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## The Impact of Social Media on the Decision to Use Telemedicine Among Batam's Citizen

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### Abstract

Online consultation or better known as Telemedicine is a technological breakthrough that centered on medical subject, this activity used the internet as their communication media. One of the biggest market potential to promote the telemedicine is social media. This study discusses the influence and impact of surveillance, social interaction, information sharing, entertainment and social media richness towards purchase intention with brand equity as the mediation. The method used in this study is correlational quantitative method with 400 participating respondents and the questionnaire distribution is carried out with the Google Form as a data collection. The outcome of this study revealed that the relationship between surveillance, social interaction, information sharing, entertainment, social media richness and purchase intention with brand equity as the mediating role is significant and positive.

**Keywords:** Telemedicine, Social Media, Purchase Interntion, Marketing.

### Introduction

Online consultation or commonly known as Telemedicine is a technological breakthrough that prioritizes health by maximizing the use of the internet as a communication medium (Nittari et al., 2020). The development of the first stage of telemedicine proves the existence of alternative media for treatment that has affordable costs but is proven for its quality and efficacy. The telemedicine usage itself is very much needed or used during the current pandemic. Based on the data that has been collected by Bahtiar and Munandar (2021) the regulation was added as an authority for telemedicine to be able to operate and assist medical personnel during a pandemic. This step was taken based on recommendations from WHO as an effort to minimize the use of Personal Protective Equipment (PPE) and other tools needed by medical personnel on duty in the field. Social media according to research conducted by Freeman et al. (2017) is a service or platform that operates online and is based on the interaction of fellow users or fellow communities on the platform. Social media itself has become a field of communication that is used both personally and professionally used to reach billions of active users every month (Muhammad D.M, et, al 2023). This makes social media one of the most suitable services to carry out various types of marketing, including services and products. In the Batam city itself, the development of marketing through social media is also growing rapidly on various fields such as marketing services, or online shops are mushrooming rapidly (Putra & Aprilson, 2022). The online service and product transaction process in Batam is also ranked first in Indonesia (Catheline & Sundiman, 2019). Majeed et al. (2021) said that social media can help businesses to maintain or create a strong relationship with customers. Brand Equity according to Moreira et al. (2017) is concluded as a collection of assets and services that are associated with a brand and can create a value or value that benefits both parties, both consumers and product providers. However, determining the value of Brand Equity is not as easy as determining

the value of a brand itself. Purchase intention according to research conducted by Pangestoe and Purwianti (2022) is a basic trait or behavior that consumers have about a purchase plan in the future. In other words, purchase intention can be said as the way consumers view the value of a product or service that will be used or purchased in the future. The authors conclude that the influence of the internet today is very significant, especially social media. There are many studies on Purchase Intention to a product or to an online store, however, the authors have not found any research that discusses or proves the relationship between social media and the decision to use telemedicine (Daihani, D. U., & Arafah, W. 2019). Therefore, the authors will carry out research based on the influence or impact of social media on purchase intention to use telemedicine using brand equity as a mediating variable to the people in Batam City. This research is entitled "The Influence of Social Media on Decisions in Using Telemedicine by the Community in Batam".

## **Literature Review**

### **Purchase Intention**

Purchase Intention according to Chetioui et al. (2020) is a desire or willingness of a potential consumer to buy a certain product or brand. Purchase intention reflects the results of the strategies or techniques used by a brand in promoting or marketing its products. Watson et al. (2018) conducted a study that defines purchase intention as an effort or force in predicting market movements and will. This understanding is widely used in the application of daily life in selling products or services. Purchase intention is also a combination of consumer interest and the possibility of consumers making transactions. Consumers who have a good emotional response can also be said to have a greater purchase intention.

### **Relationship Between Variables**

#### **1. Relationship between Surveillance and Brand Equity**

According to Sehar et al. (2019) surveillance is a factor that influences consumers' desire to know developments that occur in the social environment. Based on Wang et al. (2019) surveillance is part of trendiness, which is included in the measurement of QMS or social media marketing. Surveillance itself is the observation of changes in the social environment of certain consumers. Surveillance is very influential on purchase intention because prospective consumers who will buy a brand will find out more about what a brand will launch, it can be in the form of goods or activities.

