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Building Patient Trust through Social Media Marketing and Customer Experience: Evidence from Hospital X

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Abstract: Patient trust remains a critical issue in healthcare services because it influences patients' decisions to seek treatment and continue using healthcare providers. This study investigates how social media marketing and customer experience shape patient trust at Hospital X, a dental and oral hospital located in Bandung. Quantitative research design was adopted, and data was gathered from 100 patients through a structured questionnaire. The study selected respondents using purposive sampling based on predefined criteria related to service utilization and social media exposure. The researchers analyzed the data using multiple linear regression. The findings reveal that both social media marketing and customer experience positively affect patient trust. The simultaneous test confirmed that the two variables jointly influence patient trust. These results highlight the value of combining effective digital communication with positive service experiences to strengthen trust in healthcare institutions.

Keyword: Social Media Marketing, Customer Experience, Patient Trust, Hospital Services.

INTRODUCTION

Digital transformation over the last few years has changed the way organizations communicate information and interact with the public. The healthcare sector has experienced the same shift. According to the We Are Social report in 2025, Indonesia had more than 143 million active social media users, and the number continues to rise each year (We Are Social & Meltwater, 2025). Widespread social media use has encouraged people to rely on digital platforms when seeking information, comparing services, and forming impressions of an organization before deciding to use its services (Ramadhan, 2023). Healthcare institutions have responded to this trend by using social media as a channel for promotion, health education, and communication with patients. Well-managed social media activities can strengthen relationships with service users and increase confidence in the services offered.

Changes in the way people search for health-related information have encouraged hospitals to adapt to digital developments. Many individuals now use social media to gather information about healthcare facilities, service schedules, medical professionals, and the experiences shared by previous patients (Dinda et al., 2024; Raniya et al., 2024). Information

available on social media often becomes an initial reference before people choose a healthcare provider. Hospitals increasingly employ social media marketing to introduce their services and maintain communication with patients. Consistent marketing activities on social media can improve public confidence in healthcare organizations (Anggrenita & Sander, 2022). Public trust often develops when organizations provide information that is accessible, transparent, and responsive to users' needs.

Trust remains one of the key considerations in healthcare services. Patients usually evaluate more than clinical outcomes when selecting a healthcare provider. They also consider the credibility, reputation, and reliability of the institution delivering the service. Strong trust encourages patients to seek treatment, return for future visits, and recommend the hospital to family members or friends. Low trust may lead patients to seek alternative providers that they believe can better meet their expectations. Hospital management therefore needs to pay close attention to factors that shape and maintain patient trust.

Information distributed through social media helps consumers assess service quality and evaluate the credibility of an organization. Regular communication through digital platforms can strengthen confidence in the organization behind the service (Ang & Andreani, 2022). Researchers have identified a positive relationship between social media marketing and consumer trust in several industries, including cosmetics and beauty products (Silvi & Prabandari, 2024). Karunasingha & Abeysekera (2022) also reported that social media marketing can strengthen trust and influence consumer decision-making behavior. These findings suggest that digital communication can affect how consumers evaluate organizations and their services.

Customer experience represents another factor that may shape patient trust. The concept refers to the experiences customers gain throughout their interactions with an organization at different stages of service delivery. Within healthcare settings, patients form their experiences through registration procedures, interactions with staff, facility comfort, service speed, access to information, and the quality of communication provided by the hospital. Positive experiences create favourable impressions and encourage confidence in the quality of care received. Patients often associate smooth and satisfying service encounters with reliability and professionalism. Research by Febriyanti & Tuti (2023) found that positive customer experiences can strengthen trust toward organizations and brands.

Several studies have confirmed the relationship between customer experience and customer trust. Positive experiences during service use can increase confidence in an organization's ability to meet customer needs. Research involving digital application users found that customer experience influenced customer trust through positive perceptions of the services provided (Saputra et al., 2023). Similar findings emerged from studies conducted in digital service and marketplace environments, where favourable experiences were associated with higher trust levels (Halim et al., 2023). Customers tend to develop stronger confidence when interactions consistently meet or exceed their expectations. The quality of interaction therefore remains closely linked to trust formation.

