

Optimizing The Number of Patient Visits at The Dentaraya Dental Clinic Through Social Media Promotion and Brand Trust

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Abstract. *The current era of globalization has made competition in the business world, including in the healthcare sector, increasingly fierce. As technology advances towards the era of Industry 5.0, we are witnessing rapid progress in various fields, including medicine. Technologies such as genetic engineering, techno biomedicine, artificial intelligence, and nanotechnology are increasingly dominant. This study uses a quantitative approach with a correlational research design. The quantitative approach was chosen because it aims to objectively measure the relationship between variables using numerical data. This study aims to identify the extent to which social media promotions influence patient behavior, including motivation and decisions to visit a clinic. Brand Trust has a significant influence on Revisit Intention. Consumers who have trusted a brand tend to show higher loyalty and have a strong intention to repurchase or use the brand's services. Trust has proven to be a crucial variable in forming long-term relationships between brands and consumers.*

Keywords: Brand Trust; Patient Visits; Social Media Promotion.

1. Introduction

The current era of globalization has made competition in the business world, including in the healthcare sector, increasingly fierce. As technology advances toward Industry 5.0, we are witnessing rapid progress in various fields, including medicine. Technologies such as genetic engineering, biomedicine, artificial intelligence, and nanotechnology are increasingly dominant. This transformation not only impacts industry, education, and society but also significantly impacts business strategies in healthcare facilities such as hospitals and dental clinics, including Dentaraya Dental Clinic.

The goal of national health development is to create a society capable of healthy living, which serves as the primary foundation for improving the quality of productive human resources (HR). This health development is implemented through various efforts that are systematic, comprehensive, equitable, and easily accessible to the public. In this context,

the existence of dental clinics such as the Dentaraya Dental Clinic plays a crucial role, not only in providing health services but also in increasing public awareness and knowledge of the importance of preventive and curative dental and oral health care (Lestari & Rindu, 2018).

Dental clinics are one of the healthcare facilities that are essential for the public. According to Regulation of the Minister of Health of the Republic of Indonesia Number 9 of 2014, a clinic is a healthcare facility that provides basic and/or specialist medical services. Dentaraya Dental Clinic, as a clinic specializing in dental and oral health, is a primary choice for people seeking quality dental care, both in terms of service, medical personnel, and comfortable facilities.

With increasing public awareness of the importance of dental and oral health following the COVID-19 pandemic and improving economic conditions, demand for dental healthcare services has increased. However, this situation has also led to the emergence of numerous new dental clinics, intensifying competition. Dentaraya Dental Clinic, as a player in this sector, needs to optimize its marketing strategy to maintain and increase patient visits, given the increasing number of clinic options available to the public.

Based on 2024 data, there are 17 clinics in Cibeber District, Cilegon City, and seven of them offer dental services. This indicates intense competition among dental clinics in the region. Therefore, the management of the Dentaraya Dental Clinic needs to implement a strategy that focuses not only on improving the quality of medical services but also on promotional efforts and creating a positive image in the community. One relevant approach is integrating digital-based promotional strategies and building brand trust as a foundation for patient loyalty.

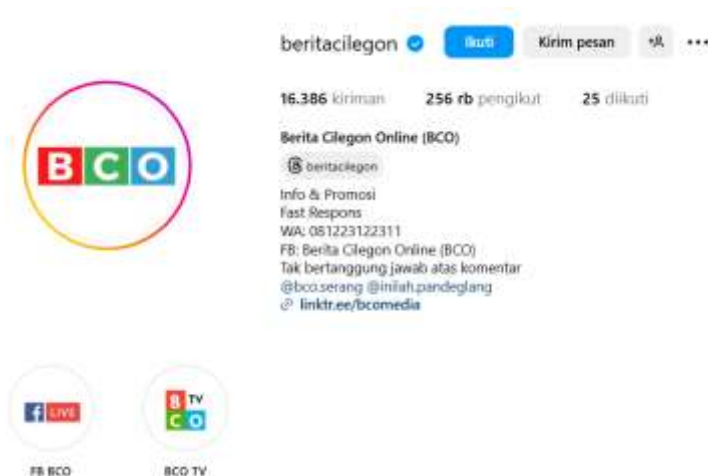
Various factors can influence the increase or decrease in the number of patient visits to a clinic. Factors such as population density, income level, service rates, service quality, and promotional strategies are crucial to a clinic's success in attracting patients (Ratna Wardani, 2016). In the context of the Dentaraya Dental Clinic, efforts to increase visits are not limited to providing facilities and competent dentists, but also involve managing patient perceptions of service quality and establishing a trustworthy brand image.

