The Influence of Social Media Marketing on Brand Loyalty Mediated by Brand Trust and Brand Equity at the Grand Family Mother and Child Hospital

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Article info	Abstract
  Coresponden author: **Elizabeth Margaretha P.** **Tantri Yanuar Rahmat Syah** **Cri Sajjana Prajna Wekadigunawan**	**Background**: Digital technology has changed the way companies do business, including the way companies market their products or services, because the power of digital transformation, especially through social media, can effectively influence consumer purchasing behavior and brand equity. The research was conducted with the aim of finding out the influence of social media marketing on brand trust, brand equity and brand loyalty. Then to find out the influence of brand trust on brand equity, brand equity on brand loyalty, and to find out the influence of the role of mediating variables brand trust and brand equity on the relationship between social media marketing and brand loyalty. This research is included in the type of explanatory causality research, with the research population being all RSIA Grand Family patients who actively use social media. The number of samples in this study was 145 respondents, and the sample method was non-probability sampling. The Structural Equation Model (SEM), together with the Lisrel (Linear Structural Relation) program version 8.80, was used to analyze the data in this study. The results of this research found that social media marketing has a positive and significant effect on brand trust, brand equity and brand loyalty. Furthermore, the results of this research found that brand trust had a positive and significant effect on brand equity, then brand equity had a positive and significant effect on brand loyalty. In this research, brand trust and brand equity were found to mediate the relationship between social media marketing and brand loyalty. However, this research found that brand trust does not have a significant effect on brand loyalty. Keywords: Social Media Marketing, Brand Trust, Brand Equity, Brand Loyalty

INTRODUCTION

Digital transformation is currently dominating the business world, as stated by Lamberton & Stephen (2018), digital technology has changed the way companies do business, including the way companies market their products or services, because the power of digital transformation, especially through social media, can effectively influence behavior. consumer

purchasing and brand equity. Digital transformation is one of the important events that characterizes the current social and economic reality throughout the world. Digital transformation manifests itself through the incorporation of digital technologies into all operational aspects of an organization's activities. Businesses must face the challenge of keeping up with ongoing technological advances and social changes driven by generations X, Y, and Z, and using a variety of modern marketing communications instruments. This is critical if companies are to survive in a global marketplace of rapid and turbulent change, where modern customers have evolved into value co-creators. Digital marketing is defined as the use of technology and digital media to achieve marketing goals. Digital transformation is mainly concerned with the transformation of organizations and the processes that occur within them to introduce new approaches to products, customers or services, including using digital technology in company marketing activities to increase customer trust and build positive brands (Perera, 2021).

Changing marketing conditions naturally challenge companies to adapt to digital technology, especially in the business 4.0 era. Digital marketing capabilities that can adopt new ways and tools to interact, reach, meet and serve customers without having to meet physically with customers. Digital marketing strategy for brand building. Digital marketing provides businesses a platform to interact with their customers and share information and feedback which further enhances activities in building a business brand (Yuvaraj & Indumathi, 2018). Furthermore, it was also confirmed by Sundaram et al. (2020) that digital marketing has changed traditional marketing strategies, and has been widely adopted by companies to promote their brands and reach wider consumers. With digital media, it is easy for consumers to get access to information anywhere and at any time. Digital media has given rise to social media and changed the way information is disseminated as it has helped in the incorporation of innovation and creativity in information and increased sharing of information in social networks. Hootsuite

Wearesocial research results in 2020 show that in Indonesia there are 272 million people and 160 million people are active on social media, amounting to 59% of the population, up 30% from 2019 figures. Due to the research findings, many organizations see the potential to utilize new media At the moment.

The development of social media can be used as the most effective and efficient promotional media. Kusumawardini & Werdani (2019) argue that considering that everyone can quickly use social media, it makes it easier for users to access knowledge about various topics. Hien et al. (2022) found that digital marketing such as social media has proven effective in increasing brand awareness and consumer purchase intentions. According to Goday et al. (2016) social media offers various opportunities and benefits for successful brand management, the main challenge is measuring the impact of marketing management practices. Because businesses can develop a direct, two-way communication flow through social media with customers that is dynamic, engaging, and fast-paced, social media marketing can increase brand loyalty. Since good engagement activities can contribute to brand equity, especially brand loyalty, loyalty can be increased by creating social media accounts and connecting directly with customers. Muchardie et al. (2016) in their research stated that social media marketing has a positive effect on brand loyalty. Furthermore, Istrefi (2021) revealed that digital marketing via social media influences brand promotion and brand position. These findings also confirm that social media is relatively more widely used than other marketing channels.

