
Determinants Affecting The Utilization of Instagram as A Promotional Tool Among Internal Medicine Patients at TK IV Cijantung Hospital, Kesdam Jaya

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Abstract

This study aims to analyze the determinants influencing the utilization of Instagram as a promotional medium among internal medicine patients at Tk IV Cijantung Kesdam Jaya Hospital, including the description of determinants, their relationships, and the most dominant influencing factor. This research employed a quantitative design with a survey approach. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 92 respondents from the outpatient clinic, plus an additional 30 respondents for validity testing. Data analysis was performed using the Chi-Square test to examine variable relationships and further analysis to identify the dominant factor. The findings revealed that use of social media, content quality, posting frequency, consistency, and the factor of social media usage had a significant relationship with the utilization of Instagram as a promotional medium. The dominant influencing factor was use of social media, content quality, particularly informative, clear, and relevant content that addressed patient needs. The utilization of Instagram as a promotional tool at Tk IV Cijantung Kesdam Jaya Hospital can be optimized by improving content quality, managing posting frequency, ensuring consistency in information delivery, and encouraging patient engagement in social media usage. These results are expected to provide strategic input for hospital management in strengthening digital promotion strategies to enhance service quality and increase patient visits.

Keywords: *Instagram, Social Media, Health Promotion, Determinants, Hospital.*

INTRODUCTION

The development of digital technology has brought about a remarkable transformative impact on various aspects of human life, including the healthcare service sector. This transformation is not limited to improvements in information technology infrastructure within healthcare facilities, but also encompasses changes in how healthcare providers disseminate information, interact with patients, and promote the services they offer. In this context, social media has emerged as one of the most influential digital communication tools, adapting effectively to the dynamic needs of modern society, which demands fast, accurate, and easily accessible information. The use of digital technology, particularly social media, enables hospitals and other healthcare institutions to shift from one-way communication systems to more participatory and transparent two-way communication.

The World Health Organization (WHO), in its *Global Strategy on Digital Health 2020–2025*, states that the utilization of digital technologies, including social media platforms, is a crucial strategy for strengthening healthcare systems globally (World Health Organization, 2021). WHO emphasizes that digitalization of healthcare services can improve service quality, accelerate the flow of health information, and expand service coverage, particularly for populations in areas that are difficult to reach through conventional services. Social media serves as an effective medium for disseminating public health information, disease prevention education, promotion of healthy lifestyles, and responses to emerging health issues. Thus, social media functions not only as a communication tool but also as a strategic instrument in supporting the resilience of national and global healthcare systems (World Health Organization, 2021).

Digital communication through social media also adds value by fostering more personal relationships between healthcare facilities and the public. Hospitals, clinics, and healthcare providers can now build emotional connections with patients by delivering messages that are not only informative but also empathetic and inspirational. Engaging visual content, inspiring patient stories, and prompt responses to public inquiries or complaints position digital communication as a medium

for enhancing patient trust and loyalty. According to WHO (2021), inclusive and participatory digital communication strategies are essential for creating a responsive, patient-centered healthcare system.

At the national level, digital transformation in the healthcare sector has become one of the Indonesian government's top priorities. The Ministry of Health of the Republic of Indonesia has explicitly emphasized the importance of utilizing information and communication technology to improve efficiency, accessibility, and quality of healthcare services. In its official document *Health Digital Transformation 2021–2024*, the Ministry outlines strategic policy directions that include the development of digital systems, integrated data utilization, and the use of social media as a broader and more effective channel for health education and promotion. In this context, social media is no longer viewed merely as an informal communication tool, but rather as an integral component of modern healthcare communication strategies. Platforms such as Instagram, Facebook, and YouTube are considered capable of reaching wider segments of society, including younger generations and productive age groups who actively use digital technology in their daily lives. The Ministry highlights that social media has the potential to deliver health information quickly, cost-effectively, and in real time, while also serving as a platform to build public engagement in health programs (Ministry of Health of the Republic of Indonesia, 2021).