Despite extensive discussion regarding social media marketing, customer experience, and trust, most previous studies have focused on non-healthcare sectors. Research on social media marketing has largely examined cosmetics, beauty products, furniture, food and beverage businesses, and digital commerce (Anggrenita & Sander, 2022). Other studies have positioned trust as a mediating variable between social media marketing and outcomes such as purchase intention or repurchase intention (Oktaviani et al., 2024; Wijaya et al., 2023). Research on customer experience and trust has commonly been conducted in banking, marketplaces, digital applications, and the automotive industry (Ayuanti & Natalie, 2023; Lantang & Keni, 2022). Evidence from healthcare settings remains relatively limited when compared with these sectors. This condition leaves room for further investigation into trust

formation among healthcare service users.

Many previous studies have concentrated on purchase intention, purchasing decisions, customer loyalty, or repurchase intention as dependent variables (Febriyantor et al., 2025; Ramadhan, 2023). Healthcare services differ from commercial sectors in several respects, making it difficult to directly apply findings from those industries to patient behavior. Patients face higher levels of uncertainty and perceived risk when selecting healthcare providers. Trust therefore occupies a more central position in healthcare decisions than in many other business settings. Empirical evidence that specifically addresses trust formation in healthcare institutions remains necessary.

The novelty of this study lies in examining the effect of social media marketing and the quality of interactions, represented by customer experience, on patient trust at a teaching dental hospital in Bandung. This study combines two variables that have frequently been examined separately into a single research model focused on patient trust. The healthcare setting also offers a different perspective from studies that predominantly investigate commercial industries. Findings from this study may enrich discussions on healthcare service marketing and provide practical insights for hospital management seeking to strengthen digital communication and improve patient interactions. This study therefore aims to analyze the influence of social media marketing and customer experience on patient trust at Hospital X.

H1: The effect of social media marketing on patient trust

H2: The effect of customer experience on patient trust

H3: The effect of social media marketing and customer experience on patient trust

METHOD

This study employed a quantitative approach using a survey method to examine the influence of social media marketing and customer experience on patient trust. The research took place at a teaching dental hospital in Bandung. The study population consisted of all patients who had received healthcare services at the hospital. The researchers selected respondents through purposive sampling. Participants had to be at least 17 years old, have used the hospital's services, and have accessed information about the hospital through social media. The final sample included 100 respondents. Data collection relied on a structured questionnaire that used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The independent variables in this study were social media marketing (X1) and customer experience (X2), while patient trust (Y) served as the dependent variable. The researchers measured social media marketing using the dimensions of entertainment, interaction, trendiness, customization, and word of mouth proposed by Kim & Ko (2012). Customer experience was assessed through the dimensions of sense, feel, think, act, and relate developed by Schmitt (1999). Patient trust was measured using the dimensions of ability, benevolence, and integrity introduced by Mayer et al. (1995). The researchers translated each dimension into several questionnaire items that reflected the characteristics of healthcare services. This approach allowed the measurement indicators to better capture patients' perceptions and experiences within the hospital setting.

The analysis began with validity and reliability testing to evaluate the quality of the research instrument. Results from the validity and reliability tests indicated that all instrument items met the required criteria. Each item produced an r-value higher than the r-table value of 0.194, achieved a significance value below 0.05, and recorded a Cronbach's alpha coefficient greater than 0.70. The researchers then conducted classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, before performing multiple linear regression analysis.

Hypothesis testing relied on both t-tests and F-tests. The t-test examined the individual effect of each independent variable on patient trust. The F-test evaluated the combined effect of social media marketing and customer experience on the dependent variable. The researchers also calculated the coefficient of determination (R^2) to assess how much variation in patient trust could be explained by the two independent variables included in the model. This procedure enabled the study to identify the relative strength of each variable and evaluate the overall explanatory power of the regression model.

RESULTS AND DISCUSSION

Result

The respondent profile provides an overview of the individuals who participated in this study. Information regarding demographic characteristics helps describe the composition of the sample and offers context for interpreting the research findings. The characteristics examined include several attributes considered relevant to the study objectives. A summary of respondent characteristics is presented below.