#### **2. Relationship between Social Interaction and Brand Equity**

Based on research by Ebrahim (2020) Social interaction has a role in having an impact on online activities and channeling seller motives towards equity and loyalty. Social interaction can build trust from consumers who use and use a brand, consumer trust itself can build good brand equity. Supported by research Adetunji et al. (2018) which states that social interaction between consumers and a brand or product can increase consumer responses and build consumer impressions and mindsets about certain brands.

#### **3. Relationship between Information Sharing and Brand Equity**

Information sharing is the ability to convey the latest, timely and available information at any time. This is very important for users who receive advertisements in addition, the characteristics that exist in information sharing have an impact on consumer satisfaction and consumer purchasing decisions, which has become one of the main factors in receiving information (Yeo et al., 2020). According to the research of Omar et al. (2020) one of the best strategies to increase brand equity is to have interactive information sharing. This strategy uses social media to get the attention of consumers who have an interest in a particular topic.

#### **4. Relationship between Entertainment and Brand Equity**

Entertainment occurs when marketers create experiences so that consumers can be entertained when using social media platforms (Candy (2021). Entertainment can also make consumers strengthen their purchase intentions for a brand. Therefore, marketers must be able to continue to provide interesting entertainment and content that is

acceptable to consumers in order to get consumers' attention (Cheung et al., 2020). Zarei et al. (2021) said that entertainment is the key to the popularity that exists on social media and also the results of experiments or experiments playing on

social media, one example that can be seen is that people use certain social media such as YouTube to get the entertainment they want.

### 5. Relationship between Social Media Richness (SMR) and Brand Equity

Hasim et al. (2020) describes social media richness as a measurement or definition of information in a media that can change the quality of its content and understanding if the media used changes. The higher the quality of the media used, the better the reception of the information. On the other hand, the lower the quality of the media, the lower the acceptance of information from the media.

### 6. Relationship between Brand Equity and Purchase Intention

Vesile Özçifçi (2017) defines brand equity as a value that is included in the product of a brand, the definition of brand equity is carried out symbolically and has a status impact on the recipient or user of the brand. Moreira et al. (2017) states that brand equity is one of the differentiating factors for a brand from other brands, usually it will highlight something unique or special so that it can become a point of excellence from its competitors. Brand equity can be considered as one of the reasons for buying a brand, the higher the brand equity owned, the higher the preferences consumers have for purchasing decisions. Bougenvile and Ruswanti (2017) reinforce the belief that brand equity can create a series of brand-related assets such as names and symbols that can be one of the biggest determinants in product selection or purchase intention.

## Research Model and Formulation of Hypotheses

### 1. Research Model

From the previous research above, the following is the research model that the authors will use in this study, taking the research model that has been compiled by Majeed et al. (2021) and Hasim et al. (2020).

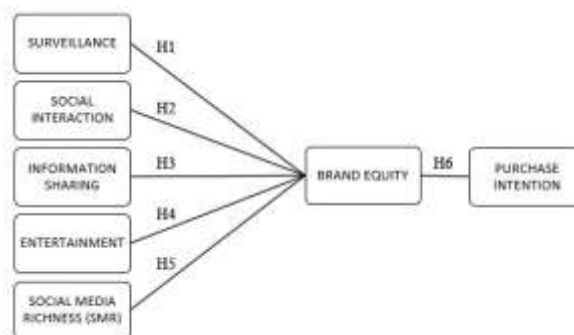


Figure 1. Research Mod

### 2. Hypothesis Formulation

This research was conducted with the aim of knowing the effect or relationship of surveillance, social interaction, information sharing, entertainment, and social media richness on purchase intention through brand equity on the people of Batam city. Based on the model listed above, the following hypotheses can be formulated:

H1: The effect of surveillance on brand equity.

H2: The effect of social interaction on brand equity.

H3: The effect of information sharing on brand equity.

H4: The effect of entertainment on brand equity.

H5: The effect of social media richness on brand equity.

H6: The effect of brand equity on purchase interaction.

H7: The effect of surveillance on purchase intention through brand equity mediation.

H8: The effect of social interaction on purchase intention through brand equity mediation.

H9: The effect of information sharing on purchase intention through brand equity mediation.

H10: The effect of entertainment on purchase intention through brand equity mediation.

H11: The effect of social media richness on purchase intention through brand equity mediation.