According to Vionita and Prayoga (2021), Instagram, as one of the most popular social media platforms in Indonesia, plays a strategic role in disseminating health information and promoting hospital services. Its highly visual and interactive characteristics make it an effective tool for capturing user attention and conveying messages concisely yet powerfully. Features such as feed posts, stories, reels, and live streaming provide healthcare institutions with flexibility in tailoring communication formats to the characteristics and preferences of diverse audiences. Visually appealing content such as infographics, educational videos, and patient testimonials can enhance public understanding of healthcare services while simultaneously fostering emotional connections between hospitals and patients. This is particularly relevant in the digital era, where people tend to respond more quickly to information delivered through social media than through conventional media (Vionita & Prayoga, 2021a).

In a study conducted by Vionita and Prayoga (2021), it was explained that social media especially Instagram played a crucial role during the COVID-19 pandemic in delivering rapid, accurate, and easily accessible information to the public. The study found that hospitals that actively and professionally managed their social media accounts were able to maintain effective communication with patients, even amid physical restrictions and decreased in-person visits. Instagram was utilized to share service schedules, changes in health protocols, educational content on virus transmission prevention, and promotions of services such as vaccination programs and online consultations. The strength of Instagram lies in its ability to balance visual appeal and informational content, while also creating a two-way interaction space that allows the public to ask questions and receive prompt responses from hospitals (Vionita & Prayoga, 2021a).

Furthermore, Instagram allows for targeted content segmentation through the use of hashtags, location tags, and algorithmic features that can enhance message reach within specific communities. Hospitals can leverage these features to engage younger audiences, working professionals, and families who represent key target groups for outpatient and inpatient services. Human-centered content, such as showcasing healthcare workers' activities, sharing inspirational patient stories, or highlighting hospital social initiatives, can also build a positive institutional image and strengthen emotional engagement. Conversely, hospital Instagram accounts that are managed passively or unprofessionally risk losing audience attention and creating perceptions of incompetence. The effectiveness of Instagram is also influenced by posting frequency and consistency. Vionita and Prayoga emphasize that hospitals with regular posting schedules, consistent content design, and communication styles aligned with institutional values tend to achieve higher engagement rates. Moreover, Instagram can function as a real-time public opinion monitoring tool through analysis of comments, reactions, and interaction metrics, providing valuable feedback for evaluating and refining

hospital communication strategies. Therefore, Instagram serves not only as a promotional medium but also as a dynamic and adaptive social research tool (Vionita & Prayoga, 2021a).

The success of hospitals in utilizing social media as a service promotion medium is determined not only by content quality and posting frequency, but also by how the public or patients perceive and respond to the information presented. Patient perception is a key component in health communication processes, as it influences whether information is considered credible, relevant, and worthy of action. In the context of hospital service promotion via social media, perception encompasses aspects such as institutional trust, visual appeal of content, relevance of information to patient needs, and the level of professionalism reflected in official hospital social media accounts. When patients hold positive perceptions, they are more likely to be receptive to service information, feel emotionally engaged, and ultimately decide to utilize the offered services. According to Pandhika, Stiawati, and Jumiati (2022), user engagement and patient trust significantly influence the effectiveness of digital communication in Indonesian hospitals (Arya Pandhika et al., 2023).

Their literature review indicates that the success of healthcare service promotion campaigns on social media largely depends on how audiences interpret the conveyed messages. When health messages are perceived as informative, educational, and not excessively promotional, social media becomes an effective tool for building patient loyalty and increasing service utilization. Conversely, content that appears overly commercial, inconsistent, or misleading may generate resistance and damage hospital reputation. Therefore, hospitals must actively manage patient perceptions by ensuring that all published content undergoes careful curation and verification, and aligns with the needs and characteristics of target audiences. This includes appropriate language style, visually appealing yet professional presentation, and responsive interaction with patient comments and inquiries. Patient perception is also influenced by prior experiences with hospital services; thus, social media communication must be consistent with actual service quality to maintain credibility and public trust (Arya Pandhika et al., 2023).

RS Tk IV Cijantung Kesdam Jaya, as a military healthcare facility under the Kesdam Jaya command, faces unique challenges in reaching both military personnel and the general public. In efforts to increase patient visits and service utilization, the hospital has begun developing promotional strategies through social media, particularly Instagram. However, the effectiveness of these strategies still requires evaluation, especially in terms of patient acceptance and perception of the information conveyed. Based on this background, this study is important to examine the extent to which patient perceptions influence the effectiveness of Instagram as a medium for promoting hospital services.

