

ETHICAL CLEARANCE LETTER

Surat Kelaikan Etik

No. 5820/B.1/KEPK-FKUMS/X/2025

Komisi Etik Penelitian Kesehatan (KEPK) FK UMS, setelah menelaah rancangan penelitian yang diusulkan menyatakan bahwa:

Health Research Ethics Committee Faculty of medicine of Universitas Muhammadiyah Surakarta, after reviewing the research design, state that:

Penelitian dengan judul:

The research proposal with topic:

THE STRATEGIC ROLE OF SOCIAL MEDIA MARKETING IN BUILDING PATIENT LOYALTY AND BRAND IMAGE IN HEALTHCARE

Peneliti:

The researcher:

Nama/ Name : **anggraeni indah**

Alamat/ Address : Jalan Raya Kalitidu 174b Kec Kalitidu Kab Bojonegoro

Institusi/ Institution : Universitas Muhammadiyah Surakarta

Telah memenuhi deklarasi Helsinki 1975, Council for International Organizations of Medical Sciences (CIOMS) dan World Health Organization (WHO) 2016

Has met the declaration of Helsinki 1975, Council for International Organizations of Medical Sciences (CIOMS) and World Health Organization (WHO) 2016

dan dinyatakan lolos etik

and ethically approved

Surakarta, 14 Oktober 2025

Ketua/Chairman,



Prof. Dr. dr. EM. Sutrisna, M,Kes.