

The role of social promotion in enhancing the mental image of private health institutions - Case study of a sample of clients of private health institutions in Constantine-

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Abstract:

The purpose of this article is to examine the effect that social promotion has on enhancing private health institutions' mental image from the clients' perspective, the data were collected through a questionnaire that was distributed on clients of private health institution in Constantine, who dealt with said institutions at least once, and we managed to gather 101 responses which were then inserted into SPSS program and analyzed.

The findings showed that social promotion has an effect on enhancing private health institutions' mental image, however, separately, not all social promotional mix element have an effect on enhancing the mental image of private health institution as the study results only showed an effect for public relations and sales promotion on enhancing the mental image of private health institutions meanwhile social advertising and personal selling didn't show a significant effect on the study's dependent variable.

Keywords: social promotion, social promotional mix, private health institutions, mental image

Jel Classification Codes: M3, M31, M37

1. INTRODUCTION

Modern societies live in a time of rapid technical progress and profound social change, where changes in individual and group behavior have noticeable effects. Social marketing is emerging as a new strategic idea that goes beyond the boundaries of traditional marketing because it aims to achieve a balance between the company's goals and improving the lives of the individual and society. Social marketing also aims to bring about a positive change in society by influencing the behaviors of individuals. Social promotion is a vital element of the marketing mix and plays a key role in enhancing communication and changing social behaviors.

Social marketing includes not only charitable or social enterprises, but also private and government organizations that have undertaken a commitment to contribute to society and add value to the communities in which they operate through their operations.

In light of the intense competition and change in the environment in which economic institutions in general and health institutions in particular operate, it has become necessary for health institutions to create a positive image in the sector in which they operate and to seek to influence the target audience through various means, tools and marketing strategies. Here the role of social promotion is evident in improving the mental image of health institutions by highlighting their social and health issues, through their social promotional mix, health institutions can build relationships based on trust and open communication with the public includes disseminating useful health information, encouraging community participation in health events, and informing the public of the latest medical developments through social media and advertising campaigns.

Based on the above, the problem of the study is as follows: **Is there a statistically significant effect at a significance level $\alpha \geq 0.05$ for social promotion on enhancing mental image of private health institutions?**

The following sub-question branch out from the main problem: **Is there a statistically significant effect at a significance level $\alpha \geq 0.05$ for the elements of the social promotional mix, represented by social advertising, public relations, personal selling and sales promotion, on enhancing the mental image of private health institutions?**

Based on the problem of the study, the following main hypothesis was formulated:

H1: The hypotheses states that: There's a statistically significant effect at a significance level $\alpha \geq 0.05$ for social promotion on enhancing mental image of private health institutions.

The main hypothesis includes the following subsidiary hypotheses:

➤ **H1-1:** There's a statistically significant effect at a significance level $\alpha \geq 0.05$ for social

advertising on enhancing mental image of private health institutions.

- **H1-2:** There's a statistically significant effect at a significance level $\alpha \geq 0.05$ for public relation on enhancing mental image of private health institutions.
- **H1-3:** There's a statistically significant effect at a significance level $\alpha \geq 0.05$ for personal selling on enhancing mental image of private health institutions.
- **H1-4:** There's a statistically significant effect at a significance level $\alpha \geq 0.05$ for sales promotion on enhancing mental image of private health institutions.

The importance of the study:

The importance of the study lies in its treatment of the subject of social marketing and specialization in social promotion as it is among the most important and complex elements in the social marketing mix, in addition to studying how the social promotional mix can contribute to improving the mental image of private health institutions.

Objectives of the study:

Identifying the social promotional mix and its importance for health institutions, and identifying the extent to which each element of the promotional mix affects the mental image of clients of private health institutions.

Literature review:

- **The study by Chattananon and others (2007)** “Building corporate image through societal marketing programs”: The study's goal was to test a model for how societal marketing programs affect consumers' attitudes about a company's image. It came to the conclusion that corporate communications and societal marketing programs can foster favorable client perceptions of a company's image. Furthermore, respondents' marital status and educational attainment have a big impact on how clients feel about a company's image. Furthermore, social marketing program identity shows the strongest influence on consumers' perceptions regarding the company's image when compared to other variables.
- **The study by Terra Saptina Maulani (2017)** “THE EFFECTIVENESS OF PROMOTIONAL MIX TOWARD IMAGE OF THE THEMATIC DAY IN BANDUNG”: The objective of the study is to ascertain how well the promotional mix affects the public's perception of the thematic program as the target market from the perspective of society. The study's findings indicate that there is a strong correlation between the promotional mix and mental image, which implies that the public's perception of the thematic program will be stronger if the promotional mix is applied more effectively across all channels.
- **The study by Jalal Rajeh Hanaysha (2020)** “Marketing Mix Elements and Corporate Social Responsibility: Do they Really Matter to Store Image?”: The objective of this paper is to investigate how marketing mix components and corporate

social responsibility (CSR) affect shop image in the Malaysian retail industry. The findings showed that price and advertising significantly improve store image. Sales promotions, however, have a little and unfavorable impact on the image of the store. Ultimately, the findings demonstrated that retail setting and location significantly improve store image.