RESEARCH METHODS

This study employed a quantitative approach with a cross-sectional design to analyze the factors influencing the use of Instagram as a promotional tool among internal medicine patients at RS TK IV Cijantung Kesdam Jaya, where all variables were measured simultaneously. The study was conducted in the Internal Medicine Polyclinic in July 2025, with the population comprising all outpatient Instagram users during the period from March to May 2025, totaling 1,077 patients, the majority of whom were BPJS participants. The sample size was determined using Slovin's formula with a 10% margin of error, resulting in 92 primary respondents, supplemented by 30 respondents for instrument validity testing, yielding a total of 122 respondents. Sampling was carried out using purposive sampling based on predetermined inclusion and exclusion criteria. Primary data were collected through questionnaires and analyzed using SPSS version 27. Univariate analysis was performed to describe the variables, bivariate analysis using Chi-Square and t-tests to examine relationships between variables, and multivariate analysis using logistic regression to identify the most dominant independent variables associated with the utilization of Instagram as a promotional medium.

RESULTS AND DISCUSSION

Univariate Analysis

Descriptive analysis is a method used to describe or analyze research results but is not used to draw broader conclusions.

Table 1. Descriptive Statistics of Respondents Based on Age Criteria (years)

Criteria	Total (n)	Percentage (%)
Teenagers and Young Adults (13-24 years)	3	3.3
Active Adults (25-44 years)	22	23.9
Pre-Elderly & Seniors (45 years)	67	72.8
Total	92	100.0

Source: Research data processed using SPSS 27 software, 2025

Based on the descriptive statistics of respondents by age criteria, it can be concluded that the majority of respondents belong to the pre-elderly and elderly group (45 years and above), totaling 67 individuals (72.8%). The active adult group (25–44 years) comprised 22 individuals (23.9%), while the adolescent and young adult group (13–24 years) was the smallest, with only 3 individuals (3.3%). This indicates that the respondents in this study were predominantly from the pre-elderly and elderly age group (45 years and above).

Table 2. Descriptive Statistics of Respondents by Gender Criteria

Criteria	Total (n)	Percentage (%)
Male	46	50.0
Female	46	50.0
Total	92	100.0

Source: Research data processed using SPSS 27 software, 2025.

Based on the descriptive statistics of respondents by gender, it can be concluded that the number of male and female respondents is equal, with 46 individuals each (50.0%). This indicates that the distribution of respondents in this study is balanced between male and female participants.

Table 3. Descriptive Statistics of Respondents by Role Criteria

Criteria	Total (n)	Percentage (%)
Patients undergoing treatment	45	48.9
Patient companions (family/relatives)	47	51.1
Total	92	100.0

Source: Research data processed using SPSS 27 software, 2025.

Based on the descriptive statistics of respondents by role, it can be concluded that the respondents consisted of 45 direct patients undergoing treatment (48.9%) and 47 patient companions (family/relatives) (51.1%). This indicates that the number of patient companions is slightly higher than that of direct patients; however, the distribution is relatively balanced.

Table 4. Descriptive Statistics of Respondents Based on Information Source Criteria

Criteria	Total (n)	Percentage (%)
Instagram	0	0
Tiktok	0	0
Facebook	0	0
Official Hospital Website	0	0
Friends/Family	37	40.2
Others (Environment)	55	59.8
Total	92	100.0

Source: Research data processed using SPSS 27 software in 2025.

Based on the descriptive statistical table of respondents according to the information source criteria, no respondents obtained information through social media platforms such as Instagram, TikTok, Facebook, or the hospital’s official website. The majority of respondents received information through their immediate environment (categorized as “other sources”), totaling 55 respondents (59.8%), followed by information from friends or family, totaling 37 respondents (40.2%). This indicates that information dissemination occurs more frequently through direct communication channels rather than digital media.

Table 5. Descriptive Statistics of Respondents Based on Instagram Ownership Criteria

Criteria	Total (n)	Percentage (%)
Yes	33	35.9
No	59	64.1
Total	92	100.0

Source: Research data processed using SPSS 27 software in 2025.