In the clinical business world, an effective promotional strategy is a crucial element in reaching potential patients. Promotion is a communication effort designed to convey information to the public about the services or products offered, with the aim of influencing consumer attitudes and behavior (Mulyana, 2019). Dentaraya Dental Clinic can utilize promotions as a tool to increase the clinic's visibility in the community and build a strong and professional image, particularly by leveraging social media, which has now become a primary marketing communication channel (Marhamah et al., 2023).

The use of social media and the internet in marketing activities has become a strategic necessity in modern clinic management. Dentaraya Dental Clinic needs to maximize digital platforms such as Instagram, Facebook, and TikTok to convey information about services, dental health education, and patient testimonials. The minimal use of social media for

promotion can be one of the causes of low patient visits. However, social media can create more personal and interactive two-way communication between the clinic and the community, and is effective in building brand trust (Kussudyarsana & Rejeki, 2020).

Figure BCO Instagram Social Media



One of the social media platforms currently widely used for business promotion, including in the healthcare sector, is Instagram. Instagram is an effective social media platform for optimizing the number of patient visits through paid promotion methods. Paid promotion, or paid advertising on Instagram, allows Dentaraya Dental Clinic to reach a more specific target audience based on location, demographics, and user interests relevant to dental healthcare needs. According to data from Berita Cilegon Online (BCO) (@beritacilegon), a local Instagram account with 256,000 followers that provides paid promotion services in the Cilegon area, promotions through Instagram have proven to be able to reach thousands of potential patients in a short time. This effective reach makes Instagram one of the strategic promotional media in efforts to increase brand trust and attract new patient visits to Dentaraya Dental Clinic in a more optimal and measurable manner.

This study focused on the Dentaraya Dental Clinic, a private primary dental clinic located in Cilegon City. An interesting development behind the clinic's development is its low patient visit rate, which was initially achieved when promotion was still conducted conventionally and did not utilize social media. However, over time, after the clinic began utilizing social media platforms for promotion, particularly through Instagram, a significant change in patient visit rates occurred. Based on preliminary data collected from the Dentaraya Dental Clinic, we obtained an overview of the fluctuations and growth in patient visit rates over the past 14 months, demonstrating the relevance of promotional strategies to patient growth.

Table Number of Patient Visits

No	Year	Month	Number of Patient Visits	Information
1	2023	October	164 Patients	General
2	2023	November	190 Patients	General
3	2023	December	221 Patients	General
4	2024	January	252 Patients	Paid Promoted
5	2024	February	261 Patients	Paid Promoted
6	2024	March	279 Patients	Paid Promoted
7	2024	April	214 Patients	General
8	2024	May	366 Patients	Paid Promoted
9	2024	June	318 Patients	Paid Promoted
10	2024	July	395 Patients	Paid Promoted
11	2024	August	350 Patients	Paid Promoted
12	2024	September	331 Patients	Paid Promoted
13	2024	October	397 Patients	Paid Promoted
14	2024	November	410 Patients	Paid Promoted

Dentaraya Dental Clinic is a primary dental clinic that serves as a destination for consultations, treatment, examinations, and dental care in the Cibeber District, Cilegon City, Banten Province. This clinic provides specialized dental services, focusing on the diagnosis, prevention, and treatment of various dental health problems and their supporting structures. The services provided cover patients of various ages, including children, adolescents, and adults. In Cilegon City itself, there are several other healthcare facilities such as hospitals and private clinics that also provide similar services, placing Dentaraya Dental Clinic in a competitive environment that requires specific managerial strategies, especially in attracting and retaining patient visits.