Table 1. Respondent's Characteristic

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	42	42
	Female	58	58
Age	17–19 years	12	12
	20–30 years	39	39
	31–40 years	24	24
	41–50 years	15	15
	>50 years	10	10
Education Level	Senior High School	28	28
	Diploma	22	22
	Bachelor's Degree	38	38
	Postgraduate Degree	8	8
	Others	4	4
Frequency of Hospital Visits	1 time	21	21
	2–3 times	37	37
	4–5 times	24	24
	>5 times	18	18

Source: Processed by the researchers (2026)

Table 1 presents the characteristics of the respondents included in this study. Female respondents accounted for most of the sample, representing 58% of the total participants, while male respondents comprised 42%. Most respondents were between 20 and 30 years old (39%), followed by those aged 31–40 years (24. %). Respondents with a bachelor's degree formed the largest educational group at 38.00%, followed by senior high school graduates at 28% and diploma holders at 22%. In terms of hospital visit frequency, 37% of respondents had visited the hospital two to three times, while 24% reported four to five visits. These characteristics indicate that the sample was dominated by relatively young adults with prior experience using the hospital's services, providing an appropriate basis for evaluating perceptions of social media marketing, customer experience, and patient trust.

Prior to conducting the main data analysis, the researchers evaluated the quality of the research instrument through validity and reliability testing. These tests aimed to determine whether the questionnaire items accurately measured the intended constructs and produced consistent results. A valid and reliable instrument is essential for ensuring the accuracy of

subsequent statistical analyses. The validity test examined the relationship between each item and the corresponding variable, while the reliability test assessed the internal consistency of the measurement instrument. The results of both tests are presented in the following tables.

Table 2. Validity and Reliability Test Result

Indicators	R	Cronbach's Alpha
X1.1	0.934	0.891
X1.2	0.931	0.894
X1.3	0.899	0.894
X1.4	0.894	0.894
X1.5	0.902	0.893
X2.1	0.930	0.893
X2.2	0.936	0.894
X2.3	0.939	0.892
X2.4	0.900	0.896
X2.5	0.921	0.896
Y.1	0.900	0.888
Y.2	0.880	0.888
Y.3	0.887	0.889

Source: Processed by the researchers (2026)

The validity and reliability tests confirmed that all measurement items met the required criteria for further analysis. The validity test results showed that each indicator produced a correlation coefficient higher than the critical r-table value and achieved significance values below 0.05, indicating that all items accurately measured their intended constructs. The reliability test also demonstrated satisfactory internal consistency across all variables. Each construct recorded a Cronbach's alpha value greater than 0.70, exceeding the commonly accepted threshold for reliability. These results indicate that the research instrument is both valid and reliable, allowing the data to be used confidently in the subsequent statistical analyses.

Before testing the hypotheses through multiple linear regression analysis, the researchers conducted a series of classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests. These procedures aimed to verify whether the regression model satisfied the statistical assumptions required for further analysis. A model that meets these assumptions can provide more reliable parameter estimates. The researchers evaluated each assumption separately before proceeding with hypothesis testing. Results from these tests indicated that the data fulfilled the necessary requirements for multiple linear regression analysis.