Based on the descriptive statistical table of respondents according to Instagram ownership criteria, it can be concluded that the majority of respondents do not have an Instagram account, totaling 59 respondents (64.1%), while respondents who have an Instagram account number 33 (35.9%). This indicates that most respondents have not yet adopted Instagram as a personal social media platform.

Table 6. Descriptive Statistics of Respondents Based on the Purpose of Using Instagram

Criteria	Total (n)	Percentage (%)
Viewing entertainment content	44	47.8
Searching for promotional information on services or products	7	7.6
Following hospital or healthcare facility accounts	10	10.9
Communicating with others	31	33.7
Etc	0	0
Total	92	100.0

Source: Research data processed using SPSS 27 software in 2025.

Based on the descriptive statistical table of respondents according to the purpose of using Instagram, it can be concluded that the most common purpose is viewing entertainment content, totaling 44 respondents (47.8%), followed by communicating with others, with 31 respondents (33.7%). Meanwhile, respondents who follow hospital or healthcare facility accounts number 10 (10.9%), and those seeking information on service or product promotions number 7 (7.6%). No respondents selected other categories. This indicates that Instagram use among respondents is primarily for entertainment and communication rather than for health-related purposes or service promotion.

Bivariate Analysis

The Chi-Square test is used to examine the relationship or influence between two nominal variables and to measure the strength of the association between one variable and another nominal variable. A general requirement for the Chi-Square test is a sufficiently large sample size (Field, 2018, p. 1066). The criterion for testing is that there is a significant relationship if the Pearson Chi-Square significance value is less than 0.05 (Sig. < 0.05).

Table 7. Cross Tabulation Test of Social Media Utilization on Instagram Utilization as a Promotional Tool

Social Media Utilization	High Instagram Utilization	Low Instagram Utilization	Total	Chi-Square	P-value
High	2 (3.1%)	63 (96.9%)	65 (70.7%)	49.038	<0.001
Low	19 (70.4%)	8 (29.6%)	27 (29.3 %)		
Total	21 (22.8%)	71 (77.2%)	92 (100%)		

Source: Research data processed using SPSS 27 software in 2025.

Based on the results of the crosstab analysis between social media utilization and Instagram utilization as a promotional tool, a significant relationship was found between the two variables. The Chi-Square value = 49.038 with $p < 0.001$, leading to the rejection of H_0 and the acceptance of H_a . This indicates that social media utilization is significantly associated with Instagram utilization. The majority of respondents with high levels of social media usage also demonstrated high Instagram usage, whereas respondents with low social media usage tended to have low Instagram usage.

Table 8. Cross Tabulation Test of Content Quality on Instagram Utilization as a Promotional Tool

Social Media Utilization	High Instagram Utilization	Low Instagram Utilization	Total	Chi-Square	P-value
High	1 (1.5%)	64 (98.5%)	65 (70.7%)	56.976	<0.001
Low	20 (74.1%)	7 (25.9%)	27 (29.3 %)		
Total	21 (22.8%)	71 (77.2%)	92 (100%)		

Source: Research data processed using SPSS 27 software in 2025.

Based on the results of the crosstab analysis between content quality and Instagram utilization as a promotional tool, the Chi-Square value was 56.976 with $p < 0.001$. Therefore, H_0 is rejected and H_a is accepted, indicating that content quality is significantly associated with Instagram utilization as a promotional medium. The majority of respondents exposed to high-quality content also demonstrated high Instagram utilization, whereas respondents exposed to low-quality content tended to have low Instagram utilization.

Table 9. Cross Tabulation Test of Interactivity on Instagram Utilization as a Promotional Tool

Social Media Utilization	High Instagram Utilization	Low Instagram Utilization	Total	Chi-Square	P-value
High	2 (3.0%)	64 (97.0%)	66 (71.7%)	51.952	<0.001
Low	19 (73.1%)	7 (26.9%)	26 (28.3 %)		
Total	21 (22.8%)	71 (77.2%)	92 (100%)		

Source: Research data processed using SPSS 27 software in 2025.

