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DIGITAL MARKETING, BRAND AWARENESS, BRAND EQUITY, AND PERCEIVED QUALITY ON PATIENT VISIT INTENTION

Verena Tsania Zhohara*, Anastasya Handayanuputri, Leroy Samy Uguy
Universitas Pelita Harapan, Indonesia

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ABSTRACT: This study examines how social media-based digital marketing, brand awareness, brand equity, and perceived quality influence patient visit intention at a health clinic in Indonesia. A quantitative survey was conducted with 158 patients who had visited the clinic and followed its social media accounts. Data were analyzed using PLS-SEM with SmartPLS. The results show that all four predictors positively and significantly affect patient visit intention. Perceived quality is the strongest determinant, followed by brand equity, digital marketing, and brand awareness. These findings indicate that social media exposure can support patient interest, but clinic choice remains more strongly shaped by perceived service quality and brand value. The study contributes to healthcare marketing literature by integrating digital communication and brand-related factors in a private clinic context. Managerially, clinics should prioritize consistent service quality, credible branding, and interactive digital content to strengthen patient intention and loyalty.

Keywords: Brand Equity; Digital Marketing; Treatment Intention; Exposure

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INTRODUCTION

The development of digital technology has changed how people search for information, interact with service providers, and make decisions, including decisions related to healthcare. Hospitals and clinics now face patients who compare providers before visiting, evaluate service credibility through digital channels, and expect responsive communication from healthcare institutions. This shift encourages healthcare providers to adopt more interactive marketing strategies through digital platforms. Social media has become one of the most visible forms of this transformation because it allows clinics to introduce services, communicate health information, build institutional image, and strengthen patient relationships (Eloise Rose et al., 2024). In healthcare marketing, this function is important because patient decisions are shaped not only by clinical service availability but also by perceived credibility, trust, and the quality of communication delivered before the visit.

Branding is central to this process because it shapes how patients perceive the quality and reliability of healthcare institutions. Ackovska et al. (2020) argue that a strong healthcare brand contributes to patient trust and long-term loyalty. In this context, branding is not limited to logos, names, or visual identity. It represents the clinic's service promise, professional credibility, and perceived ability to deliver safe and reliable care. Patients tend to prefer clinics with recognizable and credible brands because brand image often becomes an early signal of service quality. Brand awareness therefore becomes the first stage in patient recognition, while brand equity reflects deeper value built through reputation, credibility, and positive service experience.

The growing role of social media in healthcare decisions is also driven by patients' increasing habit of searching and comparing information before choosing a healthcare facility. John et al. (2018) show that social media platforms such as Instagram and Facebook are widely used in healthcare marketing to introduce services, present testimonials, and deliver educational messages. These platforms allow clinics to expand audience reach and create emotional connections with prospective patients. However, the use of social media in Indonesia's healthcare sector remains uneven. Alhudha et al. (2024) found that many Indonesian hospital advertisements on Instagram have not yet fulfilled Attention, Interest, and Action indicators. This suggests that many healthcare institutions still use social media as a promotional display rather than as a strategic medium for education, engagement, and trust-building.

This issue is also relevant to private clinics in Jakarta, including Fit Pondok Indah Clinic, which operates in a competitive urban healthcare market. Dzakiyya and Hijrah Hati (2024) explain that clinics with effective digital marketing strategies and strong branding are more capable of attracting patients than providers that still rely on conventional communication. In such a competitive environment, clinic advantage is no longer determined only by medical service quality. It is also shaped by the clinic's ability to communicate a credible, interactive, and humanistic image through digital media. For Fit Pondok Indah Clinic, social media can support visibility, but visibility alone does not guarantee patient intention to visit.

Brand awareness is important because patients who recognize a clinic are more likely to consider it as a treatment option (Sari & Sulhan, 2024). Yet awareness alone is insufficient. Patients also evaluate whether the clinic has strong brand equity and whether its services are perceived as high quality. Ernawaty et al. (2020) show that strong brand equity reflects positive patient perceptions of service value and quality, which can increase service utilization and loyalty. Kumar et al. (2024) further emphasize that service, image, and trust are key elements in building a sustainable healthcare brand. These arguments indicate that healthcare marketing should not treat digital exposure as the final goal. Digital marketing must build trust, support credible brand associations, and strengthen perceived quality.