• **The study by** سالم عبد اللطيف. راهم فريد (2022) “The Impact Of The Promotional Mix On Creating A Mental Image To The Clients Of The Algerian Foreign Bank-Agency: TEBESSA”: This study aimed to determine the extent of the influence of the elements of the promotional mix (advertising, personal selling, sales promotion, direct marketing and public relations) on forming the mental image of clients of the Foreign Bank of Algeria - Tebessa Agency 46, through the clients’ point of view. The study concluded that the elements of the promotional mix combined have a significant effect on mental image of the bank at a rate of 76.5%. as for each individual element of the promotional mix the results were as following: bank advertising 28%, personal selling 62.9%, sales promotion 17.3%, public relations 70.3%, direct marketing 22.1%.

2. Social promotion:

Social promotion can be defined as the deliberate strategic process through which organizations interact with their target audience across various media platforms with the aim of informing, educating, reminding, and updating them about socially beneficial concepts, causes, or initiatives. The primary objective is to elicit positive responses and engagement from the audience, going beyond simple awareness-raising to foster favorable perceptions and reactions towards societal issues and the organizations advocating for them. (Joseph A. Anyadighibe, 2021, p. 127)

Social promotion in healthcare:

Social promotion plays a pivotal role in the success or failure of campaigns or social marketing plans for health institutions, as it mirrors all their social marketing activities. The promotional mix employed in one healthcare context may not be suitable for another, depending on economic, social, or political factors. The nature of the health issue, the demographic and psychographic profiles of the target audience, and the budget allocated to the campaign dictate the promotional mix. Conducting marketing research is essential to determine the most effective promotional mix to achieve desired health objectives. Understanding the advertising and promotional behaviors of each healthcare institution, community group, or individual family is vital for developing an effective promotional strategy in the healthcare sector.(الصفحات 274-275، 2014، الصغير)

The social promotional mix:

The social promotional mix for health institutions includes:

▪ **Social advertising:** social advertising within health institutions refers to the practice of a designated sponsor paying to promote and highlight ideas, causes, or activities that hold societal or public significance. This promotional campaign employs various media

channels, including print media (such as magazines and newspapers), broadcast media (including radio and television), network media (like phone, cable, satellite, and wireless platforms), digital media (such as mobile apps, websites, and social media platforms), and display media (like billboards, signs, and posters).

- **Public relations:** Public relations within health institutions entails the execution of a variety of initiatives targeted at both internal stakeholders, such as staff members, and external entities, including patients, other healthcare organizations, government agencies, and media platforms. These initiatives aim to enhance or protect the reputation of the institution as a whole or its specific healthcare communications. (Maulan, 2017, p. 27) Public relations efforts contribute to cultivating a positive public perception of the institution, supporting the launch of new healthcare services, increasing sales, gauging public opinions, and effectively communicating the institution's overarching goals and objectives.

- **Personal selling:** In healthcare, personal selling typically involves direct interactions between healthcare professionals (such as doctors, nurses, or representatives) and patients or potential patients. This engagement aims to communicate the benefits of healthcare products or services, occurring through face-to-face consultations, promotional events, or outreach programs. The goal is to educate, build trust, and influence decisions regarding medical treatments or services. (K. Ganesamurthy, 2018, p. 86)

- **Sales promotion:** Sales promotion within health institutions involves implementing various strategies to stimulate interest and engagement in healthcare services and products. This includes offering discounts, coupons, and promotional offers to patients, providing free samples or trial sessions, incentivizing patient participation in healthcare activities, collaborating with other healthcare providers for joint promotions, incentivizing sales teams, and hosting healthcare events to directly engage with the community. Overall, sales promotion aims to attract, retain, and educate patients while building brand loyalty and trust in health institutions. (Maulan, 2017, p. 27).

- **Direct marketing:** Health institutions utilize direct marketing as a vital part of their promotional strategy to boost the promotion of their medical services and policies. With the ongoing globalization and advancements in communication technologies, these institutions have implemented digital methods and channels to directly engage with consumers and advertise their healthcare offerings. These channels include social media platforms, email, telephones, websites, blogs, and mobile apps. Through these direct marketing avenues, health institutions can precisely target, interact with, and communicate to potential and current patients, aiming to persuade them to utilize their services and cultivate ongoing support (Joseph A. Anyadighibe, 2021, p. 128).

3. mental image definition:

According to Kotler an image is a person's collection of thoughts, perceptions, and beliefs about an object. The perception that people have of an object, like a product or service, greatly influences their attitudes and behaviors toward it (Kotler, 2002, p. 273).