## Research Methods

### Research Design

This research is classified as a quantitative method based on its objectives. This method is used with the aim of seeing the results or impacts caused by the relationship between variables (Baker, 2017). This research is grouped in correlational quantitative research which is a type of research to be able to see whether or not there is a relationship in the variables related (Apuke, 2017). The variables used in this study are surveillance, social interaction, information sharing, entertainment and social media richness as independents, brand equity variables as mediation, and purchase intention as dependent variables.

### Research Object

In this research, the respondents who will participate are the people in Batam City who are active in using social media, which has an age ranging from 18 years old to 45 years old. The authors chose these respondents because the required data collection requires a wide range of ages but is active in social media. This is because the authors wants to create an attraction for the use of telemedicine to the wider community. However, as a solution provider that moves online, telemedicine providers must be able to adapt to digital marketing methods that use social media as one of the main platforms for communication and interaction. The number of samples to be collected is 30 to 500 samples, because this number is suitable for study or research (Bujang & Baharum, 2017). The sampling used in this study is conventional sampling, in which the respondents who are willing can participate in providing the data needed by researchers (Scholtz, 2021). Conventional sampling is also used to deal with time problems with the required number of samples.

The authors collects data in this study by distributing questionnaires using the Google Forms platform to Batam residents who are actively using the internet. The questionnaire distributed contained questions about telemedicine on social media. These questions relate to the variables in this study. The data collected will be summarized in one report.

## Results and Discussion

### Common Method Biases (CMB) Test Results

The Common Method Biases (CMB) test is used to determine how big the variance of one common factor is using the SPSS program. The test is carried out using harman's single factor test which has a recommended limit of 50%. From the data that has been collected and tested, it is found that the variation number is 42.423%, which means that the figure is still below the recommended limit.

**Table 1. Common Method Biased Test Results**

Total	Sums of Squared % of Variance	Cumulative (%)
11,879	42,423	42,423

*Source : Primary data processed (2022)*

### Model Evaluation Results

#### 1. Outer Model (Measurement Model Evaluation)

##### a. Outer Loading Test Results

Outer loading is the process of testing the validity of a question. Values greater than 0.6 will be considered valid (Widagdo et al., 2021). The results of the outer loading test in table 2 which show that all questions meet the outer loading validity value.

**Table 2. Outer Loading Test Results**

Variabel	Outer Loading	Description
SV1 <- Surveillance	0.720	Valid
SV2 <- Surveillance	0.763	Valid
SV3 <- Surveillance	0.769	Valid
SV4 <- Surveillance	0.764	Valid
SI1 <- Social Interaction	0.613	Valid
SI2 <- Social Interaction	0.757	Valid
SI3 <- Social Interaction	0.781	Valid
SI4 <- Social Interaction	0.775	Valid
IS1 <- Information Sharing	0.760	Valid
IS2 <- Information Sharing	0.859	Valid
IS3 <- Information Sharing	0.844	Valid
IS4 <- Information Sharing	0.833	Valid
EN2 <- Entertainment	0.924	Valid
EN3 <- Entertainment	0.922	Valid
EN4 <- Entertainment	0.911	Valid
SMR1 <- Social Media Richness	0.724	Valid
SMR2 <- Social Media Richness	0.745	Valid
SMR3 <- Social Media Richness	0.758	Valid
SMR4 <- Social Media Richness	0.819	Valid
BE1 <- Brand Equity	0.688	Valid
BE2 <- Brand Equity	0.757	Valid
BE3 <- Brand Equity	0.786	Valid
BE4 <- Brand Equity	0.787	Valid
PI1 <- Purchase Intention	0.678	Valid
PI2 <- Purchase Intention	0.726	Valid
PI3 <- Purchase Intention	0.762	Valid
PI4 <- Purchase Intention	0.833	Valid

Source : Primary data processed (2022)

## b. Validity Test Results

Each variable can be said to be valid if the average variance extracted (AVE) value is above 0.5 (Sürücü & Maslakçı, 2020). In table 3 each tested variable has exceeded the value of 0.5 and can be declared valid from 28 questions given to 400 respondents. The surveillance variable has a number of 0.569, the social interaction variable is 0.540, the information sharing variable is 0.680, the entertainment variable is 0.845, the social media richness variable is 0.581, the brand equity variable is 0.571 and the purchase interaction variable is 0.565.