Dentaraya Dental Clinic was established in October 2023 and has experienced rapid growth to date. This growth is evidenced by improvements in facilities and infrastructure, such as the addition of dental units, the availability of medical support facilities, and an increase in the number of medical personnel and other support staff. However, during its approximately 14 months of operation, Dentaraya Dental Clinic faced challenges in building brand trust in the services provided, resulting in difficulties in achieving optimal patient visitation levels. Although there was an increase in visits for a certain period, the trend declined again in early 2024. This is due to the fact that the clinic is still relatively new and not yet fully known to the wider public due to the lack of a structured promotional strategy. Furthermore, in the first half of 2024, new competitors emerged: Dentishine Dental Clinic, located just 20 meters from Dentaraya Dental Clinic, and Identik Dental Clinic, which opened in the second half in the same district.

The visit data presented in Table 1.1 shows that patient visit numbers were still very low during the early stages of the clinic's establishment, especially before implementing a social media-based promotional strategy. This situation indicates a lack of public information about the existence and services offered by the Dentaraya Dental Clinic. This situation requires management to formulate a strategic approach to strengthen the clinic's image through increased digital promotion, particularly on social media, to broaden the reach of information and build public trust in the quality of the clinic's services.

Referring to the phenomenon of fluctuating patient visits and increasingly competitive business competition, this study seeks to examine in depth the influence of social media promotions on increasing brand trust and revisit intention (intention to revisit) of patients at the Dentaraya Dental Clinic. This study adopts a model approach with four main variables, namely: User Generated Content (UGC) in social media or promotional content created by users/consumers, Firm Created Content (FCC) or promotional content created by the clinic and Brand Trust as a key element that can influence Revisit Intention. Thus, this study is expected to provide a strategic contribution to efforts to optimize patient visits through appropriate digital promotion management and oriented towards building brand trust.

2. Research Methods

This study used a quantitative approach with a correlational research design. This approach was chosen because it aims to objectively measure relationships between variables using numerical data. This study aimed to identify the extent to which social media promotions influence patient behavior, including motivation and decisions to visit a clinic.

As part of a quantitative approach, this study avoids researcher subjectivity, thus ensuring more valid and reliable results. The data used in this study is primary data, obtained through a survey method. This survey aimed to gather direct information from respondents regarding their experiences with social media promotions and their visits to clinics. This quantitative survey method is suitable for research involving large populations and heterogeneous data, allowing for efficient data collection in a systematic manner (Asrulla et al., 2023).

3. Results and Discussion

3.1. Descriptive Analysis of Respondents

gender composition of respondents was fairly balanced. Fifty-one respondents, or 51%, were female, while 49 respondents, or 49%, were male. This indicates that there was no significant gender dominance in the data collection, resulting in relatively even perceptions from both gender groups.

Most of the respondents are in the productive age range, namely:

- a. The age group of 26–35 years dominates with a total of 48 people (48%),
- b. Followed by 37 people aged 17–25 years (37%),
- c. Age 36–45 years as many as 12 people (12%),
- d. And the age group of 46–55 years is only 3 people (3%).

This shows that the majority of respondents are young adults who are generally active in social and economic activities, and have high mobility which can influence consumer behavior and participation in service activities or visits.

Most of the respondents had secondary education, namely graduates.

- a. High school/equivalent as many as 63 people (63%).
- b. S1 as many as 26 people (26%),
- c. Diploma 6 people (6%),
- d. Junior high school/equivalent 3 people (3%),
- e. Only 2 people (2%) have a Masters/Doctoral degree.

This indicates that the majority of respondents had sufficient educational background to understand the service and respond effectively to the research instruments. The majority of respondents were as follows:

- a. Private employees, namely 61 people (61%).
Other professions include:
- b. Housewives (12%),
- c. Students (10%),
- d. Self-employed (8%),
- e. Security (4%),

f. Teachers, civil servants/state civil servants, repacking, and freelancers are each below 2%.

This indicates that respondents are dominated by productive groups who are actively involved in the private sector, which may have relatively high purchasing power and consumption activity.

The data shows that the majority of respondents are customers who are already quite familiar with Dentaraya:

- a. More than 5 visits as many as 41 people (41%),
- b. 2–3 visits as many as 38 people (38%),
- c. 4–5 visits totaling 12 people (12%),
- d. And only 9 people (9%) have only visited once.