To see the phenomenon that occurred at RSIA Grand Family, researchers carried out a pre-survey on 30 patients who were willing to fill out a pre-research questionnaire. The questionnaire contains questions regarding brand loyalty variables

at RSIA Grand Family so that an overview of these variables can be obtained. Based on the results of a pre-survey conducted to see the phenomena that occur, it is known that brand loyalty among RSIA Grand Family patients is still less than optimal. This can be seen from the achievement of Brand Loyalty which only reached 50.83%, still below 60%. It can be seen from the responses of respondents who stated that they did not agree or even strongly disagreed with the statements made to RSIA Grand Family patients. The results of these responses show that the Brand Loyalty owned by the RSIA Grand Family is not good enough.

Customers view social media as a more trustworthy promotional tool compared to other conventional promotional tools because this media offers interactive communication and positive results (Tatar & Erdogmus, 2016). Increased brand loyalty can result from the influence of social media marketing operations on consumer perceptions of the brand (Laroche et al, 2013). According to a number of studies, social media marketing initiatives significantly increase brand loyalty (Bilgin, 2018; Ibrahmin & Aljarah, 2018). Melovic et al. (2020) stated that the most popular type of digital marketing used by businesses in Industry 4.0 is social media. The use of social media as an effective marketing tool can also be utilized by hospital organizations, especially as competition in hospitals is currently quite tight. Especially for for-profit private hospitals which are part of the trend of network/group hospital expansion, the number of hospitals in Indonesia grew quite rapidly between 2010 and 2020. Government hospitals only increased by 39% over the last ten years (2011–2020), from 751 to 1,043, but private hospitals increased by 92%, from 990 to 1900. Moreover, because their revenues were increasing rapidly, private hospitals controlled 67% of the private hospital market. However, until now, RSIA Grand Family has not optimally utilized the role of social media as an effective marketing tool in getting new patients and maintaining patient loyalty.

RSIA Grand Family's online marketing activities are still relatively low compared to offline marketing activities, while the reach of online marketing is wider and more flexible than offline marketing, especially now that almost all people are involved in social media. However, on the other hand, RSIA Grand Family management still allocates a less than optimal budget for online marketing activities. RSIA Grand Family's lack of intensity in utilizing online marketing activities and social media as marketing activities has had an impact on the lack of optimal brand loyalty and brand equity at RSIA Grand Family. This condition is indicated by a decrease in the number of visits from RSIA Grand Family patients.

Quite tight competition has emerged as a result of the rapid expansion of hospitals, especially the Mother and Child Hospital (RSIA). In order for hospitals to survive and excel in competition, the hospital administration must see this situation. One of the factors that hospital management can use to increase competitiveness is patient trust. Angkie and Tanoto (2019) argue that marketers can use social media to create brands. With strong social media, customers will see the company as having high value, which will increase brand loyalty. The research results of Utami and Saputri (2020) show that social media marketing has a significant effect on brand loyalty.

According to research conducted by Godey et al. (2016), social media marketing significantly increases brand equity. Furthermore, according to Sohail et al. (2020), social media marketing may be a way to communicate, exchange information, and showcase goods or services to build trust. Zulfikar and Mikhriani (2017) in their research show that social media marketing

has a positive and significant effect on brand trust. Similar results by Zulfikar and Mikhriani (2017) show how social media marketing influences brand loyalty and brand trust. Ebrahim (2019), on the other hand, found that social media marketing had no impact on brand equity.

Because Grand Family Hospital in North Jakarta also uses social media to promote hospital health, this research was conducted there. Grand Family Hospital pioneered the use of social media, particularly Facebook and Instagram, to promote health through real-time interactive techniques. However, social media marketing is considered inefficient based on actual field conditions. Therefore, researchers are interested in studying social media-based health promotion initiatives at Grand Family Hospital.

LITERATURE REVIEW
Brand Loyalty
According to Aaker (2015), brand loyalty is the attachment that people feel towards a company. The number of repeat purchases or commitment to continue using the brand as the main choice are two indicators of behavioral loyalty in the market. Then Pappu & Quester (2016) said that brand loyalty refers to an attitude of commitment, being highly trusted, and being a reference for consistently repurchasing or protecting products or services from the chosen brand. Keller (2018) has proposed that brand loyalty can be measured historically through purchasing behavior; further that purchasing loyalty can lead to better and larger market share and empower brands to position higher brand prices. According to Yoo et al. (2000), brand loyalty is the intention to buy a particular brand as someone's first choice.

Brand Trust
Brand Trust is conceptualized as a confident expectation of the reliability and intensity of a brand in situations that involve risk for consumers. According to Zahoor et al. (2016), brand trust is the consumer's readiness to rely on the brand's capacity to fulfill its claimed role. The trust construct involves a calculative process based on the role of an object to continue performing its role and the relationship between costs and rewards (Doney & Cannon, 1997). Consumers' readiness to trust a company's capacity to deliver what is promised is known as brand trust. Consequently, improving areas of trust, such as security and dependability, requires organizations to act in the best interests of their customers (Chaudhuri & Holbrook, 2001).