Several healthcare providers have attempted to integrate digital marketing into their branding strategy. Hanifawati et al. (2019) found that consistent use of Instagram, Facebook, and YouTube can increase hospital visibility and public interaction. However, stronger visibility is not always followed by higher patient visits. This means that digital marketing may create awareness, but patient intention still depends on experience, trust, and perceived service quality. The concept of digital brand equity is relevant here. France et al. (2025) argue that digital brand equity is not determined merely by the frequency of brand appearance, but by positive perceptions and audience engagement. In healthcare, such engagement may appear through educational content, empathetic communication, and responsive interaction. This view is consistent with de Assis and

Vilela (2025), who explain that patient engagement on social media can increase healthcare purchase or visit intention through value co-creation and brand engagement.

Although digital marketing and healthcare branding have received growing scholarly attention, the relationship among digital marketing, brand awareness, brand equity, perceived quality, and patient visit intention remains underexplored in Indonesia's private clinic context. Many studies still focus on social media use or brand equity separately, while fewer studies examine how these factors jointly shape patient decision-making in a competitive healthcare market. Fit Pondok Indah Clinic offers a relevant context because it operates in an urban area with high digital literacy and strong competition among private healthcare providers. Its social media presence creates an opportunity to build awareness and engagement, but the extent to which digital marketing and brand-related perceptions influence patient visit intention still requires empirical testing.

This study addresses that gap by examining the effects of digital marketing through social media, brand awareness, brand equity, and perceived quality on patient visit intention at Fit Pondok Indah Clinic. Conceptually, the study connects digital marketing and patient behavior in Indonesia, where healthcare users often learn about healthcare facilities through recommendations and social media (Prayoga et al., 2024). It also responds to the dominance of digital marketing studies in e-commerce and consumer product settings (Eloise Rose et al., 2024; Yu et al., 2024) by extending the discussion into healthcare services. Because the model involves latent constructs and behavioral intention, Partial Least Squares Structural Equation Modeling is appropriate for testing complex relationships among digital marketing, brand awareness, and patient decisions (Aburumman et al., 2023). PLS-SEM is also suitable for studies involving patient behavioral factors and relatively limited sample sizes (Memon et al., 2021).

The study contributes to healthcare marketing literature by integrating digital communication and brand-based factors into one empirical model of patient visit intention. It clarifies whether digital marketing, brand awareness, brand equity, and perceived quality act as meaningful predictors of patients' intention to seek care at a private clinic. Practically, the findings are expected to help Fit Pondok Indah Clinic design more effective, engaging, and data-driven digital communication strategies. By aligning social media content with brand credibility and service quality, the clinic can strengthen patient trust, improve competitive positioning, and support long-term patient relationships in an increasingly digital healthcare market.

THEORETICAL REVIEW

In the healthcare sector, branding plays a crucial role in establishing identity, differentiating services, and fostering patient trust. Ackovska et al. (2020) emphasized that a strong brand image not only enhances a clinic's credibility but also influences perceived quality and patient decisions. However, this finding needs to be viewed more critically: while branding can create symbolic value for healthcare services, its success is highly dependent on the actual patient experience. In other words, visual identity and communication messages will be ineffective if they are inconsistent with the quality of service patients receive in the field. The context of Fit Pondok Indah Clinic demonstrates that branding needs to be directed at strengthening professionalism and the service experience, not just visual aspects.

On the other hand, literature on digital marketing emphasizes the effectiveness of social media in building patient engagement. John et al. (2018) demonstrated that platforms like Instagram function not only as promotional tools but also as educational channels and two-way communication. Alhudha et al. (2024) added that the success of digital marketing is largely determined by message consistency and content quality. When compared with field findings, it appears that Fit Pondok Indah Clinic needs to integrate digital marketing with a more holistic branding strategy, conveying the same service value in the digital world as in the physical clinical experience. This demonstrates a gap between theory emphasizing digital engagement and practice, which still focuses on promotion rather than building long-term emotional relationships.