This shows that most respondents have sufficient experience in using services at Dentaraya, so that their assessment of the services or quality studied can be considered valid and representative.

a. Direct Effect Testing

In this study, direct testing used a bootstrapping procedure with the criteria of a t-statistic value > 1.96 and a p-value $< 5\%$ or 0.05 . The results of the path coefficient test in this study are presented in Table

Path Coefficients Test Results

	<i>Original Sample</i>	<i>t statistics</i>	<i>p-value</i>
User Generated Content→Brand Trust	0.398	4,322	0,000
User Generated Content→ Revisit Intention	0.186	2,109	0.035
Firm Created Content→ Brand Trust	0.520	4,709	0,000
Firm Created Content→ Revisit Intention	0.308	3,021	0.003
Brand Trust→ Revisit Intention	0.422	3,066	0.002

Source: Processed data, 2025.

First Hypothesis

H1: User Generated Content has a significant effect on Brand Trust. It can be seen in table that the relationship between User Generated Content and Brand Trust has a path coefficient value of 0.398, this value is positive which means that there is a positive relationship between user generated content and brand trust. Furthermore, it can be seen that the relationship between user generated content and brand trust has a t-statistic value of $4.322 > 1.96$ and has a p-value of $0.000 < 0.05$ which means that the relationship between the user generated content variable and brand trust is significant. Based on the results of the study and the previous explanation, it can be concluded that the first hypothesis in this study is accepted.

Second Hypothesis

H2: User Generated Content and Revisit Intention have a path coefficient value of 0.186, this value is positive which means there is a positive relationship between User Generated Content and Revisit Intention. Furthermore, it can be seen that the relationship between service quality and customer satisfaction has a t-statistic value of 2.109 that the value is > 1.96 and has a p value of $0.035 < 0.05$ which means that the relationship between the user generated content variable and revisit intention is significant. Based on the results of the study and the previous explanation, it can be concluded that the second hypothesis in this study is accepted.

Third Hypothesis

H3: Firm Created Content has a significant effect on Brand Trust. It can be seen in table that the relationship between Firm Created Content and Brand Trust has a path coefficient value of 0.520, this value is positive and close to +1 which means there is a positive relationship between Firm Created Content and Brand Trust. Furthermore, it can be seen that the relationship between Firm Created Content and Brand Trust has a t-statistic value of 4.790 that the value is > 1.96 and has a p value of $0.000 < 0.05$ which means that the relationship between the variables of firm created content and brand trust is significant. Based on the results of the study and the previous explanation, it can be concluded that the third hypothesis in this study is accepted.

Fourth Hypothesis

H4: Firm Created Content has a significant effect on Revisit Intention. It can be seen in table that the relationship between Firm Created Content and Revisit Intention has a path coefficient value of 0.308, this value is positive which means there is a positive relationship between Firm Created Content and Revisit Intention. Furthermore, it can be seen that the relationship between Firm Created Content and Revisit Intention has a t-statistic value of 3.021 that the value is > 1.96 and has a p-value of 0.003 < 0.05 which means that the relationship between the firm created content variable and revisit intention is significant. Based on the results of the study and the previous explanation, it can be concluded that the fourth hypothesis in this study is accepted.

Fifth Hypothesis

H5: Brand Trust has a significant effect on Revisit Intention. It can be seen in table that the relationship between Brand Trust and Revisit Intention has a path coefficient value of 0.422, this value is positive which means there is a positive relationship between Brand Trust and Revisit Intention. Furthermore, it can be seen that the relationship between Brand Trust and Revisit Intention has a t-statistic value of 3.066 that the value is > 1.96 and has a p-value of 0.002 < 0.05 which means that the relationship between the brand trust variable and revisit intention is significant. Based on the results of the study and the previous explanation, it can be concluded that the fifth hypothesis in this study is accepted.

b. Indirect Effect Testing

Indirect effect testing to determine the indirect effect of service quality variables on customer loyalty through perceived value, and the indirect effect of service quality variables on customer loyalty through customer satisfaction. The criteria in indirect testing are if the value of p-value < 0.05 (5%) and t statistics > 1.96 then the effect is significant which can be interpreted as an indirect effect. The results of the research analysis can be seen from the specific indirect effect table using the bootstrapping technique which will be presented in table.