Brand Equity
Brand equity is a collection of brand assets and liabilities related to a brand, its name and symbols that increase or decrease the value provided by a product or service to a business and/or the business's clients (Aaker, 2015). Customer-based brand equity is the differential impact of brand knowledge on consumer responses to that brand's marketing in the context of consumer-based marketing decision making (Keller, 2019). In contrast, brand equity is explained by Kotler and Armstrong (2018) as a favorable differentiating impact that is visible in the way customers react to a product or service. Customer perception of brand value impacts its performance and increases financial profits for the business (Lassar et al., 1995).

Social Media Marketing
To achieve marketing and brand communication goals through involvement in various social media networks, social media marketing is a type of product marketing that utilizes the internet network (Rognerud, 2008). The use of social media marketing itself has created more possible business opportunities where customers are now exposed to brand messages but build more interactions (Kim & Ko, 2012). Social media marketing, according to Tuten and Solomon (2017), is the use of social media technology, channels and software to provide communication, delivery, exchange and offers that are beneficial to organizational stakeholders.

Research Hypothesis
According to Lin & Lee in Sohail & Hasan (2020), trust is the psychologically beneficial hope that clients have towards a

brand. Compared to more conventional promotional mix components, consumers view social media as more reliable. Perhaps this is due to the direct contact, direct feedback and more objective material produced by social media (Tatar & Eren-Erdoğmuş, 2016). Comparing social media with conventional advertising channels, consumers consider social media to be more reliable and trustworthy. Social media's capacity to offer live conversations, direct feedback, and more objective user-generated information may be one explanation. Tatar & Eren-Erdoğmuş (2016) also revealed that social media marketing in the hotel business influences customer brand awareness, purchase intention and brand trust. Likewise, Khan (2019) stated that brand loyalty is said to be influenced by social media marketing operations, which also increase social media engagement.

Social media marketing allows businesses to develop close bonds with their consumers and gain a deeper understanding of them. The use of social media can help companies see various points of view and monitor changes in customer moods. Businesses can increase brand value through social media by increasing awareness, attracting new clients, and enhancing their brand image (Godey et al., 2016). The influence of social media marketing activities on customer equity is supported. Social media marketing is considered an effective technique for cultivating customer relationships. According to research findings by Koay et al. (2020), social media marketing can have an impact on brand equity.

Social media is increasingly being used for marketing communications due to its usefulness and adaptability. The advantages of using social media include the lack of time, location, media and cost restrictions (Kim and Ko, 2012). Companies can adopt the use of social media as a cost-effective way to create awareness of their brand and in turn create loyalty among their customers (Sohail & Hasan, 2020). Šerić & Praničević (2017) stated that brand loyalty is the main result of consumer engagement on social media. Laksmana's (2018) research has shown that social media marketing does influence brand loyalty. The information overload on the internet has made it a challenge to communicate and engage with consumers. Compared to face-to-face conversations, trust is more important in the online environment. This illustrates how ready customers are to communicate online and use social media. In relationship marketing, trust is critical to building and maintaining connections. These arise from previous interactions and help increase brand awareness and relationships. Amalina (2016) said that brand trust is a consumer's sense of dependence based on experience, or more specifically, a series of transactions or interactions that meet product performance and satisfaction expectations. Thus, brand trust can strengthen company assets as demonstrated by brand equity (Ambler in Ebrahim, 2019).

Annisa (2016) revealed that because the brand guarantees that the brand will fulfill its promises to customers and minimize risks, consumers who have confidence in the brand are ready to take these risks. Marliawati & Cahyaningdyah (2020) explain that customer loyalty to a brand is determined by customer trust, and this trust has the ability to establish high-value relationships. Building brand loyalty requires a lot of brand trust. When satisfied consumers have a high level of trust in the brand, they will become loyal customers. Previous research has found a relationship between brand trust and brand loyalty (Huang, 2017). Likewise, Sohail & Hasan (2020) found a positive relationship between brand trust and customer loyalty.

According to Mahmood et al. (2018), brand loyalty is very important in managing a company's competitive advantage. Users who have a high level of trust are more likely to use social media and are more active in it, which ultimately increases the value of a company (Chahal & Rani, 2017). Consumer brand loyalty highlights a business' competitive advantage, can prevent competitors from entering the market, lower marketing costs, and encourage word-of-mouth advertising of goods and services. Ebrahim (2019) perceives repurchase intention and brand loyalty as characteristics of the value offered by the brand. as a result, a strong positive outlook

is required with behavioral loyalty as a result.