Based on the results of the crosstab analysis between interactivity and Instagram utilization as a promotional tool, the Chi-Square value was 51.952 with $p < 0.001$. Therefore, H_0 is rejected and H_a is accepted, indicating that interactivity is significantly associated with Instagram utilization. The majority of respondents with high levels of interactivity also demonstrated high Instagram utilization, whereas respondents with low interactivity tended to have low Instagram utilization.

Table 10. Cross Tabulation Test of Frequency on Instagram Utilization as a Promotional Tool

Social Media Utilization	High Instagram Utilization	Low Instagram Utilization	Total	Chi-Square	P-value
High	21 (70.0%)	9 (30.0%)	30 (100%)	56.237	<0.001
Low	0 (0.0%)	62 (100%)	62 (100 %)		
Total	21 (22.8%)	71 (77.2%)	92 (100%)		

Source: Research data processed using SPSS 27 software in 2025.

Based on the results of the crosstab analysis between posting frequency and Instagram utilization as a promotional tool, the Chi-Square value was 56.237 with $p < 0.001$. Therefore, H_0 is rejected and H_a is accepted, indicating that frequency is significantly associated with Instagram utilization. Respondents with high posting frequency tend to have high Instagram utilization, whereas respondents with low posting frequency mostly exhibit low Instagram utilization.

Table 11. Cross Tabulation Test of Consistency on Instagram Utilization as a Promotional Tool

Social Media Utilization	High Instagram Utilization	Low Instagram Utilization	Total	Chi-Square	P-value
High	19 (61.3%)	12 (38.7%)	31 (100%)	39.267	<0.001
Low	2 (3.3%)	59 (96.7%)	61 (100 %)		
Total	21 (22.8%)	71 (77.2%)	92 (100%)		

Source: Research data processed using SPSS 27 software in 2025.

Based on the results of the crosstab analysis between consistency and Instagram utilization as a promotional tool, the Chi-Square value was 39.267 with $p < 0.001$. Therefore, H_0 is rejected and H_a is accepted, indicating that consistency is significantly associated with Instagram utilization. Respondents with high consistency tend to exhibit high Instagram utilization, whereas those with low consistency mostly exhibit low Instagram utilization.

Table 12. Cross Tabulation Test of Ease of Access on Instagram Utilization as a Promotional Tool

Social Media Utilization	High Instagram Utilization	Low Instagram Utilization	Total	Chi-Square	P-value
High	20 (83.3%)	4 (16.7%)	24 (100%)	67.484	<0.001
Low	1 (1.5%)	67 (98.5%)	68 (100 %)		
Total	21 (22.8%)	71 (77.2%)	92 (100%)		

Source: Research data processed using SPSS 27 software, 2025.

Based on the results of the crosstabs analysis between ease of access and the utilization of Instagram as a promotional medium, the Chi-Square value = 67.484 with $p < 0.001$. Thus, H_0 is rejected and H_a is accepted, indicating that ease of access is significantly associated with the utilization of Instagram. Respondents with high ease of access tend to utilize Instagram at a higher level, whereas respondents with low ease of access mostly demonstrate low Instagram utilization.

Multivariate Analysis

Logistic Regression Analysis

Model Feasibility Test (Goodness of Fit Test)

The basis for decision-making considers the chi-square value in the Hosmer and Lemeshow test. The testing criteria are as follows: if the probability value > 0.05 , the model is considered fit or suitable for use, meaning there is no significant difference between predicted and observed values, or in other words, the model is appropriate. Conversely, if the probability value < 0.05 , the model is not fit for use, indicating a significant difference between predicted and observed values, meaning the model is inappropriate (Ghozali, 2021, p. 329).

Table 13. Model Feasibility Test (Goodness of Fit Test) – Hosmer and Lemeshow Test

Chi-square	df	Sig.
.000	5	1.000

Source: Research data processed in 2025 using SPSS 27 software

Note: The model is considered fit if $\text{Sig} > 0.05$ (Ghozali, 2021, p. 329).