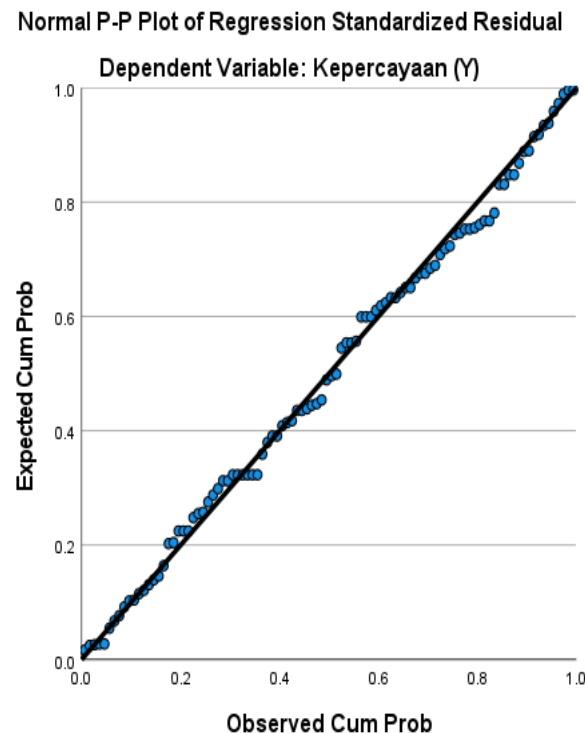


Figure 1. Normality Test Results Using the P-P Plot
(Source: Processed by researchers, 2026)

Figure 1 shows that the data points are distributed close to the diagonal line without forming substantial deviations. Most observations follow the expected pattern of a normal distribution. No extreme departures from the diagonal line appear in the plot. The distribution pattern suggests that the residuals meet the assumption of normality. The researchers therefore proceeded with the regression analysis.

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF
Social media marketing (X1)	0.998	1.002
Customer experience (X2)	0.998	1.002

Source: Processed by the researchers (2026)

Table 3 indicates that social media marketing (X1) and customer experience (X2) both produced tolerance values of 0.998. These values exceed the minimum threshold of 0.10. Each variable also generated a VIF value of 1.002, which remains far below the maximum acceptable value of 10. The findings suggest that independent variables do not share a high degree of correlation with one another. The regression model therefore satisfies the multicollinearity assumption and can be used for further analysis.

Table 4. Heteroscedasticity Test Results Using the Glejser Test

Variable	t	Sig.
Constant	1.828	0.071
Social media marketing (X1)	-0.836	0.405
Customer experience (X2)	0.703	0.484

Source: Processed by the researchers (2026)

The significance value for social media marketing (X1) reached 0.405, while customer experience (X2) recorded a significance value of 0.484. Both values exceed the 0.05 significance level. These results indicate that neither independent variable has a statistically significant relationship with the absolute residual values. The regression model therefore does not suffer from heteroscedasticity problems. Constant variance across residuals supports the suitability of the model for hypothesis testing.

Table 5. Multiple Linear Regression Analysis

Model	B	t	Sig.
(Constant)	2.966	4.407	0.000
Social media marketing (X1)	0.267	10.536	0.000
Customer experience (X2)	0.205	8.215	0.000

Source: Processed by the researchers (2026)

The regression analysis generated the following equation:

$$Y=2.966+0.267X_1+0.205X_2$$

The constant value of 2.966 represents the predicted level of patient trust when social media marketing and customer experience remain unchanged. social media marketing produced a regression coefficient of 0.267. This coefficient indicates that a one-unit increase in social media marketing corresponds to an increase of 0.267 units in patient trust while other variables remain constant. Customer experience generated a coefficient of 0.205, meaning that a one-unit increase in customer experience corresponds to an increase of 0.205 units in patient trust. Positive coefficients for both variables indicate that stronger social media marketing activities and better patient experiences are associated with higher levels of patient trust.

Table 6. t-Test Results (Partial Effects)

Variable	t	Sig.	Result
Social media marketing (X1)	10.536	0.000	Significant
Customer experience (X2)	8.215	0.000	Significant

Source: Processed by the researchers (2026)

Social media marketing (X1) obtained a t-value of 10.536 with a significance level of 0.000. The significance value falls below the threshold of 0.05, indicating a positive relationship between social media marketing and patient trust. Patients tend to place greater trust in a hospital when its social media activities provide useful information and maintain consistent communication. Customer experience (X2) produced a t-value of 8.215 with a significance value of 0.000. The result confirms a positive relationship between customer experience and patient trust. Patients who experience satisfactory interactions during healthcare services are more likely to trust the hospital and its services.