Based on the literature review and research paradigm above, a hypothesis is obtained as below.
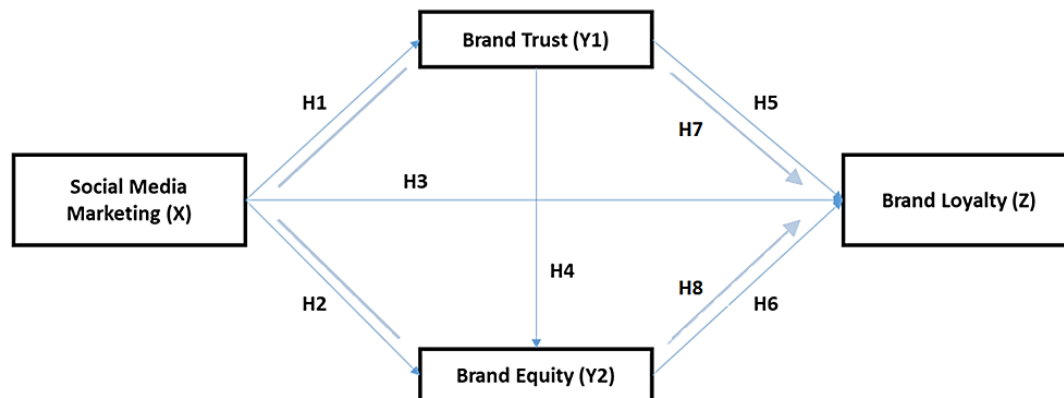
Figure 1. Research Hypothesis

Research hypotheses include;
H1: Social Media Marketing has a positive effect on Brand Trust
H2: Social Media Marketing has a positive effect on Brand Equity
H3: Social Media Marketing has a positive effect on Brand Loyalty
H4: Brand Trust has a positive effect on Brand Equity
H5: Brand Trust has a positive effect on Brand Loyalty
H6: Brand Equity has a positive effect on Brand Loyalty
H7: Brand Trust mediates the influence of Social Media Marketing on Brand Loyalty
H8: Brand Equity mediates the influence of Social Media Marketing on Brand Loyalty

METHODS

This research is included in the type of explanatory causality research, namely research that refers to research studies that aim to explain why certain events occur in certain situations. The independent variable in this research is Social Media Marketing (X). Meanwhile, the dependent variables in this research are Brand Trust (Y1) and Brand Equity (Y2), with Brand Loyalty as the intervening variable (Z). Patients from RSIA Grand Family who actively use social media are the research population. Non-probability sampling is used, and the sampling approach uses a judgment sampling method, that is, samples are selected or decided according to how well they can meet the research

objectives or the researcher's own preferences (Sugiyono, 2018). This research sets sample criteria such as; 1) RSIA Grand

Family patients, 2) RSIA Grand Family patients who actively use social media. Determination of the minimum sample size for SEM in this study refers to Hair et al, (2014) is (Number of indicators + number of latent variables) x (5 to 10 times). Thus, the number of samples in this study is the number of indicators (25) + the number of latent variables (4) x 5 = 145 respondents.
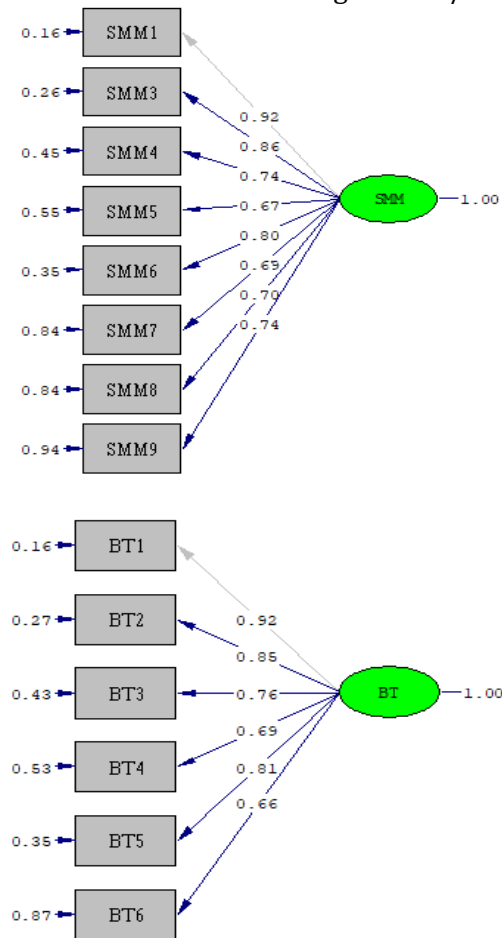
The main data in this research uses primary data, which was obtained from the results of distributing questionnaires. The instrument used in this research is a closed questionnaire, or a questionnaire where the answers are provided so that the respondent only makes their choice. The Likert scale is the measurement scale used in this research. Data analysis in this research was carried out using descriptive statistics and inferential statistics. For descriptive statistical analysis using the three box method, while inferential statistics use structural equation modeling (SEM) analysis with the Lisrel (Linear Structural Relation) program version 8.80.