Mental image was defined as: “Stakeholder impressions of a company's corporate identity mix, whether intentionally created by controlled or unintentionally created by uncontrollable sources.” (Chattananon, 2007, p. 232) it refers to the way clients view different aspects of a company and their overall attitude toward it, which is typically based on both internal and external characteristics (Hanaysha, 2020, p. 57), Another term for a mental image is a re-imagining or memory recall of a certain image or experience (طارق، 2024، صفحة 46).

As a result, the mental image manifests itself in this context as a collection of factors that contribute to the development of an attitude toward a specific topic, either positive or negative. (نافلة، 2021، صفحة 136)

From the previous definitions we can generally define mental image as: **“A company's mental image is the perception and attitude that the public has of it which can be either positive or negative. It is shaped by deliberate actions taken by the company, such as branding and marketing, as well as by external factors, such as public perception. In general, people's interactions with a company and their willingness to support it are influenced by its mental image.”**

Establishing a positive mental image offers numerous benefits for companies. It enhances client preference, fosters loyalty, and sustains positive connections. This leads to higher profit margins, the ability to set premium prices, and effective communication through tailored marketing strategies. Positive recommendations and referrals attract new business and partnerships, facilitating brand expansion. Additionally, companies with a positive image are less vulnerable to competitive pressures and experience more flexible responses to price changes, ultimately enhancing profitability and sustainability. (Hanaysha, 2020, p. 56).

mental image of health institutions

mental image of health institutions reflects the perception and values held by the public towards it. It encompasses the views of investors, staff, clients, and patients, playing a crucial role in shaping how they are perceived and trusted. Company's mental image is a reflection of the identity of an organization or company, in which a company is able to have several different images in the eyes of the public (Sembiring, 2021, p. 212). These images significantly influence consumer decisions, from choosing where to buy products or seek healthcare services to deciding where to work. A strong mental image or positive reputation sets a company apart from competitors, fostering trust and loyalty among their clients

Characteristics of Mental Image:

- **Transcendence of Boundaries:** Mental images extend beyond specific limits or boundaries.
- **Inaccuracy:** Mental images often represent only a portion of reality rather than the complete picture.

- **Predictive Ability:** Mental images aid in forecasting future behaviors and responses to various situations.
- **Stability and Resistance to Change:** Mental images tend to remain constant and are resistant to alteration.
- **Generalization and Disregard for Individual Differences:** Mental images rely on generalizations and overlook individual variations within groups. (فريد، 2022، الصفحات 293-292)

mental image dimensions:

❖ **The cognitive dimension:** it represents the initial facet of the mental image, concerning an individual's understanding, convictions, and viewpoints regarding specific subjects. It encompasses the information and beliefs held about the subject, which serve as the foundation for the individual's perception. The precision of this mental depiction relies on the correctness of the acquired information and knowledge.

❖ **The emotional dimension:** it involves individuals' emotional responses and feelings towards a specific subject, shaping their overall evaluation of it as positive, negative, or neutral. This dimension encompasses both positive and negative emotional attitudes, with the possibility of neutrality when there is a balance between supportive and opposing information regarding the subject.

❖ **The behavioral dimension:** it reflects how individuals behave in various life situations based on the mental images they hold. This behavior is often influenced subconsciously by these mental images, which also have predictive value for understanding individual behaviors. Essentially, people's actions are seen as reflections of their attitudes shaped by their mental images of different aspects of life (الدائم، 2020).

4. RESULTS AND DISCUSSION

1) Study methodology and procedures:

The descriptive analytical approach was relied upon, by describing all the variables of the study, which are represented by four elements of the social promotional mix: advertising, personal selling, public relations and sales promotion, and describing and analyzing the causal relationship between them and the dependent variable, which is the mental image of private health institution clients.