Brand awareness and brand equity, as explained by Aaker (1991) and Sari and Sulhan (2024), are important indicators influencing healthcare service choices. However, previous studies tended to assume that increased brand awareness automatically leads to increased patient preference. Observations at Fit Pondok Indah Clinic, however, show that brand awareness without perceived quality is insufficient to encourage repeat visits. This suggests that brand equity

in healthcare is more influenced by the quality of medical interactions and service consistency than by brand popularity alone.

The concept of perceived quality (Parasuraman et al., 1988) is increasingly relevant in the digital context, especially as online reviews and social media content become primary sources of information for modern patients (France et al., 2025). However, previous theories tended to view perceived quality as a result of the physical experience at a healthcare facility. Field findings demonstrate an expansion of this concept, where perceived quality is now established even before patients arrive at the clinic, through digital exposure and online reputation. Thus, branding and digital marketing not only play complementary roles but also become early determinants of quality perception.

Finally, Visit Intention, as explained by Dzakiyya and Hijrah Hati (2024), is influenced by a combination of satisfaction, trust, and perceived service quality. The synthesis of theory and field findings indicates that Fit Pondok Indah Clinic needs to integrate all these strategic elements coherently. Strong branding without service quality does not create loyalty; digital marketing without authentic messaging does not create trust; and perceived quality without an emotional connection does not encourage Visit Intention. Therefore, an integrated strategy that connects branding, digital communication, and service quality improvement is key to retaining patients and building long-term loyalty in a competitive healthcare market.

Hypothesis Development

Patient decisions in healthcare are high-involvement decisions because they involve risk, trust, and expectations of professional service quality. Before choosing a clinic, patients do not only evaluate medical competence directly; they also rely on digital information, brand familiarity, reputation, and perceived service quality as decision cues. In this study, digital marketing, brand awareness, brand equity, and perceived quality are positioned as key antecedents of patient visit intention because each construct helps reduce uncertainty and strengthen confidence in the clinic.

Digital marketing through social media allows healthcare providers to communicate service information, health education, visual identity, testimonials, and patient-oriented messages before direct service contact occurs. Social media platforms therefore function not merely as promotional channels but also as relational interfaces between clinics and potential patients. John et al. (2018) showed that social media can support healthcare promotion and education, while Alhudha et al. (2024) emphasized that informative and empathetic digital content can strengthen public trust. In the context of Fit Pondok Indah Clinic, effective digital marketing is expected to improve patient understanding of available services, increase confidence in the clinic, and stimulate the intention to seek treatment.

H1: Digital marketing through social media has a significant effect on patient visit intention.

Brand awareness represents the extent to which patients recognize and recall a clinic as a healthcare service provider. In healthcare markets, awareness is important because patients usually consider familiar and recognizable providers before making a visit decision. Aaker (1991) explains that brand awareness helps a brand enter the consumer's consideration set, while Sari and Sulhan (2024) argue that familiarity with a healthcare brand can increase trust and treatment consideration. For Fit Pondok Indah Clinic, stronger brand awareness may reduce information-search effort and make the clinic more likely to be selected when patients need healthcare services.

H2: Brand awareness has a significant effect on patient visit intention.

Brand equity reflects the value attached to a clinic's brand through reputation, credibility, perceived differentiation, and accumulated patient experience. Unlike brand awareness, which emphasizes recognition, brand equity captures deeper evaluative and emotional associations with the clinic. Aaker (1991) views brand equity as a source of added value, while Ackovska et al. (2020) show that strong branding in healthcare can strengthen credibility, trust, and patient loyalty. In private healthcare competition, patients are more likely to intend to visit a clinic when they perceive the brand as reputable, reliable, and professionally credible.

H3: Brand equity has a significant effect on patient visit intention.

Perceived quality refers to patients' subjective assessment of service excellence, including facility quality, staff professionalism, responsiveness, reliability, and overall service experience. In healthcare, perceived quality is a central determinant of patient confidence because patients expect safe, competent, and trustworthy services. Parasuraman et al. (1988) conceptualize perceived quality as a key basis for service evaluation, while France et al. (2025) note that digital reputation and online engagement can shape quality perception even before patients visit the service provider. Patients who perceive Fit Pondok Indah Clinic as offering high-quality services are therefore more likely to develop a stronger intention to visit. The hypothesis is thus presented, and the model is displayed in Figure 1.