Specific Indirect Effect Test Results

			<i>Original Sample</i>	<i>t-statistic</i>	<i>p-value</i>
User Generated Content→ → Revisit Intention	Brand Trust		0.168	2,208	0.028
Firm Created Content→ Brand Trust → Revisit Intention			0.220	2,314	0.021

Source: Processed data, 2025.

Sixth Hypothesis

H6: User Generated Content has a significant effect on Revisit Intention with Brand Trust as a mediating variable. It can be seen in table that the relationship between user generated content and revisit intention with brand trust as a mediating variable has a t-statistic value of 2.208 that the value is > 1.96 and has a p-value of $0.028 < 0.05$ which means that the relationship between the variable user generated content to revisit intention and brand trust as a mediating variable is significant. The magnitude of the indirect effect between user generated content and revisit intention mediated by brand trust is 0.168 or 16.8%. Based on the results of the study and the previous explanation, it can be concluded that user generated content was found to have an indirect effect on revisit intention through brand trust. Therefore, the sixth hypothesis is accepted.

Seventh Hypothesis

H7: Firm Created Content has a significant effect on Revisit Intention with Brand Trust as a mediating variable. It can be seen in Table that the relationship between firm created content and revisit intention with brand trust as a mediating variable has a t-statistic value of 2.314 that the value is > 1.96 and has a p-value of $0.021 < 0.05$ which means that the relationship between the firm created content variable and revisit intention and brand trust as a mediating variable is significant. The magnitude of the indirect effect between user generated content and revisit intention mediated by brand trust is 0.220 or 22.0%. Based on the results of the study and the previous explanation, it can be concluded that firm created content was found to have an indirect effect on revisit intention through brand trust. Therefore, the seventh hypothesis in this study is accepted.

3.2. The Influence of User Generated Content on Brand Trust

Based on the test results above, the research findings confirm the first hypothesis in this study, which states that user-generated content influences brand trust. This is evidenced by the positive path coefficient of 0.398, indicating a unidirectional relationship between the two variables. Furthermore, the t-statistic of $4.322 > 1.96$ and the p-value of $0.000 < 0.05$ indicate that this relationship is statistically significant. This indicates that user-generated content, whether in the form of reviews, testimonials, ratings, photos, or videos shared on social media and other digital platforms, significantly contributes to shaping and increasing consumer trust in a brand.

This finding is in line with research conducted by Liu et al., (2021) stated that user-generated content is one of the most authentic sources of information in the digital era because it is considered more objective than information conveyed directly by companies through advertisements. Consumer trust in a brand arises when they gain experiences, information, and opinions from fellow consumers who are perceived to share their interest in obtaining quality products or services.

From a marketing management perspective, these results imply that companies need to more actively manage and facilitate user-generated content. Strategies such as brand engagement campaigns, online contests, or review rewards can increase the volume and

quality of UGC, which in turn strengthens brand image and trust. With consumers increasingly seeking references before making a purchase, UGC has become a crucial element in shaping the customer journey toward purchase and brand loyalty. Consumers' perceptions of trust in a brand increase significantly when they are frequently exposed to relevant, honest content from actual users. Therefore, UGC is not only a complement to digital marketing strategies but has become a key foundation for building long-term relationships with consumers.

a. The Influence of User Generated Content on Revisit Intention

The test results show that User Generated Content (UGC) has a positive and significant effect on Revisit Intention, as indicated by a path coefficient of 0.186. This positive value indicates a unidirectional relationship between UGC and customer revisit intention. This means that the higher the quality and intensity of user-generated content (such as reviews, testimonials, photos, and videos), the higher the consumer's tendency to revisit the product or service offered.

Furthermore, the influence was also declared statistically significant, with a t-statistic value of 2.109, which is greater than the minimum limit of 1.96, and a p-value of 0.035, which is smaller than the 0.05 significance level. This provides empirical evidence that UGC is not only a part of social media activities, but also has real implications for consumer behavior, particularly in driving revisit intention.

These findings support the view of Litvin et al. (2008) that UGC is a factor influencing revisit decisions in tourism, culinary, and retail contexts. User-generated content provides authentic experiences that can build positive perceptions and strengthen trust in a brand or destination. When consumers see others' voluntarily shared positive experiences, they feel more confident about using that product or service again.