RESULT
**Testing Analysis Requirements**

Validity and reliability tests were carried out on the research instruments. The measuring instruments used have an important role in determining the validity of a research result. The findings of the

research carried out cannot describe the actual situation if the measuring instruments used are damaged and/or unreliable. The next discussion will explain the findings of the validity and reliability tests.
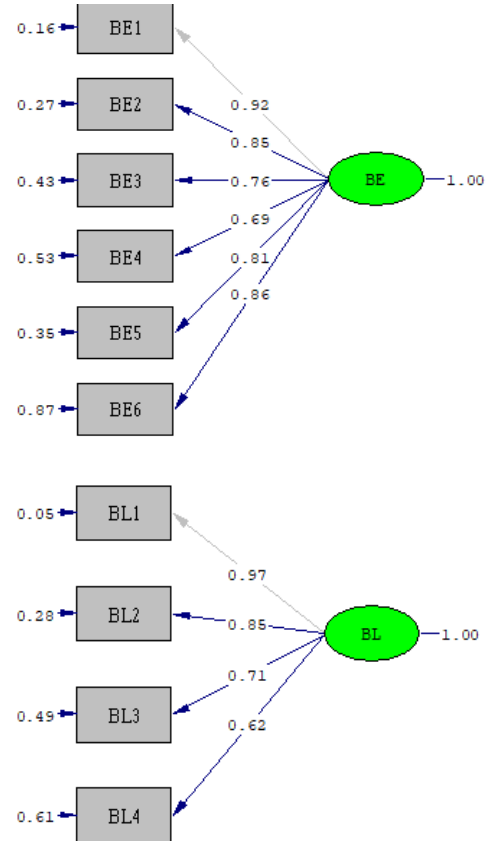
Source: Hasil LISREL 8.70 (2023)
Figure 2. CFA Validity Test

Based on Figure 2 above, it is known that all statements or indicator variables are social media marketing, brand trust, brand equity and brand loyalty. Because the research has a standardized loading factor value greater than 0.5, the research is said to be valid.

Therefore, because there are no signs that should be ignored, it can be said that all indicators are valid. on social media marketing variables, brand trust, brand equity, and brand loyalty are significantly able to reflect latent variables.

Table 1. Reliability Test Results

Variable	Indicator	*Loading Factor*	CR	Conclusion
	SMM1	0,92		
	SMM3	0,86		
Social	SMM4	0,74		
Media	SMM5	0,67	0,860	Reliable
Marketing	SMM6	0,80		
(X1)	SMM7	0,69		
	SMM8	0,70		
	SMM9	0,74		
	BT1	0,92		
Brand	BT2	0,85		
Trust	BT3	0,76	0,824	Reliable
(Y1)	BT4	0,69		
	BT5	0,81		

Variable	Indicator	*Loading Factor*	CR	Conclusion
Brand Equity (Y2)	BT6	0,66		
	BE1	0,92		
	BE2	0,85		
	BE3	0,76	0,830	Reliable
	BE4	0,69		
	BE5	0,81		
	BE6	0,86		
Brand Loyalty (Z)	BL1	0,97		
	BL2	0,85	0,759	Reliable
	BL3	0,71		
	BL4	0,62		

Source: LISREL Result 8.70 (2023)

All variables (Social Media Marketing, Brand Trust, Brand Equity, and Brand Loyalty) have a construct reliability value of > 0.07. These findings clearly show that each variable is reliable and every indication used to measure each variable is adequate. By obtaining a construct reliability value that is higher than the standardization value, the data used in this research is proven to be reliable for assessing research variables.

Hypothesis test

The Structural Equation Model (SEM) analysis approach which includes model suitability index test components and critical ratio (CR) tests is used in testing this research hypothesis to provide answers to research questions.

1. Overall Model Fit

Analysis Starting with a general model application test, structural model analysis in SEM (Hair et al., 2014) looked at the goodness-of-fitindex (GFI) statistical indicators from the LISREL output. Overall, the summary in Table 2 below provides an overview of the important parameters in validating the overall applicability of the model.

Table 2. Model Fit Test Results

| Measure of Degree of Match	Definition of Model Fit	Value	Acceptable level of fit	Description
Goodness of Fit Indices (GFI)	A measure of the accuracy of the model in producing the observed covariance matrix	0,92	GFI $\geq$ 0,9	*Good Fit*
Root Mean Square Error of Approximation (RMSEA)	Measuring the deviation of parameter values in a model with the population covariance matrix	0,079	RMSEA $\leq$ 0,08 (good fit)	*Good Fit*
Normed Fit Index (NFI)	It is one of the additional original fit indices	0,96	NFI > 0,90	*Good Fit*
Adjusted GFI (AGFI)	Calculating different levels of model complexity/adjusting the influence of degrees of freedom on a model	0,98	AGFI $\geq$ 0,90	*Good Fit*
Comparative Fit Index (CFI)	It is an additional fit index which is an improved version of the normed fit index	0,98	CFI > 0,90	*Good Fit*
Incremental Fit Index (IFI)	Used to overcome parsimony and sample	0,98	IFI > 0,90	*Good Fit*