H4: Perceived quality has a significant effect on patient visit intention.

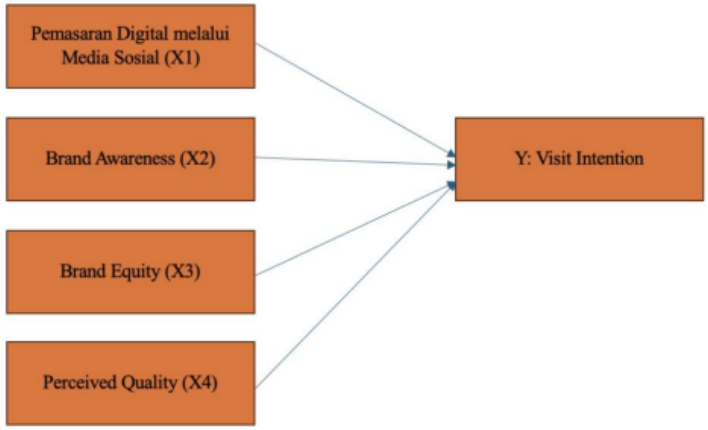

Figure 1. Research Model

RESEARCH METHOD

This study used a quantitative approach with a survey method to examine the relationship between digital marketing through social media, brand awareness, brand equity, perceived quality, and Visit Intention among patients at the Fit Pondok Indah Clinic. This quantitative approach was chosen because it allows for objective testing of theories and hypotheses using statistically analyzed numerical data (Iqbal et al., 2021). Primary data was collected through a structured questionnaire distributed online via Google Forms from January to February 2025. The questionnaire was designed based on indicators adapted from previous research (Nallaluthan et al., 2024) and measured using a 5-point Likert scale.

The study was centered at the Fit Pondok Indah Clinic in Jakarta, which actively uses social media for promotion and has a patient base in the Greater Jakarta area. Through this approach, the study is expected to provide empirical evidence regarding the influence of digital marketing strategies, brand awareness and value, and perceived quality on patient treatment intentions, while also supporting the clinic's strategic decision-making based on PLS-SEM analysis. This clinic was chosen not only because of its active digital marketing presence but also because it reflects the typical characteristics of private healthcare facilities serving the Greater Jakarta (Jabodetabek) metropolitan area. Therefore, the findings are relevant and generalizable to urban private clinics.

The study population was all users or potential users of Fit Pondok Indah Clinic services who were exposed to the clinic's digital promotions. The sample was determined using a purposive sampling technique based on the criteria of being 18 years of age or older, following the clinic's social media accounts, and having previously or being interested in receiving treatment there (Carlos Rodríguez et al., 2024). The sample size was determined using G*Power software with an effect size of 0.15, a significance level of 0.05, a power of 0.95, and four main predictors, resulting in a minimum of 129 respondents deemed representative for model testing.

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software, as this method is suitable for complex models with moderate sample sizes and does not require the assumption of a normal distribution (Ginting

Munthe et al., 2024). The PLS-SEM model consists of an outer model to test construct validity and reliability, and an inner model to analyze the relationships between latent variables. Convergent validity is tested using the AVE value (>0.5), discriminant validity is tested using the Fornell-Larcker criteria, while reliability is tested using Composite Reliability and Cronbach's Alpha with a cutoff value of 0.7 (Gorai et al., 2024).

RESULTS

This study involved 158 respondents who completed a complete questionnaire through the Google Forms platform. Based on data collection results, the majority of respondents were female (81 respondents) (51.26%), while 77 were male (48.74%). This proportion indicates that participation between the two genders was relatively balanced, with a slight preponderance of female respondents.

In terms of age group, the largest number of respondents were in the 36–45 age range (68 respondents) (43.04%), followed by the 26–35 age group (58 respondents) (36.71%), the 18–25 age group (29 respondents) (18.35%), and the 46–60 age group (3 respondents) (1.90%). This distribution indicates that the majority of respondents are productive-age individuals who are socially and economically active, and have high potential to access digital health services.

