

The Effect of Promotion Through Social Media and Non-Social Media on Patient Visits at Cassandra Skincare Clinic in Singkawang City

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ABSTRACT

This research is against the background of the crucial role of promotion in influencing patient decisions in the health and beauty services sector. Cassandra Skincare Clinic in Singkawang City has used social media, especially Instagram and TikTok as the main means of promotion, with a large follower base. This thesis aims to empirically analyze the influence of promotion in general and the use of social media as a promotional tool specifically on patient visits. The method used was an analytical survey with a cross-sectional study approach of 80 respondents taken through accidental sampling techniques. The results of linear regression analysis showed that promotion (X1) had a very significant influence on patient visits (Y) (Sig. 0.000). Similarly, social media as a promotional tool (X2) also showed a significant influence on visits (Sig. 0.007). The multiple regression model formed was $Y = 0.751 + 0.358X1 + 0.132X2$, confirming that the two independent variables positively and significantly influenced the patient's interest in visiting. Thus, it is concluded that Cassandra Skincare Clinic needs to prioritize improving the quality of informative and visually appealing social media content and strengthening offline promotional channels to maximize visits.

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INTRODUCTION

Cassandra Skincare Clinic is a beauty clinic that has doctors who have been trained in aesthetics, providing various types of *treatments*, *skincare* products, and supported by laboratory facilities. This clinic is located at Jalan Kalimantan No. 41A, Singkawang City, West Kalimantan Province. In its marketing activities, Cassandra Skincare Clinic utilizes promotions through social media such as *Instagram* and *TikTok*, as well as serving patient registration via *WhatsApp*. The number of followers of the clinic's *Instagram* account reaches 10,800 followers with an average of about 410 patient visits per month.

Promotional activities have a strategic role in influencing consumer behavior. Promotion is understood as the process of delivering information that aims to persuade and influence consumers' decisions to be interested in the products or services offered and ultimately decide to purchase or use

services (Andi, 2022 and Tjiptono, 2015). In line with the development of information technology, social media has become one of the main means of promotional activities. Social media is defined as a forum for people to communicate and share information in various forms, such as text, images, sound, and video (Kotler & Keller, 2012). Social media also has various categories, including digital libraries, *e-commerce*, entertainment, forums, geolocation, *social bookmarks*, social reviews, social games, and social networks (Anandhan, 2018).

The use of social media has both positive and negative impacts on individuals and organizations. One of the prominent positive impacts is its ability to expand communication, maintain social relationships, and facilitate the widespread dissemination of information and promotion (WJEC, 2023). Through social media, consumers not only receive information, but can also provide opinions, make judgments, and consider the experiences of other users before making decisions.

In the context of healthcare, the term patient visit refers to the interaction between the patient and the service provider. Visit data includes service times, the identity of medical personnel or therapists, the type of services received, and other supporting information. Patient visits consist of new visits and old visits, which reflect the process of forming patient loyalty. This loyalty is influenced by various factors, including satisfaction levels, service quality, organizational image, and barriers for patients to move to other service providers.

Based on empirical conditions in Singkawang City, the number of beauty clinics is still relatively limited, while Cassandra Skincare Clinic is located in a strategic location in the city center. Despite having a sizable social media follower base and active promotion, the average monthly patient visits are still at 410 people. For comparison, one of the public health clinics in Singkawang City that does not use social media promotions is able to record the number of visits of around 1,600 patients per month. Until now, Cassandra Skincare Clinic has never conducted scientific measurements regarding the effectiveness of promotions through social media on the level of patient visits.

Based on this phenomenon, the author is interested in conducting a study titled "The Influence of Promotion Through Social Media on Patient Visits at Cassandra Skincare Clinic in Singkawang City."

METHODS

This study uses an analytical survey design with a cross-sectional study approach, which allows observation of respondents only once at the same time. Dependent variables and independent variables are observed simultaneously to determine the relationship between variables. Data analysis was carried out through Simple and multiple Linear Regression tests to identify the influence of independent variables on dependent variables individually or simultaneously.

Research data consists of three types, namely primary, secondary, and tertiary data. Primary data was obtained directly through the distribution of questionnaires to the research subjects, recording the characteristics of the respondents such as age, gender, and occupation. Secondary data is sourced from internal documents, including Cassandra Skincare Clinic's monthly records and reports. Tertiary data is obtained through literature studies from valid publication sources, such as scientific journals, textbooks, and official regulations, including laws, government regulations, and regulations of the Minister of Health.

The data collection technique was carried out quantitatively through questionnaires, both in print and digital format (G-Form) accessed through links or barcodes. The questionnaire instrument has gone through validity and reliability tests before being used. Data analysis includes univariate analysis to describe respondent characteristics, as well as bivariate analysis to see the relationship between variables and test the hypothesis proposed.

FINDINGS AND DISCUSSION

Findings

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Characteristics of Respondents by Age

Table 1. Characteristics of Respondents by Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid rentang umur 17-25 thn	52	65.0	65.0	65.0
rentang umur >25 thn	28	35.0	35.0	100.0
Total	80	100.0	100.0	

Based on table 1, it is stated that out of a total of 80 respondents, 65% or as many as 52 people are aged 17-25 years, while the other 35% are over 25 years old.