From a managerial perspective, these results indicate that businesses need to strategically encourage and manage UGC. By creating participatory spaces for customers to share their experiences, companies can strengthen emotional connections and consumer loyalty, ultimately increasing repeat visit rates. Therefore, the second hypothesis in this study, which states that User-Generated Content influences revisit intention, can be concluded as accepted.

b. The Influence of Firm Created Content on Brand Trust

Testing the third hypothesis shows that Firm Created Content (FCC) significantly influences Brand Trust. This is evidenced by the path coefficient value of 0.520, which is positive and approaches the maximum value of +1. This means that the higher the quality and consistency of the content created by the company, the greater the level of consumer trust in the brand. Furthermore, the t-statistic value of 4.790, which exceeds the threshold value of 1.96, and the p-value of $0.000 < 0.05$, indicates that the relationship between FCC and brand trust is statistically significant. Thus, the third hypothesis in this study can be concluded as accepted.

These results reinforce the view that content produced directly by a company, such as advertising campaigns, official social media posts, promotional videos, and articles on its website, plays a crucial role in shaping the perception of a brand as professional, credible, and trustworthy. Consistency of messaging, visual branding, and relevance of information are key elements in building public trust in a company.

Theoretically, this finding is consistent with the brand communication model proposed by Keller (2009), which states that structured marketing communications from a company is one of the important pillars in building brand equity, including brand trust. Although User Generated Content is considered more authentic, FCC still holds a crucial position because it provides full control over the brand narrative and adjustment of communication strategies in accordance with business objectives.

The practical implication of these findings is the importance for companies to continue producing high-quality content that is relevant to their target audience and delivered consistently through official channels. This strategy will enhance perceptions of reliability and strengthen consumer trust in the brand in the long term.

c. The Influence of Firm Created Content on Revisit Intention

Testing the fourth hypothesis shows that Firm Created Content (FCC) has a significant effect on Revisit Intention. Based on the results in Table, the path coefficient value of 0.308 indicates a positive relationship between company-created content and consumer intention to revisit. This means that the more engaging, informative, and consistent the content created by the company, the greater the tendency for consumers to reuse the brand's products or services. The t-statistic value of $3.021 > 1.96$ and the p-value of $0.003 < 0.05$ indicate that the relationship between FCC and Revisit Intention is statistically significant. Therefore, it can be concluded that the fourth hypothesis is accepted.

These results reinforce the importance of the FCC's role in building a strong and memorable brand experience. When companies communicate information through official channels in a relevant and engaging manner, it creates a positive impression that influences customers' decisions to return.

Theoretically, these results align with the integrated marketing communications approach, which emphasizes the importance of consistent company messages in directly influencing consumer behavior, including creating purchase or repeat purchase intentions. Managerially, companies need to design and manage FCC strategically, not only to build brand trust but also to foster long-term consumer loyalty. Relevant, inspiring, and interactive content can be a key driver for consumers to stay connected and repeat visits.

d. The Influence of Brand Trust on Revisit Intention

The fifth hypothesis states that brand trust has a significant effect on revisit intention. Based on the analysis results, a path coefficient value of 0.422 was obtained, indicating a positive relationship between brand trust and revisit intention. A t-statistic value of $3.066 (> 1.96)$ and a p-value of $0.002 (< 0.05)$ indicate that this effect is statistically significant. These results confirm that consumer trust in a brand plays a significant role in shaping the

intention to repurchase or revisit. When consumers believe that a brand is capable of providing consistent product or service quality, they are more likely to have a satisfying experience and are motivated to remain loyal to that brand.

Managerially, companies need to continuously maintain and enhance trust-building elements such as transparency, honest communication, consistent product quality, and responsive service. With a high level of brand trust, consumers are not only more likely to make their first purchase but also have the potential to become loyal repeat customers and even recommend the brand to others.

e. The Influence of User Generated Content on Revisit Intention with Brand Trust as a Mediating Variable

The sixth hypothesis states that user-generated content influences revisit intention with brand trust as a mediating variable. Based on the test results, a t-statistic value of 2.208 (> 1.96) and a p-value of 0.028 (< 0.05) were obtained, indicating that the indirect effect between user-generated content and revisit intention through brand trust is statistically significant.

