ABSTRACT

The rapid emergence of social media has transformed the way healthcare professionals interact with patients and provide healthcare services, including in the field of dentistry. Social media, as a virtual space, plays a highly significant role in the millennial era, once associated mainly with the younger generation but now encompassing nearly all age groups. The aim of this study is to identify the extent of the influence of Instagram social media on Patient Visit Interest at Dandelion Dental Care in Pekanbaru City. The research method employed is quantitative, and it falls under the positivistic paradigm. Instagram Social Media serves as the independent variable, while Patient Visit Interest is the dependent variable. The study utilizes Probability Sampling with Simple Random Sampling method, and the sample size is 93 respondents. Data analysis techniques include descriptive statistical analysis, correlation coefficient test, simple linear regression analysis, hypothesis testing (t-test), and determination coefficient test. The results indicate that respondents perceive the social media at Dandelion Dental Care as falling into the good category. However, there are still some non-significant aspects in the entertainment and trendiness dimensions. Regarding patient interest at Dandelion Dental Care, respondents categorize it as good, yet there are still some non-significant aspects in the preferential interest dimension. The study reveals that Instagram social media has a 47.7% influence on patient interest at Dandelion Dental Care with a strong correlation as evidenced by a p value of 0.000.

Keywords: Social Media Instagram, Patient Visit Interests, Health