Table 7. F-Test Results (Simultaneous Effect)

Model	F	Sig.
Regression	93.296	0.000

Source: Processed by the researchers (2026)

The F-test produced an F-value of 93.296 with a significance level of 0.000. This value falls below the 0.05 threshold and confirms that the independent variables jointly influence Patient Trust. The result indicates that social media marketing and customer experience work together in shaping patient perceptions toward the hospital. Patients evaluate

information received through digital channels while also considering their direct experiences during service encounters. Both elements contribute to the development of trust in Hospital X. The findings support the hypothesis proposing a simultaneous effect of social media marketing and customer experience on patient trust.

Table 8. Coefficient of Determination (R^2)

R	R Square	Adjusted R Square	Std. Error
0.811	0.658	0.651	0.89843

Source: Processed by the researchers (2026)

Table 8 reports an Adjusted R Square value of 0.651. This result indicates that social media marketing and customer experience explain 65.1% of the variation in patient trust. The remaining 34.9% may originate from factors not included in the present model, such as service quality, patient satisfaction, hospital image, communication with healthcare professionals, or other relevant variables. The correlation coefficient (R) of 0.811 reflects a very strong relationship between the independent variables and patient trust. Patients appear more likely to trust Hospital X when they encounter positive service experiences and receive informative communication through social media. The model demonstrates substantial explanatory power in predicting patient trust within the healthcare setting examined in this study.

Discussion

The effect of social media marketing on patient trust

The hypothesis testing results confirmed that social media marketing has a positive and statistically significant effect on patient trust. The regression analysis produced a coefficient of 0.267 with a significance value of 0.000, which falls below the 0.05 threshold. This finding suggests that improvements in the hospital's social media marketing activities correspond with higher levels of patient trust. Poorly managed social media communication may lead patients to question the credibility of the information provided by the hospital. The results indicate that social media has evolved beyond a promotional channel and now serves as an important medium through which hospitals establish relationships with patients.

Social media enables hospitals to distribute information quickly and directly to the public. Hospitals can share details regarding healthcare services, physician schedules, available facilities, health education materials, and community outreach programs through digital platforms. Easy access to this information helps patients gather knowledge before seeking treatment. Patients often face uncertainty when selecting healthcare providers because they cannot fully evaluate service quality before receiving care. Access to clear and accessible information can reduce this uncertainty and encourage greater confidence in the hospital. Trust emerges when patients perceive that the information provided aligns with their needs and expectations.

The findings are consistent with the social media marketing activities framework proposed by Kim & Ko (2012), which includes entertainment, interaction, trendiness, customization, and electronic word of mouth. These dimensions help organizations create stronger connections with consumers through digital communication. Interaction allows consumers to obtain information directly while also expressing opinions and experiences related to a service. Hospitals that respond promptly to questions and concerns demonstrate attentiveness toward patient needs. Patients may interpret responsive communication as evidence of professionalism and organizational commitment. Active engagement through social media can therefore strengthen confidence in the institution behind the service.

The results also support the trust model developed by Mayer et al. (1995), which describes trust through the dimensions of ability, benevolence, and integrity. Consistent

social media activities can strengthen perceptions of a hospital's capability to provide healthcare services. Educational content and patient-oriented communication may encourage the public to view the hospital as an organization that genuinely cares about community well-being. Transparent communication practices can reinforce perceptions of honesty and accountability. Patients frequently assess an institution not only through clinical outcomes but also through the way it communicates with the public. Social media therefore functions as a channel through which hospitals can shape perceptions related to competence, concern, and credibility.

The present findings are consistent with the study conducted by Silvi & Prabandari (2024), which reported a positive relationship between social media marketing and consumer trust. Their study argued that social media activities can strengthen consumer confidence in both organizations and the products or services they offer. Similar conclusions were reported by Anggrenita & Sander (2022), who found that social media marketing positively affects customer trust. Consumers who regularly receive information through social media often possess greater familiarity with an organization. Familiarity can reduce uncertainty and create a stronger foundation for trust. The current study extends these findings to the healthcare sector, where trust carries greater consequences because it influences decisions related to health and treatment.

