

**The Effect of Instagram Marketing On Visit Intention In Healthcare Services:
The Mediating Role of Online Trust – A Case Study Of RS Abdi Waluyo**

By

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BACHELOR'S DEGREE / MASTER'S DEGREE
in

Business Management – Digital Marketing Concentration
Business & Communications

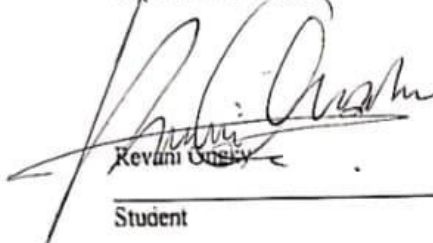


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19 January 2026

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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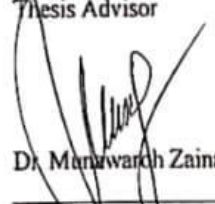


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ABSTRACT

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The growing use of social media has transformed how healthcare institutions communicate with the public. Instagram, in particular, has emerged as a major digital marketing platform for hospitals to disseminate information, build trust, and influence patient behavior. This study aims to examine the effect of Instagram Marketing on Visit Intention, with Online Trust as a mediating variable, using RS Abdi Waluyo as a case study. This research employs a quantitative explanatory approach using primary data collected through an online questionnaire with 162 active Instagram users. Data were analyzed using the Statistical Package for the Social Sciences. Simple and multiple linear regression analyses were conducted to test direct relationships among variables, while mediation analysis was applied to examine the role of Online Trust. The results indicate that Instagram Marketing has a positive and significant effect on Online Trust and Visit Intention. Online Trust is also found to positively and significantly influence Visit Intention. Furthermore, Online Trust partially mediates the relationship between Instagram Marketing and Visit Intention. The study provides practical insights for hospitals in developing trust-oriented Instagram marketing strategies to enhance patient visit intention.

Keywords: Instagram Marketing, Online Trust, Visit Intention, Social Media Marketing, Healthcare Marketing, Hospital Services

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DEDICATION

Dedication is normally short and direct. Example:

I dedicate this work to Indonesia's healthcare marketing with the hopes of its widespread acknowledgement as one of the key aspects of the healthcare industry to grow.



ACKNOWLEDGEMENTS

As this chapter of my academic journey comes to an end, there are several acknowledgements I'd like to express towards the people around me. I'd like to start by saying thank you to my parents for their support throughout my academic journey, without them I wouldn't be able to pursue an educational path to begin with. Ms. Nila, Ms. Mumun, and all my lecturers have been guiding me from the beginning of my university journey and now they are two solid figures marking a splendid end of it. My two siblings Rome and Revaldo cheer me up every single time I break down from anxiety in fear of academic failure. My friends both in and out of campus, I would be devastated by now if they didn't string me along late at night to aid in relieving my stress. My partner, who has seen all the beauty and ugly during a rollercoaster of a ride in my life yet still chose to stay by my side. And to end, I'd like to thank the most out of myself for completing one of the most crucial aspects of my life despite everything I have gone through this year. You did well Revani. Yes, I did.

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CHAPTER 1 - INTRODUCTION