Based on occupation, the majority of respondents are employees (46.20%) and self-employed (44.30%). Meanwhile, students accounted for 8.87% of the total respondents, and only 0.63% were professionals. These results indicate that the majority of respondents have permanent and stable employment, which allows them to have the financial capacity and interest to use healthcare services repeatedly.

Overall, these respondents' characteristics reflect an urban population with high levels of activity, strong digital exposure, and a rational tendency to choose healthcare facilities like Fit Clinic Pondok Indah.

Table 1. Respondent Profile

Characteristics	Category	Total (n)	Persentage (%)
Gender	Male	77	48,74
	Female	81	51,26
Age	18–25 years	29	18,35
	26–35 years	58	36,71
Occupation	36–45 years	68	43,04
	46–60 years	3	1,90
Total Respondents	College Students	14	8,87
Characteristics	Self-Employed	70	44,30
Gender	Employees	73	46,20
	Professionals	1	0,63
Age	Category	**158**	**100**

Source: Data aktual kuesioner (2025)

Data analysis in this study was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the aid of SmartPLS 4 software. This approach was chosen because it can examine complex relationships between latent variables with a relatively moderate sample size and does not require strict assumptions of data normality. The analysis process began with descriptive statistical tests to describe the characteristics of the respondents' data and the trends in responses to each research indicator. Mean values, standard deviations, and frequency distributions were used to understand respondents' perceptions of variables such as Digital Marketing, Brand Awareness, Brand Equity, Perceived Quality, and Visit Intention.

The descriptive analysis results show that all indicators are in the mean range of 3.60–4.15, which means that respondents tend to agree with the statements asked. The variables Perceived Digital Marketing (PD), Brand Awareness (BA), Brand Equity (BE), Perceived Quality (PQ), and Visit Intention (RI) all have a median of 4, indicating a positive and relatively consistent perception. The standard deviation in the range of 0.95–1.29 indicates a moderate level of variation in

answers, indicating that respondents have diverse experiences and perspectives, but remain within reasonable limits for perception data. In general, the descriptive results illustrate that Fit Pondok Indah Clinic is seen as quite strong in the aspects of digital marketing, brand awareness, service quality, and generating Visit Intentions from patients.

The next stage was testing the measurement model (outer model) to ensure the validity and reliability of the research instrument. Convergent validity was tested through factor loading analysis, where indicators were considered valid if they had values above 0.50. Several indicators with values below this threshold were eliminated to improve model fit.

Table 1. Measurement Model Evaluation

Construct	Indicator	Loading	VIF	Alpha	rho_a	rho_c	AVE
Brand Awareness	BA1	0.845	3.808	0.899	0.901	0.925	0.712
	BA2	0.843	2.674				
	BA3	0.854	4.23				
	BA4	0.839	2.604				
	BA5	0.839	2.349				
Brand Equity	BE1	0.843	2.591	0.919	0.92	0.937	0.713
	BE2	0.855	3.115				
	BE3	0.861	3.227				
	BE4	0.795	2.022				
	BE5	0.903	4.158				
	BE6	0.805	2.158				
Perceived Digital Marketing	PD1	0.821	3.038	0.95	0.952	0.958	0.716
	PD2	0.859	3.422				
	PD3	0.813	2.785				
	PD4	0.747	2.129				
	PD5	0.866	3.3				
	PD6	0.867	3.545				
	PD7	0.882	3.87				
	PD8	0.898	4.227				
	PD9	0.851	3.079				
Perceived Quality	PQ1	0.859	4.496	0.966	0.967	0.97	0.682
	PQ2	0.841	3.305				
	PQ3	0.803	3.251				
	PQ4	0.841	3.392				
	PQ5	0.846	4.028				
	PQ6	0.875	4.146				
	PQ7	0.812	3.18				
	PQ8	0.765	2.838				
	PQ9	0.826	3.454				
	PQ10	0.836	4.086				
	PQ11	0.869	4.464				
	PQ12	0.753	2.897				
	PQ13	0.875	4.579				
	PQ14	0.725	2.469				
	PQ15	0.845	3.271				
Visit Intention	VI1	0.881	3.545	0.918	0.92	0.936	0.71
	VI2	0.863	3.555				
	VI3	0.806	2.59				
	VI4	0.852	3.21				
	VI5	0.832	2.544				
	VI6	0.821	2.485				

Note. BA = Brand Awareness; BE = Brand Equity; PD = Perceived Digital Marketing; PQ = Perceived Quality; VI = Visit Intention. Outer loading values above 0.70 indicate adequate indicator reliability. VIF values below 5.00 indicate no critical multicollinearity issue. Cronbach's alpha, rho_a, and rho_c values above 0.70 indicate internal consistency, while AVE values above 0.50 confirm convergent validity.