Measure of Degree of Match	Definition of Model Fit	Value	Acceptable level of fit	Description
Relative Fit Index (RFI)	size problems, which are related to NFI Used to overcome the problem of parsimony and sample size, which is related to NFI. Used to measure fit where the value is 0 to 1	0,94	RFI > 0,90	*Good Fit*

Source: LISREL Result 8.70 (2023)

The model fit test results show that the RMSEA is 0.017, less than 0.08, so it is considered a satisfactory model. The model is considered good fit because the normed fit index (NFI) model testing results are 0.96 > 0.9 (Ghozali and Fuad, 2007:316). The results of the fit model are confirmed by obtaining an incremental fit index (IFI) value of 0.98, where according to Byrne (1998) in Ghozali and Fuad (2007) the IFI model value of 0.98 is higher than the threshold value of 0.90. As a result, the model has a fairly good level of fit. The model used in this research has an NFI value of 0.96 and an RFI value of 0.94, so it is close to 1 and shows fit. The model is considered suitable if the goodness of fit index (GFI) and adjusted GFI (AGFI)

obtained from model testing are 0.97 and 0.98 respectively, and this value is greater than 0.9.

Empirical modeling is developed based on observational data so that it can be accepted according to the reference in the model feasibility index, or in other words, structural equation modeling has fulfilled every parameter value resulting from observational data, or in accordance with the standard reference values, as can be concluded from goodness of fit test results. This research model is consistent with the empirical situation, in accordance with these findings. The structural model is depicted in the figure below:
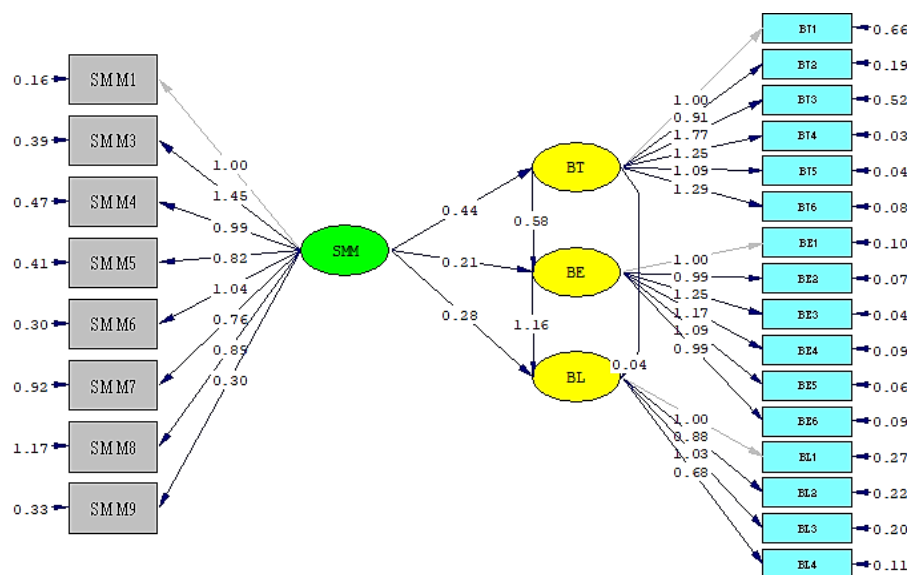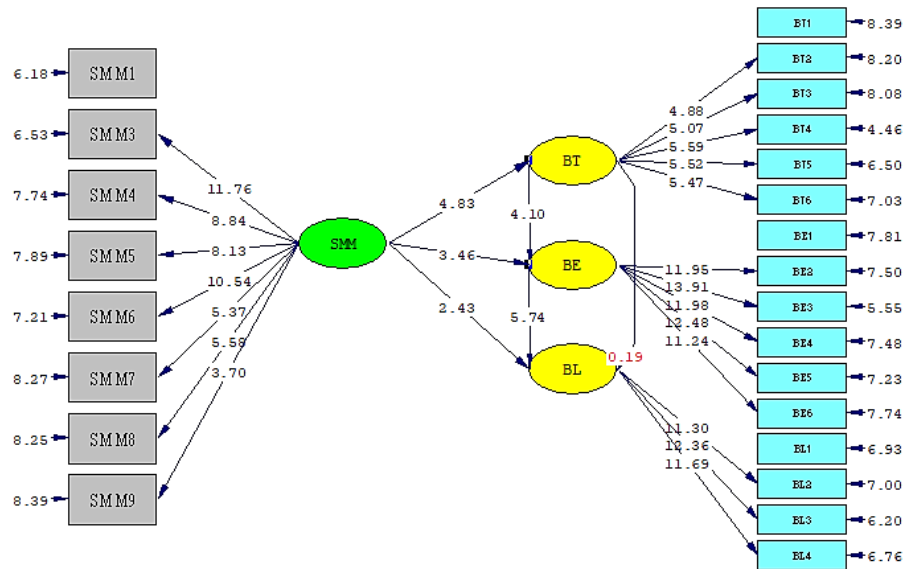

Source: LISREL Result 8.70 (2023)
Figure 3. Structural Model Results

The model used in this research has met the requirements for excellent suitability so that it can be continued in further testing based on the results of various tests on the model suitability test index. On research

This critical value (CR) is checked for hypothesis testing at a confidence level of 95% or 5% error, resulting in a CR value of 1.96 (Hair et al., 2014: 390). Figure 4 below

displays the results of the tests that have been carried out.

