

## ABSTRAK

### **PENGARUH *SOCIAL INFLUENCE*, *BRAND IMAGE*, DAN *SOCIAL MEDIA MARKETING* INSTAGRAM TERHADAP MINAT MENGGUNAKAN LAYANAN *TELEMEDICINE* HALODOC PADA GENERASI ZILENIAL (GEN Z) DI LAMPUNG**

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Penelitian ini bertujuan untuk mengetahui pengaruh *social influence*, *brand image*, dan *social media marketing* Instagram terhadap minat menggunakan layanan *telemedicine* Halodoc pada generasi milenial (gen z) di Lampung. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan metode *explanatory research*. Populasi dalam penelitian ini adalah Gen Z di Lampung dengan jumlah sampel sebanyak 100 responden yang diambil menggunakan teknik *purposive sampling*. Hasil penelitian ini menunjukkan bahwa variabel *social influence* secara parsial tidak berpengaruh signifikan terhadap minat menggunakan layanan *telemedicine* Halodoc sebesar 4,3%, variabel *brand image* secara parsial berpengaruh signifikan terhadap minat menggunakan layanan *telemedicine* Halodoc sebesar 23,6%, variabel *social media marketing* Instagram secara parsial berpengaruh signifikan terhadap minat menggunakan layanan *telemedicine* Halodoc sebesar 51,1%. Namun, *social influence*, *brand image*, dan *social media marketing* Instagram secara simultan berpengaruh terhadap minat menggunakan layanan *telemedicine* Halodoc sebesar 71%.

**Kata Kunci:** *Social Influence*, *Brand Image*, *Social Media Marketing* Instagram, Minat Menggunakan, Halodoc.

## **ABSTRACT**

### ***THE INFLUENCE OF SOCIAL INFLUENCE, BRAND IMAGE, AND SOCIAL MEDIA MARKETING INSTAGRAM ON INTEREST IN USING TELEMEDICINE SERVICES HALODOC TELEMEDICINE SERVICES IN THE ZILLENNIAL GENERATION (GEN Z) IN LAMPUNG***

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*This study is to determine the influence of social influence, brand image, and Instagram social media marketing have on interest in using Halodoc telemedicine services for the Zillennial Generation (gen z) in Lampung. The type of research used is quantitative research with explanatory research methods. The population in this study was Gen Z in Lampung with a sample size of 100 respondents who were taken using purposive sampling technique. The results of this study indicate that the social influence variable partially does not have a significant effect on interest in using Halodoc telemedicine services by 4.3%, the brand image variable partially has a significant effect on interest in using Halodoc telemedicine services by 23.6%, the Instagram social media marketing variable partially has a significant effect on interest in using Halodoc telemedicine services by 51.1%. However, social influence, brand image, and social media marketing Instagram simultaneously affect the interest in using Halodoc telemedicine services by 71%.*

***Keywords: Social Influence, Brand Image, Social Media Marketing Instagram, Interest to Use, Halodoc.***