on BI. They stated-UGC has impact to brand image in terms of the hedonic aspect offered, not in their function. It because the people experience was changed in behavior from exposure to information from users who provide reviews and recommendations for a product. Users want to find a better brand than the other one, even though the previous brand has functions according to user needs. Research conducted by [11] shows that content created by the company on social media has an indirect influence on consumer behavior. Thus, brand managers maintain the dissemination of advertising content and promotional information on social media platforms to enhance their brand image [12]. Another research was studied that UGC influences functional brand image [13]. This research shows that the company promotional content created by consumers affects the brand image of a product or service. The research is supported by [14] stated that there is an effect of UGC on Brand Image. User-Generated Content shows a significant impact on the formation of corporate image on social media and buying habits made by consumers. Since communication and information obtained from other consumers have unidirectional communication. The result of this study shows that there is an influence of User-Generated Content on the Brand image. because the information customers obtained on User-Generated Content from other experienced customer shapes the image of the Cipondoh Healthy Pregnancy Clinic on social media. This image becomes societies' reference to determine whether to give birth or to use services at the Cipondoh Healthy Pregnancy Clinic.

c) *H₃: The Effect of Word of Mouth on Brand Image*

The results of the first hypothesis testing (H₃) show that WOM (Word of mouth) has a significant influence on BI (Brand image). The results of this research are in line with the previous research was conducted an impact of word of mouth on brand image [15]. The experience gained by consumers will be shared with others. The most memorable or most disappointing experience you have with a product or service that meets expectations will be remembered. Positive experiences have an impact on product image but negative experiences can make people frustrated, disappointed, thus harming word of mouth communication conveyed to others. Stories conveyed through word of mouth are marketing done by consumers in introducing company's services. This story also has a very meaningful impact on the brand image according to the experience gained.

This research is also supported by that shows there was an effect of word of mouth on hospital image. Word of mouth (WOM) has a great influence on hospital image. Word of mouth (WOM) is generally conducted by tourists who need medical services. Medical tourists are intended for patients who come from abroad and receive health care at certain hospitals outside their country. Medical tourists will share their experiences with their colleagues. The types of information conveyed are also various, ranging from general to specific based on the feedback or information needs required by colleagues. Word of mouth (WOM) plays an important role in influencing the image of a product or service. Therefore, the provision of services during interactions with treated patients is crucial for a better quality of safety and comfort. The quality of service provided has a major impact on future marketing strategies based on word of mouth (WOM) impacts on brand image. Information from social media and hospitals through word of mouth has a significant impact on brand image. Hospital brand image positively affects medical tourists' perceptions of service quality which is significantly related to their satisfaction and leads to their behavioral intentions. There is an effect of word of mouth (WOM) on brand image. Electronic word of mouth (e-WOM) either positively or negatively affects brand image according to the information obtained and the consumer mindset. Moreover, the source of information obtained is clear. The information obtained will shape the public perception of the company.

Research conducted at the Cipondoh Healthy Pregnancy Clinic shows that word of mouth affects brand image. Customers choose to talk verbally with other people about products, services, or brands. Word of mouth communication is a form of communication that aims to provide recommendations both individually and in groups. It is conducted personally to certain individuals and groups (10) Communication established through

word-of-mouth activities will form the image of the clinic and will support the sustainability of the Cipondoh healthy pregnancy clinic itself. Online review or e-WOM is an effective way to create a brand image and to increase the interest of potential consumers. As a result, they no longer use conventional advertising anymore. Image is a public perception based on what they know about a brand. This is because the form of information customers obtained from fellow consumers is the basis of society in assessing the image of the Cipondoh Healthy Pregnancy Clinic. Therefore, this image affects societies' decision to provide health services at the Cipondoh Healthy Pregnancy Clinic.

d) *H₄: The Effect of Brand Image on Brand Attitude*

The results of the first hypothesis testing (H₄) show that BI (Brand image) has a significant effect on BA (Brand Attitude). The results of this research are in line with the previous research was conducted where they stated that there is an influence of Brand Image on Brand Attitude. The results of this study indicate that the measurement results of brand image can be assessed in 2 dimensions, dimensions of hedonic brand image and functional brand image. Then, this type of brand image is observed for its effect on brand attitude, and it is found that hedonic brand image influences brand attitude. The result also shows that 34.9% of a hedonic brand image affects brand attitude. Thus, another Research was conducted that brand image and brand equity do not have a direct influence [17]. Instead, the direct influence exists through brand attitude, brand awareness, and brand attachment. The results of this analysis indicate that brand image affects brand attitude. Moreover, a study was conducted that brand advertising attractiveness has a positive and significant effect on the Brand Awareness variable. Then, Brand Awareness has positive and significant effects on the Brand Attitude variable. Thus, the existing advertising provider must pay attention to this so that the advertisements witnessed by consumers can increase brand awareness and consumer attitudes towards the brand. This research is also supported by research conducted by (19) which shows that there is a significant influence of Brand Image on Brand Attitude. The brand image created by a company determines consumer attitudes in assessing a company.