These findings indicate that user-generated content can influence consumers' intention to revisit not only directly but also through increased brand trust. The large indirect effect of 0.168, or 16.8%, indicates that brand trust plays a crucial role in the process of building consumer loyalty. In practice, this suggests that companies need to not only encourage the creation of user-generated content but also ensure that such content builds positive perceptions and increases brand trust. As trust increases, consumers' desire to reuse a product or service also increases. Therefore, a digital marketing strategy that integrates UGC and strengthens brand trust is key to sustainably increasing customer revisit intention.

f. The Influence of Firm Created Content on Revisit Intention with Brand Trust as a Mediating Variable

Firm Created Content (FCC) is marketing content officially created by a company to shape consumer perceptions of a brand. In the context of this study, FCC encompasses various forms of communication such as digital advertising, social media promotions, or branding campaigns aimed at influencing consumer revisit intention. Based on the results of the hypothesis test presented in Table, a t-statistic value of 2.314 and a p-value of 0.021 were obtained. Since the t-statistic value is > 1.96 and the p-value is < 0.05 , it can be concluded that the influence of FCC on revisit intention through brand trust is significant.

Indirectly, brand trust mediates the relationship between FCC and revisit intention with an effect of 0.220, or 22.0%. This indicates that the higher a consumer's trust in a brand, the greater the influence of FCC in encouraging them to reuse the same product or service. This means that consumers who trust a brand are more easily influenced by the content created by that company, ultimately increasing their intention to revisit.

These results align with brand trust theory, which states that consumers tend to make decisions based on their perceptions of a brand's credibility and integrity. Consistent, informative, and credible firm-created content can increase brand trust, which then acts as

a bridge to influence consumer behavior. The success of a company's content in building trust will positively impact consumer loyalty and revisit decisions.

Thus, these findings reinforce the importance of content-based marketing communications strategies by companies. FCC should not only create immediate appeal, but also aim to build long-term relationships through brand trust. Based on these results and discussion, the seventh hypothesis, which states that firm-created content has a significant effect on revisit intention, with brand trust as a mediating variable, is accepted.

4. Conclusion

Based on the results obtained from the research that has been conducted, the discussion and the relevance of the background to the research objectives, the following conclusions can be drawn: 1. User Generated Content (UGC) has been proven to have a positive and significant influence on Brand Trust. This shows that the more and better quality user-generated content, such as reviews, testimonials, and visual experiences, the greater consumer trust in the brand. Organic content from fellow consumers is perceived as more authentic and trustworthy, significantly contributing to positive brand perceptions. 2. UGC also has a significant influence on Revisit Intention. The more frequently consumers are exposed to positive user-generated content, the greater their intention to reuse the same product or service. This demonstrates that genuine experiences from fellow users are a crucial factor in driving consumer loyalty. 3. Firm Created Content (FCC) has a significant impact on Brand Trust. Content produced and delivered directly by companies, such as advertisements, promotions, and official information, has been shown to have a powerful impact on building brand credibility and trust. Consistency of messaging, visual quality, and relevance of information are key to FCC's success in strengthening brand image. 4. FCC also has a significant effect on Revisit Intention. This means that a company's engaging, relevant, and communicative content strategy can encourage consumers to return. This underscores the importance of marketing communications that not only capture attention but also build a memorable brand experience. 5. Brand Trust has a significant influence on Revisit Intention. Consumers who trust a brand tend to demonstrate greater loyalty and a stronger intention to make repeat purchases or use that brand's services. Trust has been shown to be a crucial factor in forming long-term relationships between brands and consumers. 6. UGC influences Revisit Intention through Brand Trust as a mediating variable. This means that trust in a brand strengthens the influence of user-generated content in encouraging consumers to return. Brand trust plays a crucial role as a link between initial perceptions formed by content and consumers' decisions to maintain a relationship with the brand. 7. FCC also influences Revisit Intention through Brand Trust as a mediating variable. This suggests that company-created content that builds trust is more effective in influencing consumers' decisions to revisit. The greater the brand trust generated by FCC, the greater the impact on consumer loyalty intentions.

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