All indicators had outer loading values >0.70, indicating that each item was valid and adequately represented its respective construct. The PQ12 indicator was the only one approaching the lower threshold (0.753) but remained within the acceptable range. Therefore, all items were retained as they met the convergent validity criteria. All variables met reliability criteria with Cronbach's Alpha > 0.90 and Composite Reliability > 0.92, indicating strong internal consistency. The AVE for each construct ranged from 0.682–0.716, exceeding the minimum threshold of 0.50. Thus, the constructs in the model have excellent validity and reliability for further analysis. The VIF values for all indicators range from 2.02 to 4.57, indicating no serious multicollinearity issues. Since all values are well below the threshold of 5, the model can be considered stable, with no indicators interfering with each other in predicting the latent construct.

Overall, the results of the outer model analysis demonstrated that all constructs in this study met the required validity and reliability requirements. This ensured that each indicator accurately represented its construct, making the research model suitable for proceeding to the next stage, namely testing the structural relationships between latent variables to measure the influence of Digital Marketing, Brand Awareness, Brand Equity, and Perceived Quality on repeat treatment intentions at Fit Clinic Pondok Indah, Indonesia. Next, the HTMT values for all relationships between variables are in the range of 0.80–0.89, which is still below the strict threshold of 0.90. This means that there are no discriminant problems between the variables of each construct, which are truly distinct and do not overlap conceptually as indicated in Table 2.

Table 3. HTMT

Constructs	BA	BE	PD	PQ
BA				
BE	0.823			
PD	0.886	0.804		
PQ	0.818	0.807	0.854	
VI	0.84	0.838	0.85	0.844

The results of the structural model analysis show that the relationship between variables in this study has varying levels of influence on patient Visit Intention at the Fit Pondok Indah Clinic. The Visit Intention (VI) variable has an R^2 value of 0.738, meaning 73.8% of the variance in visit intention can be explained by Brand Awareness (BA), Brand Equity (BE), Perceived Digital (PD), and Perceived Quality (PQ). This value is categorized as strong, indicating that the model has high predictive ability in explaining patient intention to visit the clinic. Table 3 provides the collective hypothesis evidence as to our statistical findings.

Table 3. Structural Model Evaluation

Assessment	Result	Interpretation
R^2 for Visit Intention (VI)	0.738	Strong explanatory power
Q^2predict for VI	0.715; RMSE = 0.557; MAE = 0.379	Strong predictive relevance
BA → VI	β = 0.162; t = 1.986; p = 0.047; f^2 = 0.028	Significant; small effect
BE → VI	β = 0.255; t = 3.084; p = 0.002; f^2 = 0.084	Significant; small effect
PD → VI	β = 0.237; t = 2.095; p = 0.036; f^2 = 0.050	Significant; small effect
PQ → VI	β = 0.285; t = 3.428; p = 0.001; f^2 = 0.083	Significant; small effect

Note. BA = Brand Awareness; BE = Brand Equity; PD = Perceived Digital Marketing; PQ = Perceived Quality; VI = Visit Intention. Path significance was evaluated at $p < 0.05$. Effect size follows the common f^2 interpretation, where values around 0.02 indicate small effects, 0.15 medium effects, and 0.35 large effects.

The interpretation of the f^2 value indicates the magnitude of the contribution of each construct to the visit intention variable (VI). Brand Equity with a value of 0.084 and Perceived Quality with a value of 0.083 provide a small effect approaching the medium category, so both have an important role in encouraging patient intention to visit. Meanwhile, Perceived Digital with a value of 0.050 and Brand Awareness with a value of 0.028 provide a small effect. This finding confirms that Perceived Quality and Brand Equity are more dominant in influencing visit intention than Brand Awareness and Perceived Digital, although all constructs still provide a significant

contribution in the model. The Q²predict calculation result of 0.715 indicates that the model has very strong predictive ability. This value indicates that the model not only effectively explains the relationships between variables but also accurately predicts new data. Predictive stability is further enhanced by low RMSE and MAE values, thus the model is considered robust and suitable for use in predictive analysis in the context of patient visit behavior.