Based on the logistic regression model feasibility test using the Hosmer and Lemeshow Test, a Chi-square value of 0.000 was obtained with 5 degrees of freedom (df) and a significance (Sig.) of 1.000. This significance value is greater than 0.05, indicating that there is no significant difference between the observed values and the values predicted by the model. In other words, the logistic regression model used demonstrates good goodness of fit, showing that the model is consistent with the existing data. Therefore, the model's predictions can be relied upon to explain the relationship between the independent and dependent variables in this study.

Cox and Snell’s R Square and Nagelkerke’s R Square

Cox and Snell’s R Square is a measure designed to approximate the R Square in multiple regression, based on likelihood estimation techniques, with a maximum value of less than 1, making it difficult to interpret. To obtain a coefficient of determination that can be interpreted similarly to R Square in multiple regression, Nagelkerke’s R Square is used. Nagelkerke’s R Square is a modification of the Cox and Snell coefficient to ensure that its value ranges from 0 to 1. A value approaching 1 indicates that the independent variables have provided all the necessary information to predict the variation in the dependent variable.

Table 14. Coefficient of Determination Test Results (Nagelkerke R Square)

-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
4.499a	0.641	0.974

Source: Research data processed in 2025 using SPSS 27 software

Based on the results of the logistic regression analysis, the test of the coefficient of determination using Nagelkerke’s R Square yielded a value of 0.974, indicating that the regression model is able to explain 97.4% of the variation in the dependent variable, namely the utilization of Instagram as a promotional tool. The Cox & Snell R Square value of 0.641 and the -2 Log Likelihood value of 4.499 further support the conclusion that the model demonstrates a high degree of fit. This indicates that nearly all the variation in Instagram utilization behavior can be explained by the independent variables included in the model, making the logistic regression model highly suitable and the analysis results reliable for understanding the influence of factors such as content quality, interactivity, frequency, consistency, and ease of access on the utilization of Instagram as a promotional medium.

Significance Test of Logistic Regression Coefficients

The results of the logistic regression coefficient test can be seen in the table *Variables in the Equation*. Logistic regression coefficients are determined using the p-value (probability value). The testing criterion is that a variable has a significant effect if the p-value is less than 0.05 (p-value < 0.05) (Ghozali, 2021, p. 333).

Table 15. Significance Test Results of the Logistic Regression Model (Omnibus Tests of Model Coefficients)

Source	Chi-Square	df	Sig.
Step	94.340	6	<0.001
Block	94.340	6	<0.001
Model	94.340	6	<0.001

Source: Research data processed in 2025 using SPSS 27 software

Based on the results of the *Omnibus Tests of Model Coefficients*, a Chi-Square value of 94.340 was obtained with 6 degrees of freedom (df) and a significance level of <0.001 for all sources (Step, Block, and Model). This indicates that the logistic regression model as a whole is statistically significant and capable of explaining the influence of the independent variables on the dependent variable. In other words, there is strong statistical evidence that at least one of the regression coefficients differs significantly from zero, meaning the model can be used to predict the utilization of Instagram as a promotional medium.

Discussion

The Influence of Social Media Use on the Utilization of Social Media as a Promotional Tool among Internal Medicine Patients at RS TK IV Cijantung Kesdam Jaya

The results of this study indicate a significant relationship between general social media use and the utilization of Instagram as a promotional medium, with a Chi-Square value of 49.038 and p < 0.001. This implies that the higher the general social media use, the greater the tendency of respondents to utilize Instagram for promotion. This finding supports the view that social media has the potential to serve as an important tool for expanding the reach of health information and increasing patient visits. However, the study also found that 54.3% of respondents disagreed with regularly using social media for health information, and 57.6% disagreed that social media promotions influenced

service decisions. Amalia (2024) found that hospitals active on social media are more recognized by the public and experience increased patient visits. While consistent with this, the implementation at RS TK IV Cijantung differs, as respondents tend to rely on non-digital sources. In line with the Diffusion of Innovation theory, the adoption of health information technology occurs more rapidly among younger age groups compared to the elderly (Bertolazzi et al., 2024). This is consistent with Indonesian Law No. 17 of 2023, which emphasizes that hospitals must provide transparent and easily accessible service information. Social media should ideally support this regulation. However, the low effectiveness of social media use at RS TK IV Cijantung is influenced by the predominance of elderly patients who are not yet familiar with digital platforms. Therefore, promotional strategies need to be complemented with non-digital communication channels, such as community engagement, family networks, and printed leaflets, to ensure information reaches all patient segments.