Characteristics of Respondents by Gender

Table 2. Characteristics of Respondents by Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid perempuan	61	76.3	76.3	76.3
laki-laki	19	23.8	23.8	100.0
Total	80	100.0	100.0	

Based on table 2, it is known that 61% of respondents are female. Women dominate more than men, which is only 19%.

Characteristics of Respondents Based on Occupation

Table 3. Characteristics of Respondents Based on Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Pelajar Dan Mahasiswa	21	26.3	26.3	26.3
Irt	12	15.0	15.0	41.3
Nelayan	1	1.3	1.3	42.5
Swasta/Wiraswasta/ Karyawan	37	46.3	46.3	88.8
Pns/Bumn	9	11.3	11.3	100.0
Total	80	100.0	100.0	

Based on table 3, it is known that the respondents in this study consist of 21 students, 12 people are IRT, there are 37 private/self-employed employees, 9 people work as civil servants/SOEs, and there is only 1 respondent who works as fishermen. Students and students make up the majority of the distribution of clinic customers.

Clinical Information Resources for Respondents

Table 4. Clinical Information Resources for Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
media sosial	51	63.7	63.7	63.7
informasi dari kerabat/teman	29	36.3	36.3	100.0
Total	80	100.0	100.0	

Based on table 4, it can be seen that 64% of Cassandra Skincare's clinic customers are through social media, while the other 36% are sourced from relatives/friends.

Types of Respondent Visits

Table 5. Types of Respondent Visits

	Frequency	Percent	Valid Percent	Cumulative Percent
kunjungan pertama kali	51	63.7	63.7	63.7
bukan kunjungan pertama (langganan)	29	36.3	36.3	100.0
Total	80	100.0	100.0	

Based on table 5, it states that the customers of the Cassandra Skincare clinic who visited for the first time were 51 people. As many as 29 other people were return visits, not the first visit. Therefore, it is known that the promotions carried out by the Cassandra Skincare clinic through social media may have an influence on patient visits.

Distance of the Respondent's Home to the Clinic

Table 6. Distance of the Respondent's Home to the Clinic

	Frequency	Percent	Valid Percent	Cumulative Percent
<10 km	40	50.0	50.0	50.0
10 km - 20 km	21	26.3	26.3	76.3
>20 km	19	23.8	23.8	100.0
Total	80	100.0	100.0	

Based on table 6, it states that the distance from the customer's house to the Cassandra Skincare clinic is 40% less than 10 km, then there are 21% that are between 10-20 km, There are also another 19% that are more than 20 km away.

Bivariate Analysis

Coefficient of Determination

The Coefficient of Determination (R Square or R Kuadr.at) or symbolized by "R2" has a meaning as a contribution of influence given by the influence given by the independent variable (X) on the bound variable (Y). An R-Square result of 0.75 indicates that the model is categorized as strong, the R-Square result of 0.50 is categorized as moderate, and the R-Square result of 0.25 is categorized as weak. The value of the determination coefficient (R2) is also useful for predicting and seeing how much influence the variable X simultaneously exerts on variable Y.

Table 7. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972 ^a	.945	.943	.959

a. Predictors: (Constant), Media Sosial, Promosi

Based on table 7, it shows that the value of R-Square (R^2) or the coefficient of determination is 0.945. The R-Square value indicates the large ability of independent variables to explain the variations that occur in dependent variables. Thus, the value of $R^2 = 0.945$. This shows that 94.5% of clinic patient visits are influenced by promotional variables and social media. While the other 5.5% were influenced by other variables that were not studied.

Hypothesis Test

Bivariate analysis was carried out with the aim of measuring the significance of the relationship between promotion and social media and the interest in revisiting inpatients at the Cassandra Singkawang Clinic. The test in this bivariate analysis uses a simple and multiple linear regression test with a p-value statistical significance limit of 0.05. If the calculation results show a value of $p < 0.05$, then the null hypothesis (H_0) is rejected, which indicates that the two variables have a statistically significant relationship. Furthermore, to explain the degree of association (relationship) between bound variables and independent variables, Pearson correlation analysis will be used.

Table 8. Pearson Correlation Test

		Promosi	Media Sosial	Kunjungan pasien
Promosi	Pearson Correlation	1	.974**	.969**
	Sig. (2-tailed)		.000	.000
	N	80	80	80
Media Sosial	Pearson Correlation	.974**	1	.961**
	Sig. (2-tailed)	.000		.000
	N	80	80	80
Kunjungan pasien	Pearson Correlation	.969**	.961**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Based on table 8, it can be seen that the value of Pearson Correlation Sig. (2-tailed) in the relationship between the promotion variable and patient visits is $0.000 < \alpha$ value 0.05 which means that the promotion variable has a significant influence on patient visits. Then the value of Pearson Correlation Sig. (2-tailed) on the relationship between social media variables and patient visits is $0.000 < 0.05$ which means that the social media variable also has a significant influence on patient visits.