Interpretation of the hypothesis test through the path coefficient value shows that all relationships between variables are significant because each path has a p-value below 0.05. The strongest influence is seen in the relationship between Perceived Quality and Visit Intention (β = 0.285, p = 0.001), followed by Brand Equity which also provides a significant contribution with a value of β = 0.255 and p = 0.002. Perceived Digital also provides a positive influence with β = 0.237 and p = 0.036, while Brand Awareness is the factor with the smallest influence although still significant (β = 0.162, p = 0.047). This pattern indicates that service aspects, especially quality and perceived Brand Equity, have a stronger role in influencing visit intention than visual branding elements or digital marketing.

At the construct level, IPMA as in Figure 2 shows that Perceived Quality has the highest importance level with a value of 0.285, indicating that service quality is the main driver of increased visit intention. However, its performance at 71.73 is still lower than other constructs such as Perceived Digital which has the highest performance of 75.13. This condition indicates that although service quality is the most important factor, its performance is not optimal and needs to be prioritized for improvement. Perceived Digital itself has very good performance but still has a fairly high level of importance, so the existing digital strategy needs to be maintained and improved. Meanwhile, Brand Awareness has the lowest importance at 0.162, indicating that this element is not the main factor influencing visit intention, although it remains part of the overall clinic branding strategy.

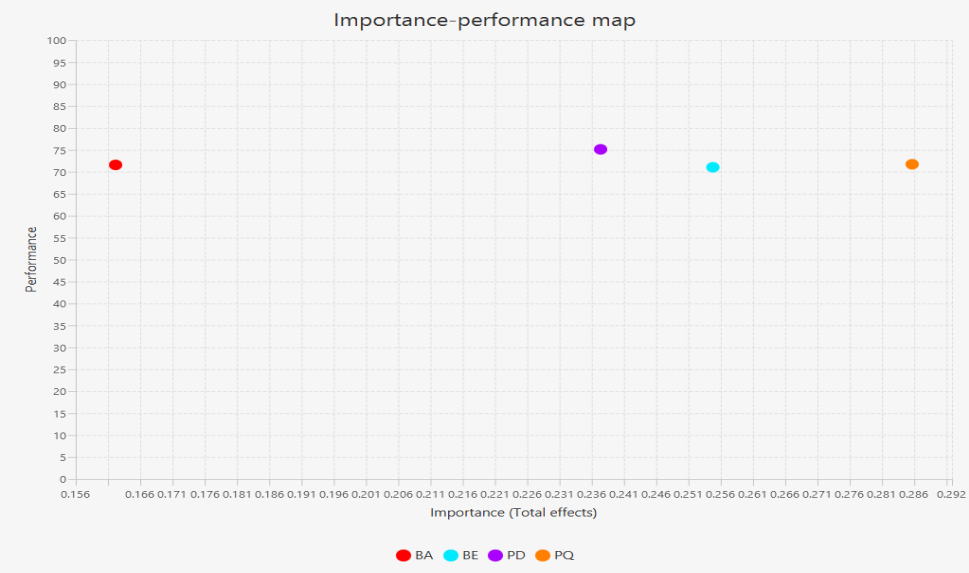

Figure 2. IPMA Map

DISCUSSION

The findings show that perceived quality, brand equity, digital marketing, and brand awareness significantly shape patient visit intention at Fit Pondok Indah Clinic. This confirms that patient behavior in contemporary healthcare is formed through both service experience and digital-brand exposure (Anjani & Prayoga, 2024; de Assis & Vilela, 2025). Among the tested predictors, perceived quality appears as the most decisive factor. This result reinforces the view that healthcare choice remains trust-sensitive: patients may notice digital promotion, but their intention to visit depends more strongly on perceived competence, safety, reliability, and service professionalism (Rahman et al., 2022; Kumar et al., 2024).