Evidence from this study also aligns with the work of Haudi et al. (2022), who found that social media marketing influences the development of brand trust. Consistent communication through digital platforms can shape favourable perceptions of an organization (Sari & Widodo, 2022). In healthcare settings, positive perceptions may develop into confidence in the hospital's competence and credibility. Patients frequently rely on publicly available information when evaluating healthcare providers. Social media provides hospitals with opportunities to present professional achievements, health education content, and service updates. These activities can influence how patients assess the organization before making healthcare decisions.

The findings further support the arguments presented by Karunasingha & Abeysekera (2022), who identified trust as one of the outcomes of digital marketing activities. Information available through social media helps consumers reduce perceived risk before using a service. Healthcare decisions generally involve higher levels of uncertainty than many commercial transactions because they relate directly to personal well-being. Patients often seek reassurance before selecting a healthcare provider. Social media can supply that reassurance when hospitals communicate information clearly and maintain credibility in their online interactions (Ismail et al., 2025). Reliable communication may therefore encourage patients to place greater trust in the institution.

The standardized beta coefficient of 0.626 indicates that social media marketing makes a substantial contribution to explaining variations in Patient Trust. Patients evaluate more than their direct service experiences when forming judgments about a hospital. They also observe how the institution communicates, responds to public concerns, and presents information through digital channels. Active, informative, and interactive social media activities can strengthen confidence in the quality of healthcare services offered (Ratag et al., 2022). Hospital management should therefore view social media as a long-term relationship-building tool rather than merely a promotional platform. Growth in social media use among the public suggests that digital communication will continue to shape patient perceptions and influence trust in healthcare organizations. Hospitals that manage their online presence carefully may find it easier to maintain patient confidence and strengthen long-term relationships with service users.

The effect of customer experience on patient trust

The hypothesis testing results confirmed that customer experience has a positive and statistically significant effect on patient trust. The regression analysis produced a coefficient of 0.205 with a significance value of 0.000, which is below the 0.05 threshold. This finding indicates that patients who report better experiences during their interactions with the hospital tend to express higher levels of trust in the institution. Less satisfactory experiences may weaken confidence in the quality of care and services provided. Trust in healthcare settings develops not only from clinical outcomes but also from the experiences patients encounter throughout the service process. The results suggest that customer experience represents one of the factors associated with trust formation in healthcare organizations.

Customer experience in this study refers to the overall experience patients gain throughout their interactions with the hospital. These interactions begin when patients seek information and continue through registration, treatment, and the completion of healthcare services. Patients evaluate the hospital based on what they encounter at each stage of this journey. Technical aspects of medical care form only one part of the experience. Communication quality, staff responsiveness, waiting times, and service convenience also shape patient perceptions. Positive experiences can strengthen confidence in the hospital, whereas negative experiences may create doubts about its ability to meet patient needs and expectations.

The findings align with the experiential marketing theory developed by Schmitt (1999), which explains customer experience through five dimensions: sense, feel, think, act, and relate. Sensory impressions, emotional responses, intellectual engagement, behavioral experiences, and social connections collectively influence how customers perceive an organization. Patients often form opinions about a hospital through direct encounters with its facilities, employees, and service processes. Comfortable facilities, courteous staff, clear information, and effective communication can create favourable impressions during healthcare visits (Arini & Prabowo, 2025). These impressions may encourage patients to believe that the hospital can provide reliable healthcare services. Stronger positive experiences therefore tend to coincide with higher levels of trust.

The results also support the trust framework proposed by Mayer et al. (1995), which describes trust through the dimensions of ability, benevolence, and integrity. Positive service experience can strengthen perceptions of the hospital's competence in delivering healthcare services. Patients often associate attentive care and responsive service with a genuine concern for their well-being. Consistent service quality may reinforce perceptions that the institution operates honestly and responsibly. Repeated positive interactions allow patients to evaluate whether the hospital fulfils its promises and maintains professional standards. These evaluations contribute to the development of trust toward the healthcare provider.

The present findings are consistent with the study conducted by Saputra et al. (2023), which reported a positive relationship between customer experience and customer trust. Their research found that favourable service experiences can strengthen confidence in service providers. Customers generally place greater trust in organizations that consistently deliver experiences that meet or exceed expectations. Similar patterns appear in healthcare settings, where patients seek reassurance regarding the quality and reliability of services. Positive experiences can help create that reassurance. The current findings suggest that patient trust develops partly through the accumulation of satisfactory service encounters.