**Table 3. Validity Test Results**

Variabel	AVE	Description
Surveillance	0.569	Valid
Social Interaction	0.540	Valid
Information Sharing	0.680	Valid
Entertainment	0.845	Valid
Social Media Richness	0.581	Valid
Brand Equity	0.571	Valid
Purchase Intention	0.565	Valid

Source : Primary data processed (2022)

## 2. Reliability Test Results

### a. Cronbach's Alpha

The reliability of a question can be measured and determined through Cronbach's Alpha testing. If the Cronbach's Alpha value of a variable is above 0.6 then it is considered reliable (Sürücü & Maslakçı, 2020). Cronbach's Alpha test results can be seen in table 4.



**Table 4. Cronbach's Alpha Test Results.**

Variabel	Cronbach's Alpha	Description
Surveillance	0.747	Reliable
Social Interaction	0.713	Reliable
Information Sharing	0.843	Reliable
Entertainment	0.908	Reliable
Social Media Richness	0.759	Reliable
Brand Equity	0.749	Reliable
Purchase Intention	0.741	Reliable

Source : Primary data processed (2022)

### b. Composite Reliability

The reliability test is a measure of the consistency of respondents in answering questions. According to Sürücü and Maslakçı (2020) a variable can be declared valid if it has a number greater than 0.7 when using composite reliability. In table 5 all variables pass the number 0.7. The surveillance variable is 0.841, the social interaction variable is 0.823, the information sharing variable is 0.895, the entertainment variable is 0.942, the social media richness variable is 0.847, the brand equity variable is 0.841 and the purchase interaction variable is 0.838.

**Table 5. Reliability Test Results.**

Variabel	Composite Reliability	Description
Surveillance	0.841	Reliable
Social Interaction	0.823	Reliable
Information Sharing	0.895	Reliable
Entertainment	0.942	Reliable
Social Media Richness	0.847	Reliable
Brand Equity	0.841	Reliable
Purchase Intention	0.838	Reliable

Source : Primary data processed (2022)

## 3. Inner Model (Structural Model Evaluation)

### a. Direct Effect Test Results (Direct Effect)

The Inner Model has a function as a tool for testing correlations between rising variables, direct or indirect correlation. It takes T-statistics > 1.96 or P-values < 0.05 (Muller & Judd, 2014). The following is the conclusion of the data that has been tested and analyzed.

**Table 6. Results of Direct Effect (Direct Effect)**

Effect	Sample Mean (M)	T-Statistics	P-Values	Description
Surveillance -> Brand Equity	0.212	3.380	0.001	H1: Significantly Positive
Social Interaction -> Brand Equity	0.212	3.563	0.000	H2: Significantly Positive
Information Sharing -> Brand Equity	0.095	1.988	0.047	H3: Significantly Positive
Entertainment -> Brand Equity	0.175	5.667	0.000	H4: Significantly Positive
Social Media Richness -> Brand Equity	0.307	4.257	0.000	H6: Significantly Positive
Brand Equity -> Purchase Intention	0.808	33.892	0.000	H6: Significantly Positive

Source : Primary data processed (2022)

### Hypothesis 1

The results obtained from the tests in table 6 show that surveillance has a direct effect on brand equity. This can be seen from the T-statistics number of 3,380 and the P-values of 0.001 which means that surveillance of brand equity has a significant and positive impact. This shows that when a brand can properly provide access or exposure to the products or services that the brand offers to potential consumers, it will greatly help improve the overall quality of a brand or brand equity as researched by Henriksson and Eriksson (2021). In addition, according to Sehar et al. (2019) this is caused by exposure or exposure that will give suggestions or encouragement to potential consumers in viewing a brand.

### **Hypothesis 2**

The results obtained from the test in table 6 show that social interaction has a direct effect on brand equity. This can be seen from the T-statistics number which is worth 3,563 and P-values with the number 0.000 which means that social interaction on brand equity has a significant and positive impact. This has similar results to Ebrahim (2020) which interprets that if a brand can provide access or services in the form of interaction or engagement, it will be able to help the brand to become the brand of choice in the decision of prospective consumers to choose products or services. This is also reinforced by a research done by Ceyhan (2019) that social interaction can improve the overall quality and view of the brand in the eyes of potential consumers because of the interaction between users or between consumers and the brand.