Brand equity also plays a central role because it translates clinic reputation into patient confidence. In competitive private healthcare, a strong brand does not merely create recognition; it reduces perceived risk and signals credibility. This finding supports prior evidence that healthcare brand equity strengthens reputation, differentiation, perceived service value, and patient loyalty (Ernawaty et al., 2020; France et al., 2025). Thus, Fit Pondok Indah Clinic should treat brand equity as an accumulated outcome of consistent communication and reliable patient experience, not as a cosmetic branding exercise.

Digital marketing and brand awareness also have positive effects, although their roles are more supportive than dominant. Social media content, visual promotion, influencer communication, and technology-based interaction can extend reach and stimulate early patient interest (Eloise Rose et al., 2024; Alhudha et al., 2024). Brand awareness further helps patients recognize and recall the clinic during service evaluation, which may reduce uncertainty and increase confidence in the provider (Aprilianti, 2024; Badruddin et al., 2022; Ackovska et al., 2020). However, awareness alone is insufficient. Recognition must be converted into trust through credible digital narratives and actual service quality.

These results extend healthcare consumer behavior literature by showing that patient intention is formed before direct clinical contact occurs. Digital exposure, online interaction, and visual reputation influence early perceptions, but the final intention remains anchored in perceived quality and brand value (John et al., 2018; Yu et al., 2024). The use of PLS-SEM also supports a predictive understanding of these relationships in healthcare marketing research (Hair et al., 2021; Hair et al., 2023; Carlos Rodríguez et al., 2024; Ginting Munthe et al., 2024). Overall, the study suggests that private clinics should not rely on digital visibility alone. Sustainable patient intention requires a coherent strategy that links high-quality service, credible brand equity, meaningful digital engagement, and consistent brand recognition.

CONCLUSION AND FURTHER STUDY

This study concludes that patient visit intention at Fit Pondok Indah Clinic is shaped by the combined influence of perceived quality, brand equity, digital marketing, and brand awareness. Perceived quality and brand equity emerge as the primary drivers because healthcare decisions depend strongly on trust, service credibility, and confidence in professional care. Digital marketing and brand awareness also contribute by shaping early patient perceptions through social media exposure, online reputation, and brand visibility. Theoretically, this study strengthens healthcare consumer behavior literature by showing that digital communication supports patient interest, but the final intention remains more strongly anchored in perceived service quality and brand value. Managerially, Fit Pondok Indah Clinic should prioritize consistent service standards, staff competence, credible brand communication, and clear differentiation from competing clinics.

This study remains limited by its single-clinic setting and reliance on perception-based survey data. The findings should therefore be interpreted as context-specific evidence rather than broad generalization across all private healthcare providers. Future studies should compare clinics across different regions, include other healthcare categories, and combine survey data with qualitative interviews or digital behavioral analytics. Further research may also examine patient trust, end-to-end digital experience, healthcare provider interaction quality, artificial intelligence, digital content personalization, and data-driven patient relationship management as mediating or moderating factors. From a practical standpoint, clinics should develop digital marketing strategies that are not merely promotional but educational, interactive, personalized, and experience-based, so that digital visibility can be converted into trust, repeat intention, and sustainable patient relationships.

ETHICAL DISCLOSURE

This research was conducted in accordance with ethical principles of social research, including confidentiality of respondent data, voluntary consent, and the use of information solely for academic purposes. All participants provided informed consent before completing the questionnaire, and no sensitive personal data was collected or published. Respondent identities were fully protected through anonymity. This research did not involve any medical interventions or procedures that could potentially pose physical or psychological risks to participants. The entire

data collection, analysis, and reporting process was conducted honestly and transparently, and in accordance with ethical research guidelines in the social and behavioral sciences.

CONFLICT OF INTERESTS

The authors declare that there are no conflicts of interest in this research. They have no financial, professional, or personal relationships with any party, including Fit Pondok Indah Clinic, that could affect the objectivity of the research. All analysis, interpretation, and reporting of results were conducted independently without any external influence from any institution or related party. This research was conducted purely for academic purposes and to advance knowledge in the field of digital marketing and patient behavior in the healthcare sector.

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