Evidence from this study also corresponds with the findings of Halim et al. (2023), who identified a positive relationship between customer experience and customer trust in digital marketplace transactions. Although healthcare services differ considerably from digital commerce, both settings involve interactions that influence perceptions of reliability and credibility. Customers often evaluate organizations through the quality of their experiences

rather than through products or services alone. A favourable interaction can strengthen confidence even before long-term relationships develop. Similar mechanisms may operate within healthcare environments. Patients who experience smooth and satisfactory service processes are more likely to view the hospital as trustworthy.

The findings further support the work of Febriyanti & Tuti (2023), who identified customer experience as a factor associated with higher levels of trust. Positive experiences can create favourable evaluations of service quality and encourage customers to maintain relationships with organizations. Lantang & Keni (2022) reported comparable results within the banking sector, where customer experience influenced trust formation. Similar outcomes across different industries suggest that customer experience remains a consistent predictor of trust in service-based organizations. Patients and customers often rely on direct experiences when evaluating whether an organization deserves their confidence. This pattern appears to extend to healthcare services as well.

Research conducted by Ayuanti & Natalie (2023) as well as Putra & Sary (2024) also reported that positive customer experiences can strengthen brand trust. Consistent experiences that satisfy customer expectations encourage confidence in an organization's ability to deliver quality services over time. In healthcare settings, this confidence may be reflected in trust toward medical professionals, healthcare procedures, and the institution itself. Patients frequently encounter uncertainty when seeking treatment, particularly when they possess limited information about the outcomes of care. Positive experiences can reduce that uncertainty and strengthen confidence in the hospital. Trust therefore develops not only through medical expertise but also through the quality of experiences patients encounter throughout their healthcare journey.

The standardized beta coefficient of 0.488 indicates that customer experience exerts a substantial influence on patient trust. Patients pay close attention to how they are treated during each interaction with the hospital. Comfortable facilities, efficient procedures, courteous staff, and clear communication can shape positive evaluations of the institution. Patients who receive services that align with their expectations are generally more willing to trust the hospital than those who encounter disappointing experiences. These findings suggest that hospitals cannot rely solely on promotional activities or information dissemination when attempting to strengthen patient trust. Hospital management should also focus on improving service encounters across all patient touchpoints. Sustained efforts to create positive experiences may help maintain trust and strengthen long-term relationships between patients and Hospital X.

The effect of social media marketing and customer experience on patient trust

The results of the F-test confirmed that social media marketing and customer experience jointly exert a positive and statistically significant influence on patient trust. The analysis produced an F-value of 93.296 with a significance level of 0.000, which is below the 0.05 threshold. These findings indicate that the two independent variables collectively contribute to explaining variations in patient trust toward Hospital X. Patients do not form trust based on a single source of information. They evaluate both the information provided by the hospital and their direct experiences during service encounters. Trust therefore develops through the interaction of digital communication and actual service experiences.

Social media marketing and customer experience influence different stages of the patient decision-making process. Social media often serves as an initial point of contact between the hospital and prospective patients. Information regarding healthcare services, medical personnel, facilities, and health education content can shape patients' expectations before they visit the hospital. Customer experience becomes more prominent once patients interact directly with the healthcare provider. Patients compare the information they received

through digital platforms with the services they encounter in practice. Consistency between these two elements can strengthen confidence in the hospital and reduce doubts regarding service quality.

The findings suggest that social media communication alone may not be sufficient to sustain patient trust over time. Patients can develop favourable perceptions after viewing informative and engaging content on social media. These perceptions may weaken if the actual service experience fails to meet expectations. A positive customer experience can reinforce the credibility established through digital communication. Hospitals that provide accurate information while maintaining high service standards are more likely to earn patient confidence. Trust tends to become stronger when patients perceive alignment between organizational promises and actual service delivery.