### **Hypothesis 3**

The results obtained from the test in table 6 show that information sharing has a direct effect on brand equity. This can be seen from the T-statistics number which is worth 1,988 and the P-values with the number 0.047 which means that information sharing on brand equity has a significant and positive impact. According to Jiao et al. (2018) Information sharing works on two sides, it requires openness from the consumer side and it takes the ability to be able to keep secrets from service providers, especially Telemedicine. However, this requires trust as an important aspect, because there is a process of exchanging information which is sometimes even private or cannot be shared.

### **Hypothesis 4**

The results obtained from the test in table 6 show that entertainment has a direct influence on brand equity. This can be seen from the T-statistics number which is worth 5,667 and the P-values with the number 0.000 which means that entertainment on brand equity has a positive impact. Choedon and Lee (2020) explains that the more potential consumers feel entertained, the greater the closeness they have between potential consumers to the brand. Supported by Bilal et al. (2021) which states that using entertainment as a consumer guide towards brand proximity is the right action.

### **Hypothesis 5**

The results obtained from the test in table 6 show that social media richness has a direct influence on brand equity. This can be seen from the T-statistics number which is worth 4,257 and P-values with the number 0.000 which means that social media richness on brand equity has a significantly positive impact. Social media richness describes how a media provides good information regardless of the information, this is reinforced by Kusuma Putra et al. (2021) which supports this statement with research results showing that the clarity of information, both media and content, is equally important for potential customers, because this can increase their quality as a brand.

### **Hypothesis 6**

The results obtained from the test in table 6 show that brand equity has a direct influence on purchase intention. This can be seen from the T-statistics number which is worth 33,892 and P-values with the number 0.000 which means that brand equity on purchase intention has a significant and positive impact. Vesile Özçifçi (2017) shows the important role of brand equity as a view or quality standard in the eyes of potential consumers. The same research also shows that the better the brand equity you have, the higher the percentage of product or service purchasing decisions will be. Moreira et al. (2017) also has a similar study which states that building brand equity can increase the percentage of purchases made by potential consumers.

#### **b. Indirect Effect Test Results (Indirect Effect)**

To find out the indirect relationship between variables, you can use the results of the indirect effect test. The results of the indirect effect test can be seen in table 7.

**Table 7. Results of Indirect Effect (Indirect Effect)**

Effect	Sample Mean (M)	T-Statistics	P-Values	Description
Surveillance -> Brand Equity -> Purchase Intention	0.171	3.322	0.001	<b>H7:</b> Significantly Positive
Social Interaction -> Brand Equity-> Purchase Intention	0.171	3.532	0.000	<b>H8:</b> Significantly Positive
Information Sharing -> Brand Equity-> Purchase Intention	0.077	1.975	0.049	<b>H9:</b> Significantly Positive
Entertainment -> Brand Equity -> Purchase Intention	0.142	5.615	0.000	<b>H10:</b> Significantly Positive
Social Media Richness -> Brand Equity-> Purchase Intention	0.248	4.287	0.000	<b>H11:</b> Significantly Positive

Source : Primary data processed (2022)

### Hypothesis 7

From table 7 it is found that the effect of surveillance on purchase intention through brand equity mediation has a T-Statistics number of 3,322 and a P-Values value of 0.001. This proves that brand equity as a mediation of surveillance on purchase intention has a significant positive impact. Based on similar research by Wang et al. (2019) surveillance has proven to be one of the most decisive factors in purchasing decisions from the consumer's point of view, due to the ease with which prospective consumers can get information or access services provided by brands so that there is a connection between potential consumers and consumers. target brand. Koay et al. (2021) who has a similar study also added that brand equity is an appropriate mediator in customer-based marketing.

### Hypothesis 8

It can be seen in table 7 that testing the indirect effect of social interaction on purchase intention which has brand equity mediation with T-Statistics and P-Values values of 3.532 and 0.000. This research shows that the relationship between social interaction and purchase intention which has a significant positive brand equity mediation. Seo and Park (2018) said that because social interaction is a tool to increase the closeness between the brand and potential consumers, but if mediated with brand equity it will produce purchase certainty by consumers. Similar results were also obtained by Gautam and Sharma (2017) which stated that if social interaction can be implemented properly and successfully it can provide a good view of the brand and will lead to purchases by potential consumers.