Source: LISREL Result 8.70 (2023)
Figure 4. Hypothesis Testing Results

Table 3. Hypothesis Test Results

Path			Coefficient	T-Values	Conclusion
From		**To**			
Social Media Marketing		Brand Trust	0,44	4,83	Accepted
Social Media Marketing		Brand Equity	0,21	3,46	Accepted
Social Media Marketing		Brand Loyalty	0,28	2,43	Accepted
Brand Trust		Brand Equity	0,58	4,10	Accepted
Brand Trust		Brand Loyalty	0,04	0,19	Rejected
Brand Equity		Brand Loyalty	1,16	5,74	Accepted
Social Media Marketing	Brand Trust	Brand Loyalty	0,34	5,57	Accepted
Social Media Marketing	Brand Equity	Brand Loyalty	0,23	4,35	Accepted

Source: Data Processing Results with SmartPLS 3.2.9 (2023)

The critical ratio (CR) value in the LISREL output table in Table 3 can then be used to carry out hypothesis analysis based on the image above. The structural equations are presented as below.
BT = 0,44 SMM
BE = 0,21 SMM + 0,58 BT
BL = 0,28 SMM + 0,04 BT + 1,16 BE

The critical ratio (CR) value must be greater than 1.96 in order to know the significance of the relationship between variables. The table above shows that practically all research hypotheses, both direct and indirect relationships, can be accepted. However, there is one hypothesis that cannot be accepted, namely the direct relationship between brand trust and brand loyalty.

2. Coefficient of Determination Test Results

According to Ghozali (2018), the coefficient of determination (R^2) essentially evaluates how effective the model is in calculating the influence of the independent variable on the dependent variable. The results of the coefficient of determination test are shown in Table 4 below.

Table 4. Coefficient of Determination Test Results

Variable	R Square
Brand Trust	0,50

| Brand Equity | 0,49 |

The R-Square brand trust results attempt to measure the contribution of the social media marketing component. The R-Square value for this finding is 0.50 or 50%. The R-Square value of brand equity then attempts to determine the relative contribution of brand trust and social media marketing factors. Based on these findings, the R-Square value is 0.49 or 49%.

DISCUSSION
The Influence of Social Media Marketing on Brand Trust

Based on the findings of testing the first hypothesis, it is known that social media marketing at RSIA GF has a beneficial and significant influence on brand trust. These results support research conducted by Tatar & Erdoğmuş (2016), which found positive effects of a clear website, website security, online interactivity, and collaboration with other websites which are beneficial to brand trust. One way to increase the brand's emotional bond with consumers is through relationships created on social media, because consumers can interact directly with the company, provide input to the company, and find out all service information. This transparency and openness builds consumer trust because they feel that the brand is communicating honestly and openly. From a marketing perspective, trust has been defined as a customer's willingness to visit a brand again. Compared to more conventional promotional mix components, consumers view social media as more reliable. Social media's capacity to deliver dynamic conversations, immediate feedback, and more objective user-generated material is also another factor.

The Influence of Social Media Marketing on Brand Equity

Based on testing the second hypothesis, it shows that social media marketing has a significant and positive effect on RSIA GF's brand equity. The results of this research support research by Sohail & Hasan (2020) which states that brand community, entertainment, interaction and customization features have a significant and positive relationship with brand loyalty. Koay (2020) found similar results, social media marketing was felt to have a positive and significant influence on consumer-based brand equity. These results show that effective use of social media can enable brands to create positive experiences, build a good reputation, and increase consumer engagement. Utilizing social media can help businesses see different points of view and track changes in customer sentiment. The variety and diversification of social media marketing activities is thus assumed to influence different components of customer-based brand equity. The influence of social media marketing activities on customer equity is supported. SCM helps increase customer awareness of the brand. Brands can reach a larger audience and attract the attention of more people with engaging and relevant content.

The Influence of Social Media Marketing on Brand Loyalty

Based on the findings of testing the third hypothesis, social media marketing at RSIA GF is known to have a positive and significant influence on brand loyalty. The results of this research are in line with research by Laksamana (2018) which found that there is a significant influence of social media marketing on brand loyalty. Joel et al. (2021) found similar results, where social media marketing activities had a significant positive effect on brand loyalty. Thus, Social media marketing can greatly increase brand loyalty if done correctly, by sharing relevant, quality and useful content with consumers. the higher the consumer loyalty. Social media gives businesses the opportunity to communicate with customers directly through comments, direct messages and reactions. These interactions strengthen the bond between the brand and the customer, increasing the sense of engagement and brand loyalty.