If you look through the R value, calculate the variables of promotion and social media on patient visits, which are 0.969 and $0.961 > 0.2199$, therefore it can be concluded that promotion through social media significantly affects the interest of clinic participants.

Table 9. ANOVA Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1211.633	2	605.816	658.357	.000 ^b
	Residual	70.855	77	.920		
	Total	1282.488	79			

a. Dependent Variable: Kunjungan pasien

b. Predictors: (Constant), Media Sosial, Promosi

Based on table 9, using the Anova test, it can be seen that the sig value is $0.000 < 0.05$, then the test as a whole, independent variables, namely promotion and Social Media, affect patient visits.

Table 10. Linear Regression Test

		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	.751	.606		1.239	.219
	Promosi	.358	.065	.649	5.501	.000
	Media Sosial	.132	.048	.329	2.784	.007

a. Dependent Variable: Kunjungan pasien

Based on the coefficients table in table 10, which is a T test or a one-to-one variable test, it can be seen that the sig value in the promotion variable is $0.000 < 0.05$, then the result is a very significant effect on patient visits. Then on the Social Media variable, which is 0.007, which means that patient visits are influenced by social media.

Based on the coefficients table, a regression model from this study was obtained, namely:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 0,751 + 0,358X_1 + 0,132X_2$$

Keterangan:

Y = Patient visits

a = konstanta

b_1, b_2, \dots, b_n = Regression Coefficient Value

X_1 = Promotions

X_2 = Social Media

A constant value of 0.751 indicates that when the two independent variables, promotion (X_1) and social media (X_2), are assumed to be at zero (none), then the patient visit (Y) intrinsically already has a value of 0.751 units. The regression coefficient of the promotional variable (b_1) is +0.358. This positive value indicates a one-way or positive relationship between Promotion and Patient Visit. The interpretation is that, assuming the Social Media variable (X_2), every one increase in Promotion (X_1) will result in an increase in patient visits (Y) by 0.358 units. The regression coefficient of the Social

Media variable (b2) was +0.132. This positive value also shows a one-way relationship between Social Media and patient visits. Assuming the Promotion variable (X1) is constant (*ceteris paribus*), every one unit increase in Social Media (X2) will contribute to an increase in patient visits (Y) by 0.132 units.

Discussion

In this study, the aim of this study is to see the influence of promotion on patient visits and the influence of Social Media on patient visits. Based on the results of the hypothesis test, it shows that the first hypothesis (H1) which states that the promotion carried out has a significant effect on patient visits at the Cassandra Skincare Clinic in Singkawang City, it is obtained that the sig value in the promotion variable is $0.000 < 0.05$, then it shows that the promotion has a very significant effect on patient visits. In this case, the overall promotion is promotion through social media and non-social media. It is known that 64% of Cassandra Skincare clinic customers are through social media, while another 36% are sourced from relatives/friends.

This research is in line with research conducted by Ceria Febiana (2024) which concluded that with an increase in social media promotion and word of mouth, patient repeat visits will increase. The study also assessed other factors such as word of mouth in influencing patient visits. According to Tjiptono, the purpose of the clinic in conducting promotions is to provide information, influence and persuade, as well as remind customers about the clinic and their marketing strategies. The purpose of the promotion is to increase consumer interest in purchasing the product or service offered. One of the types of Promotion is advertising which is defined as a form of non-personal communication that utilizes various media channels with the main purpose of encouraging purchases. One of the factors that affects patient visits is the image, if the clinic can give a positive image, it will give a good meaning to the company's products and be able to increase the number of customers. By creating a good image in the promotion of the clinic can influence and increase the attractiveness of patient visits. Based on this discussion, the first hypothesis was declared correct and in accordance with the results of the research.

The results of the second hypothesis (H2) test which states that social media as a promotional tool has a significant effect on patient visits at the Cassandra Skincare Clinic in Singkawang City, the test results obtained a sig value of 0.007 which means that patient visits are significantly influenced by Social Media as a promotional tool. This is in line with the systematic review by Amilia Gunawan (2025) who concluded that social media has a great influence and contribution to the promotion and marketing of a hospital. Social networks are one example of social media, such as Instagram, which is an image and video-based platform that focuses on sharing visual content. Widely used for marketing and promotion. TikTok is a very popular short video sharing platform, often used for creative and viral content. Perfect for attention-grabbing promotional campaigns. Users access various networking features to connect and share with others and interact in other ways. This can make the patient's attraction to visit the clinic. Based on this discussion, the second hypothesis. declared correct and in accordance with the results of the research.

4. CONCLUSION

Based on the results of research on the influence of promotion through social media on patient visits at the Cassandra Skincare Clinic in Singkawang City, it can be concluded that promotion has a significant role in increasing the number of patient visits. The use of social media as a promotional tool has proven to be effective in attracting public attention and encouraging patient interest in coming to the clinic. This shows that digital marketing strategies, especially through social media platforms, are a crucial means to increase the visibility of the clinic, expand the reach of the audience, and support the real growth of the number of patients in Singkawang City.

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