The relationship identified in this study supports the trust framework proposed by Mayer et al. (1995). Patients evaluate the hospital's ability through the quality of medical services and information provided to the public. Benevolence becomes evident when patients perceive genuine concern for their needs during healthcare interactions. Integrity develops when the hospital communicates honestly and delivers services consistently. Social media marketing can strengthen perceptions of ability and integrity through transparent communication, while customer experience allows patients to verify those perceptions through direct interaction. Trust emerges when patients observe consistency across these dimensions.

The findings also reflect the growing importance of digital communication in healthcare services. Patients increasingly seek information through online channels before selecting healthcare providers. Social media platforms allow hospitals to communicate with the public more frequently and reach broader audiences. Direct experiences remain equally important because healthcare services involve personal interactions and high levels of perceived risk. Patients often rely on both information and experience when deciding whether a healthcare institution deserves their trust. The combination of these factors creates a stronger foundation for trust than either factor operating independently.

The coefficient of determination analysis further supports this interpretation. The model produced an Adjusted R Square value of 0.651, indicating that social media marketing and customer experience explain 65.1% of the variation in Patient Trust. This percentage reflects substantial explanatory power for a behavioural study conducted in a healthcare setting. Other factors outside the model may still influence patient trust, including service quality, patient satisfaction, hospital image, communication with healthcare professionals, and previous healthcare experiences. The current findings nevertheless demonstrate that digital communication and patient experience account for a large proportion of trust formation among patients at Hospital X.

The standardized beta coefficients provide additional insight into the relative contribution of each variable. Social media marketing recorded a standardized beta value of 0.626, while customer experience produced a value of 0.488. Both variables contribute to patient trust, although social media marketing appears to exert a stronger influence within the proposed model. This result may reflect the increasing reliance of patients on digital information when evaluating healthcare providers. Patients frequently encounter hospital content through social media before they experience healthcare services directly. Digital communication therefore shapes initial impressions that later interact with service experiences to influence trust.

These findings carry practical implications for hospital management. Efforts to strengthen patient trust should not focus exclusively on promotional activities or service improvements in isolation. Hospital X needs to maintain active and credible social media communication while simultaneously ensuring positive experiences across all patient

touchpoints. Information presented through social media should accurately reflect the quality of services delivered in practice. Patients are more likely to trust healthcare institutions that communicate transparently and consistently fulfil patient expectations. A coordinated strategy that integrates digital engagement and service excellence may help hospitals build stronger and more sustainable relationships with patients.

CONCLUSION

The findings demonstrate that social media marketing and customer experience have positive and statistically significant effects on patient trust at Hospital X. The partial analysis revealed that social media marketing positively influences patient trust, indicating that patients tend to place greater trust in the hospital when its social media activities provide accessible, credible, and engaging information. Customer experience also produced a positive and significant effect on patient trust. Patients who encounter positive experiences throughout the service process are more likely to develop confidence in the hospital and its healthcare services. The simultaneous analysis confirmed that both variables jointly influence patient trust. The model generated an Adjusted R Square value of 0.651, indicating that social media marketing and customer experience explain 65.1% of the variation in patient trust, while the remaining 34.9% may be attributed to factors outside the scope of this study. A comparison of the standardized beta coefficients revealed that social media marketing exerts a stronger influence than customer experience, suggesting that digital communication plays a prominent role in shaping patient trust within the healthcare setting examined.

The results highlight the need for Hospital X to strengthen its social media management practices by providing information that is accurate, responsive, and aligned with the information needs of the public. Efforts to improve patient experiences should receive equal attention through better service interactions, shorter waiting times, comfortable facilities, and clear communication between healthcare professionals and patients. Patients evaluate healthcare providers based on both the information they receive before seeking treatment and the experiences they encounter during service delivery. Hospitals should therefore integrate digital communication strategies with service quality improvement initiatives to maintain patient confidence over time. Future studies may expand the proposed model by incorporating additional variables such as service quality, patient satisfaction, hospital image, electronic word of mouth, or healthcare professional communication quality. Inclusion of these variables may provide a broader explanation of the factors associated with patient trust in healthcare services.

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