### Hypothesis 9

The indirect effect test from table 7 which shows that the relationship between information sharing and purchase intention through brand equity has a T-Statistics value of 1,975 and a P-Value of 0.049, this value proves that information sharing has a positive significant value on purchase intention through brand equity. According to Liu and Wang (2019) states when a brand or service provider provides frequent and detailed information and notifications so that potential consumers can find out the developments offered by the brand. The information provided can increase the view of the quality of the brand offered by the brand.

### Hypothesis 10

The research test results from table 7 conclude that entertainment has a significant positive impact on purchase intention through brand equity. The T-Statistics value from the test results is 5.615 and the P-Values value



from the test results is 0.000. Entertainment can help brands in terms of engagement. Research from Bilal et al. (2021) states that the more potential consumers feel entertained from the content or offers presented, the more a sense of closeness arises from potential consumers to brands that take engagement actions. If a brand can use entertainment to its full potential, then its target market can be broad because of the element of fun and entertainment.

#### **Hypothesis 11**

A review of the test results of the social media richness variable on purchase intention that has brand equity mediation in table 7 shows that the effect is significantly positive. The T-Statistics value in the test results is 4.287 with a P-Values value of 0.000. Because social media richness is a measurement of the quality of content that is especially presented on social media, it can be said that a brand can be judged for its quality based on the quality of the content they offer. Not infrequently a brand is looked down upon because the quality of its content is not considered good, such as blurry text or images, unattractive designs or even poor-quality content information can be taken into consideration several factors. Therefore, it is important to pay attention to the quality of social media richness itself (Hasim et al., 2020).

#### **4. Test Goodness of Fit Models**

##### **a. R Square Test Results**

This test serves as a measure of the correlation of the alignment of the model to each related variable. The results of the processing that have been carried out show that the R square value of brand equity is 0.745, which means that brand equity is affected by a significant impact from surveillance, social interaction, information sharing, entertainment and social media richness. Then there is an R square value of purchase intention of 0.650 which means that the impact of brand equity is quite significant on purchase intention. The higher the value of R square achieved, the more consistent the test results will be. It can be seen in table 8 that there is 74.5% influence given by the variable on brand equity. Meanwhile, purchase intention has an influence of 65% on the variable. The variables that affect brand equity and purchase intention both fall into the moderate category because the value is greater than 0.50 (Zhang et al., 2018).

**Table 8. Test Results R Square Adjusted**

<b>Variabel</b>	<b>R Square Adjusted</b>	<b>Description</b>
Brand Equity	0.745	Significantly Positive
Purchase Intention	0.650	Significantly Positive

*Source : Primary data processed (2022)*

#### **Quality Index Test Results**

Quality index aims to assess the overall structure of the model to be used. The formula used to calculate the quality index value is the root of the average AVE value multiplied by the sum of the average R square adjusted values (Henseler & Sarstedt, 2013). From the above calculation, the average AVE (communalities) is 0.622 and the average R square adjusted is 0.698, so if it is entered into the GoF calculation formula, it will look as follows:

$$\begin{aligned} GoF &= (0.622 \times 0.698) \\ GoF &= 0.659 \end{aligned}$$

The GoF value obtained from the above calculation is 0.659 which is greater than 0.36, so this data can be categorized as large GoF.

#### **Conclusions**

The research conducted by the authors aims to determine the effect of social media on purchase intention mediated by brand equity. Based on the data that has been researched and analyzed, there are the following conclusions:

1. Based on hypothesis 1, 2, 3, 4 and 5, we have been informed that surveillance, social interaction, information sharing, entertainment and social media richness have a significant and positive influence on brand equity.

This proves that the five independent variables used in the hypothesis can build brand equity because each variable serves as an important aspect in social media, especially if a brand wants to increase brand equity. In hypothesis 6 it is proven that brand equity has a significant impact on purchase intention. This is because brand equity is a picture or reflection of the brand that markets its products, so the better the picture, the higher the percentage of purchasing decisions from potential consumers.

2. According to hypothesis 7, 8, 9, 10 and 11, surveillance, social interaction, information sharing, entertainment and social media richness variables have a significant effect on purchase intention, especially having brand equity as the mediation. This is due to the role of brand equity which has become an illustration of a brand so that the possibility of a purchase is greater.

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