The dominant brand attitude comes from the brand image based on personal or closest people experience. A person's brand attitude in-hospital services, for example, come from personal experience in getting the closest service or emergency services. The experience of having good treatment or service and good results creates a patient's perception of a good hospital image. As a result, when patients need treatment or other services in the future, they will recommend the hospital to their closest

relatives. However, consumer attitudes will be different if they get bad treatment or service. These patients will not visit and recommend the hospital [20].

Research conducted at the Cipondoh Healthy Pregnancy Clinic shows that brand image affects brand attitude. The image created in the society towards the Cipondoh Healthy Pregnancy Clinic will affect customer attitudes in entrusting their health services. It is in line with the statement that consumers who have used a product or service offered by a company will respond to the product again. A strong brand image and brand attitude tends to create loyalty to customers so that customers will not move to another place. Because customers also see a brand as an important value in a product. Therefore, the attitude towards a particular brand is influenced by the impression of the brand itself. If consumers have evaluated all of the attributes contained in a particular brand, they finally have reached the goal. If consumers like the product, they will repurchase it in the future.

The FCC, UGC, and WOM variables have an indirect influence on brand attitude through brand image. Where the perception of communication can positively affect individual awareness of the brand. Features that display brand benefits will be attractive to consumers. Thus, social media communications created by companies can be perceived by individuals as advertisements which are able to generate brand awareness and brand perceptions. As a result, it will create consumers' mental images about a brand because of marketing communications, consumer experiences, and social effects. The influence of these factors on consumers' minds affects consumer attitudes towards brands and trust as well as the influence of brand messages on consumers' minds [21]. The empirical test results from the research were conducted during traditional communication and social media communication affect brand equity. Brand equity consists of awareness of the brand and brand image. Traditional communication is proven to influence brand awareness and social media communication affects brand image building. Social media communication created by the company (Firm-created content) has more influence on the functional brand image. Meanwhile, social media communication created by users (User-generated content) has more influence on the hedonic brand image. The brand image acts as an intermediary between the brand and users' intentions and attitudes towards purchasing or using the brand. Brand attachment and attitude are important elements related to brand awareness to produce strong brand equity.

4. CONCLUSIONS

The conclusion of this research is to support the results of previous researchers. (1) There is an influence of FCC (Firm-Created Content) on BI (Brand image). It means that the content of social media communication created by the company has a high contribution in shaping the brand image of the Cipondoh Healthy Pregnancy clinic. The content created by the company can influence customers' minds in determining attitudes towards the brand and influencing purchasing decisions. (2) There is an influence of UGC (User-Generated Content) on BI (Brand image). It means that social media communication content created by users also known as an online review will provide information for customers to receive an overview of the brand image in the online review content. (3) There is an influence of WOM (Word of Mouth) on BI (Brand image). It means that word of mouth is also an important factor in determining the perception of brand image for a product or service. Therefore, the Cipondoh Healthy Pregnancy clinic should treat every patient with respect and provide quality services that will indirectly encourage patients to recommend the clinic to their family, friends, or colleagues. (4) There is an influence of BI (Brand image) on BA (Brand Attitude). It means that the positive brand image at the Cipondoh Healthy Pregnancy Clinic can affect the increase in brand attitude (consumer attitudes).

Cipondoh Healthy Pregnancy Clinic should conduct managerial implications that aim to strengthen strategies that can affect the level of brand communication involvement between consumers. Building a strong brand community and relationship marketing are also needed to increase customers' positive attitudes towards the Cipondoh Healthy Pregnancy Clinic. This can be a crucial strategy to maintain and develop company relationships with customers. In addition, strength is needed to build the brand image of Cipondoh Healthy Pregnancy Clinic by innovating products, improving HR skills and service quality, and developing facilities and infrastructure. In the end, it will increase customer loyalty as they will consider the service as the main choice for them. Cipondoh Healthy Pregnancy Clinic also needs to increase customer trust and satisfaction by providing positive reviews or comments as well as improving the quality and skills of the marketing department. This strategy will make the customer well-informed by highlighting the quality of Cipondoh Healthy Pregnancy Clinic.

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