The Influence of Content Quality on the Utilization of Social Media as a Promotional Tool

The study also found a significant relationship between content quality and the utilization of Instagram as a promotional tool, with a Chi-Square value of 56.976 and $p < 0.001$. This indicates that the higher the quality of the content presented by the hospital, the more likely respondents are to utilize Instagram for health service promotion. This supports the notion that content quality is a critical factor in enhancing the effectiveness of hospital digital communication. However, the findings revealed that the majority of respondents still rated the content quality as low. Specifically, 55.4% disagreed that the content was visually appealing, 51.1% disagreed that the layout facilitated readability, and 42.4% considered the text and narrative difficult to understand. Additionally, the educational value of the content was insufficient, with 47.8% of respondents indicating that the content did not provide new knowledge. Arya Pandhika et al. (2023) found that user engagement and patient trust significantly affect the effectiveness of hospital digital communication in Indonesia. While this study aligns with that finding, implementation at RS TK IV Cijantung differs because the content currently presented fails to provide adequate visual appeal, clarity, or educational value. In accordance with the literature, the success of health service promotion campaigns on social media depends on how the audience interprets the messages delivered. This is also consistent with Law No. 17 of 2023, which mandates that hospitals provide service information that is transparent, educational, and easily accessible. Thus, although content quality is significantly related to the utilization of social media as a promotional tool, the low positive perception among patients at RS TK IV Cijantung highlights the need for strategic improvement. Hospitals should provide content that is visually appealing, professional, educational, and easily understood to increase patient trust, comply with public service regulations, and enhance the use of social media for health promotion.

The Influence of Interactivity on the Utilization of Social Media as a Promotional Tool

The study demonstrated a significant relationship between interactivity and the use of Instagram as a health promotion tool, with a Chi-Square value of 51.952 and $p < 0.001$. Interactivity in this study includes user engagement, rapid hospital responses, and communication via comments and direct messages. However, descriptive analysis of the questionnaire revealed that most respondents rated the interactivity of RS TK IV Cijantung's Instagram account as low. Specifically, 53.3% disagreed that the account facilitated commenting or messaging, 50% disagreed that the hospital responded promptly to inquiries, and 48.9% disagreed that they often observed interactions among users. These findings suggest that although interactivity has a significant effect, its practical implementation is suboptimal. This aligns with the findings of Rahmayanti & Yuliaty (2024) and Vionita & Prayoga (2021b), which assert that higher interactivity through comments, responses, and two-way communication increases patient engagement with health content on social media. Therefore, the low interactivity of RS TK IV Cijantung's Instagram account may explain its limited effectiveness as a promotional tool.

Interactivity is another key factor in Instagram promotion. The platform allows two-way communication between hospitals and patients. Prompt and courteous responses to patient inquiries or complaints indicate that the hospital is active and attentive to user needs, fostering trust, loyalty, and a personal connection. Positive interactions also strengthen the hospital's image as a modern,

transparent institution open to feedback and improvement. In line with Law No. 17 of 2023, which emphasizes digital transformation in healthcare, the current interactivity does not fully meet regulatory expectations, which require information technology to enhance engagement, transparency, and public participation in health services. Based on these results, the hospital should develop a more participatory digital communication strategy, including faster response times, interactive Q&A sessions via live streaming, and encouragement of active communication in comments and direct messages. This would optimize the hospital's Instagram account as an effective promotional tool while supporting digital transformation in healthcare.

The Influence of Posting Frequency and Consistency on the Utilization of Social Media as a Promotional Tool

The study found that the frequency and consistency of posts significantly affect the use of Instagram as a health promotion tool. However, descriptive analysis revealed that most respondents rated RS TK IV Cijantung's Instagram account as inconsistent in posting content. Specifically, 46.7% disagreed that the hospital posted content consistently, and 47.8% reported rarely seeing posts about internal medicine services. These findings indicate that despite a statistically significant effect, the practice of posting frequency and consistency is still low, limiting the potential of social media as a promotional medium. This aligns with Rahmayanti & Yuliaty (2024), who noted that hospitals that regularly share informative, educational, and relevant content attract public attention and build a positive institutional image. Oktavilantika et al. (2023) further emphasize that active and regularly updated Instagram accounts reflect hospital professionalism and commitment to providing information to the public. In contrast, infrequently updated accounts convey passivity and lack of information.