The Influence of Brand Trust on Brand Equity

Referring to the results of testing the fourth hypothesis, it is known that brand trust has a positive and significant effect on brand equity at RSIA GF. The findings of this research are in line with research by Ebrahim (2019) which found that brand trust can increase company assets as measured by brand equity. Customers who have high trust tend to be more engaged with the brand, whether through interactions, participation in brand campaigns, or involvement in the brand community. These results indicate that brand trust involves customers' trust and confidence in the brand. So when customers feel confident in the brand and believe that the brand can fulfill their promises and expectations, the brand's reputation tends to be good. A high level of consumer trust helps brands to recover faster from negative impacts and minimizes brand equity losses during periods of crisis.

The Influence of Brand Trust on Brand Loyalty

The fifth hypothesis was tested, and the findings showed that brand trust in RSIA GF did not have a significant effect on brand loyalty. This result is in line with research by Sabrina and Khoiriyah (2011) that brand trust has no effect on brand loyalty. As a result, consumer loyalty to RSIA GF is not influenced by their confidence in the company's ability to fulfill its promises. The lack of influence of brand trust in this study on brand loyalty could be because health services are quite competitive or there are quite a lot of hospitals offering the same services with the same quality or even more to consumers, so consumers have many alternative choices of hospital to go to. . Thus, in increasing consumer loyalty, it is not enough just to rely on the trust aspect, but it needs to be accompanied by other aspects that are more of a priority for consumers, such as brand equity.

The Influence of Brand Equity on Brand Loyalty

The sixth hypothesis that brand equity has a beneficial and quite large influence on brand loyalty at RSIA GF is known from the test findings. The findings of this research support research by Radhitama (2018)

which states that brand equity has a large direct impact on brand loyalty. Yoo & Donthu in Ebrahim (2019) from the start believed that brand loyalty and repurchase intention were aspects of the value provided by brands. These results indicate that brand equity can reflect the value contained in a brand. If a brand has built a strong reputation and trust among consumers, consumers will feel more trust and confidence to remain loyal to the brand. Users who have a high level of trust are more likely to use social media and participate more actively in a business's social media initiatives, both of which increase brand value (Chahal & Rani, 2017). Consistent positive experiences will make consumers feel comfortable continuing to choose that brand.

Brand Trust Mediates the Relationship of Social Media Marketing to Brand Loyalty

Based on the results of testing the seventh hypothesis, it is known that brand trust mediates the relationship between social media marketing and brand loyalty at RSIA GF. The results of this study support the research of Ebrahim et al. (2019) who found that brand trust was proven to mediate the influence of social media marketing on brand loyalty. This indicates that with the presence of brand trust, the influence of the relationship between social media marketing becomes stronger and more influential which can then increase brand loyalty. This good reputation strengthens social media marketing because trusted brands are considered to have higher value in the eyes of consumers. Social media marketing activities introduce consumers to brands, values, products and services through interesting content. Furthermore, positive interactions, informative content and good responses on social media can help build consumer trust in the brand.

Brand Equity Mediates the Relationship of Social Media Marketing to Brand Loyalty

Based on the results of testing the eighth hypothesis, it is known that brand equity mediates the relationship between social media marketing and brand loyalty at RSIA GF. The results of this study support the

research of Ebrahim et al. (2019) who found that brand equity was proven to mediate the influence of social media marketing on brand loyalty. This indicates that brand equity can reflect the value contained in a brand. Brand equity includes elements such as brand reputation, product quality, and customer satisfaction. If a brand has built a strong reputation and trust among consumers, consumers will feel more confident and confident in remaining loyal to the brand, thereby strengthening the influence of social media marketing on brand loyalty. In the context of mediation, brand equity acts as an intermediary between the influence of social media marketing and brand loyalty.

CONCLUSSION

Based on the entire series of analysis results that have been carried out, it is known that social media marketing, brand trust, brand equity are factors that form the level of patient loyalty in maternal and child hospitals, and brand equity is the most dominant variable that is able to increase patient loyalty, so that it is supported by Social media marketing activities that are effective and strengthened by the patient's level of trust in the hospital will make patients more loyal to the mother and child hospital. Brand trust and brand equity can be effective mediators in increasing the relationship between social media marketing and patient loyalty.

SUGGESTION

Future research can carry out research by adding several other independent variables such as brand image, brand awareness, brand satisfaction, brand identity, and perceived quality, where these variables can also add broader results regarding the factors that determine brand loyalty. In addition, it is hoped that future research can expand the number of samples used, so as to provide more representative research. The author also hopes that research on brand loyalty can be developed with different objects because this research can develop over time, so that the research results can also be used more widely and generally.

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