In line with Law No. 17 of 2023, posting frequency and consistency reflect the hospital's real effort to support digital transformation. The regulation mandates that information technology should enhance access, transparency, and public engagement in healthcare services. Thus, frequency and consistency in social media posting represent practical implementation of this regulation, demonstrating transparency and readiness to communicate continuously with patients. Based on the findings, RS TK IV Cijantung needs to increase both posting frequency and consistency. Strategies may include creating a content calendar, maintaining uniform visual design, and ensuring that shared information is relevant to patient needs, especially regarding internal medicine services. Integration with national health events and internal hospital campaigns can further strengthen consistency. Consequently, Instagram can function not only as a one-way information channel but also as a continuous communication platform that reinforces the hospital's professional image and supports digital transformation in healthcare.

The Influence of Accessibility on the Utilization of Social Media as a Promotional Tool

Accessibility of the hospital's social media account is a crucial factor influencing the effectiveness of health service promotion. Health promotion theory provides a strong framework for understanding how information can be communicated effectively through digital media, including Instagram. The theory emphasizes that easily accessible information promotes behavior change among patients, as people respond positively to clear, practical, and familiar media. Therefore, applying health promotion theory is highly relevant for identifying determinants of successful hospital social media use (Oktavilantika et al., 2023).

Instagram's user-friendly interface and ease of access strengthen its use as a promotional medium. The platform offers features such as Stories, Reels, and Live, enabling hospitals to deliver information quickly, in real-time, and interactively. This makes Instagram not just a one-way communication channel but a two-way promotional tool that encourages active patient engagement. This aligns with findings by Imanul Hafiez & Dede R. Oktini (2025), which show that most social media users in Indonesia, particularly younger generations, are digitally literate and use Instagram regularly.

However, the study revealed challenges in implementing this theory at RS TK IV Cijantung. Although theoretically accessibility influences Instagram utilization, 64.1% of respondents did not have Instagram accounts. Low account ownership was particularly prevalent among pre-elderly and elderly groups, who constitute the majority of internal medicine patients at the hospital. As a result, despite the hospital's Instagram account being available, access to promotional content remains limited. Descriptive data show that most respondents obtain hospital service information from family (40.2%) and their surrounding environment (59.8%) rather than from social media.

In regulatory terms, this highlights a gap with Law No. 17 of 2023, which emphasizes the importance of digital transformation in healthcare and mandates that health information be easily accessible, equitable, and inclusive for all population segments, including older adults. Therefore, hospitals must ensure that information accessibility extends beyond digital social media platforms and is complemented by alternative channels capable of reaching less tech-savvy patients. In conclusion, while accessibility to Instagram has significant potential to enhance the effectiveness of health service promotion, demographic factors, particularly age and social media habits, remain the main barriers. This situation calls for a dual strategy: improving content quality and interactivity on Instagram to reach active users while maintaining traditional communication channels through family or community networks to reach patients less familiar with digital platforms.

CONCLUSIONS

The study's findings can be summarized as follows:

The results indicate that content quality has a significant influence on the utilization of Instagram as a promotional tool among internal medicine patients at RS TK IV Cijantung Kesdam Jaya. The results show that interactivity affects the utilization of Instagram as a promotional medium, although the hospital's interactive practices remain suboptimal. The study demonstrates that posting frequency and consistency significantly influence the use of Instagram for promotion. The findings reveal that accessibility impacts the utilization of Instagram as a promotional tool; however, the majority of respondents (64.1%) do not have Instagram accounts, limiting access to information. The study shows that most respondents obtain hospital service information from family (40.2%) and their surrounding environment (59.8%), rather than from Instagram. The primary constraint in utilizing Instagram as a promotional tool is the low ownership of Instagram accounts among pre-elderly and elderly age groups.

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