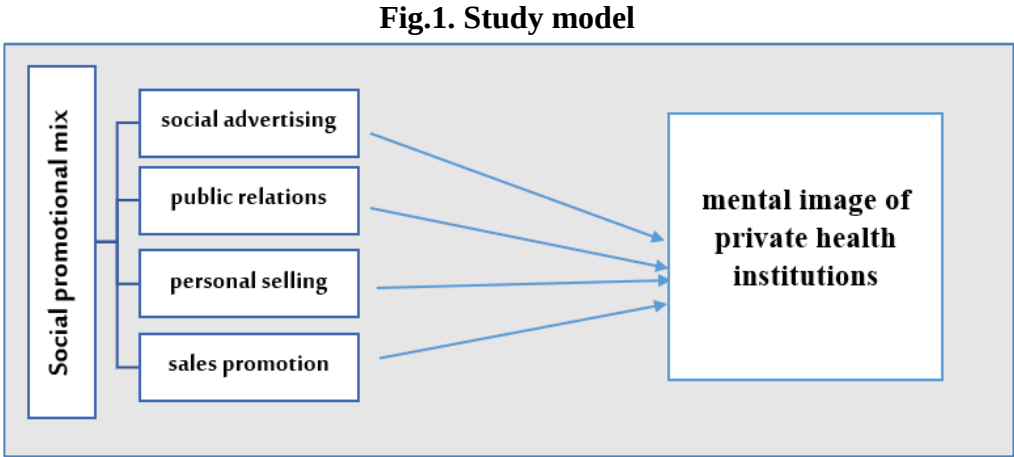
The case study approach was adopted as a tool for collecting information and data, in order to know the degree of influence and strength of the relationship between the variables of the study (independent and dependent), and descriptive and inferential statistics methods were also used for analysis, because they are appropriate for processing statistical (SPSS) data, and conducting Tests using questionnaire as the main tool in collecting data, which consists of 25 statements, and it was distributed electronically in Arabic language to make it easier for the sample to understand. The five-point Likert scale was relied upon to evaluate its strength. The questionnaire was divided into two parts:

The first part: includes statements related to the first or independent variable, which is social promotion.

The second part: relates to the dependent variable, which is the mental image.

a. Study model:

The following model was developed for the study to include social promotion with its dimensions as an independent variable and the mental image of private health institutions as a dependent variable. The model was as shown in Figure 1:



Source: prepared by researcher based on the study.

b. Study population and sample: Because the sample size was large and unspecified, a non-random sample was targeted, estimated at 101 clients. The study population represented clients of private health institutions in the state of Constantine who dealt at least once with these institutions.

c. Testing the study tool: In order to test the study tool, which is the questionnaire, we will do the following:

- Apparent honesty: We presented the questionnaire to a group of arbitrators, and their comments were taken into account in amending its statements.
- structural validity: The following table shows the results of the structural validity test for the study tool, where we calculated the correlation of each statement with the dimension to which it belongs:

Table 01. Structural validity test for the study tool

First Factor	Dimensions	Items	Correlation Coefficient	Significance Level (Sig)	Second Factor	Items	Correlation Coefficient	Significance Level (Sig)
Social Promotion	Social Advertising	01	0.835**	0.000	Mental Image	17	0.773*	0.000
		02	0.811**	0.000		18	0.611*	0.000
		03	0.712**	0.000		19	0.755*	0.000
		04	0.732**	0.000		20	0.530*	0.000

	Public Relations	05	0.847**	0.000		21	0.530*	0.000
		06	0.819**	0.000		22	0.735*	0.000
		07	0.655**	0.000		23	0.741*	0.000
		08	0.802**	0.000		24	0.786*	0.000
	Personal Selling	09	0.796**	0.000		25	0.780*	0.000
		10	0.699**	0.000				
		11	0.844**	0.000				
		12	0.719**	0.000				
	Sales promotion	13	0.790**	0.000				
		14	0.719**	0.000				
		15	0.676**	0.000				
		16	0.755**	0.000				

Source: Prepared by researchers based on the outputs of the SPSS program.

From Table No. (01) we notice that the significance level is Sig = 0.000, which is smaller than 0.01. This means that there is a correlation between each statement with the average of the sum of the statements that make up the dimension to which it belongs, and since the value of the correlation coefficient for all statements exceeds 0.5, this is an indication that there is a strong positive correlation between each statement and the dimension to which it belongs, and based on that it can be said that the study tool, i.e. the questionnaire, is true to what it was designed to measure.

d. Reliability test: In this test, we calculated the Cronbach's alpha reliability coefficient. If its value is greater than or equal to 0.707, this indicates that the reliability condition has been met (صفحة 362، فوزية، 2021). The results were as follows:

Table 02. results of reliability test

Factors	Phrases	Cronbach's Alpha
Social Promotion	16	0.882
Mental image	9	0.883
All factors	25	0.924

Source: Prepared by researchers based on the outputs of the SPSS program.

Through Table No. (02), it is clear to us that the Cronbach's alpha reliability coefficient for the first and second factor and for all factors exceeded "0.707", reaching a percentage of 0.882 for the first factor, 0.883 for the second factor, and 0.924 for all factors. This is what leads us to say that the reliability coefficient is acceptable. This means that the questionnaire statements are characterized by stability and can be relied upon in conducting this study.

2) Presentation and analysis of study data: Through the following table, we will display the arithmetic means and standard deviations, in addition to the level of agreement with the answers of the study sample members:

Table 03: Responses, Arithmetic mean, standard deviation for study's first axis:

Dimensions	Phrase number	Phrases	Arithmetic mean	Standard deviation	Approval level
Social advertising	01	The private health institution that I dealt with displays advertisements with a social content to increase awareness of the importance of health care.	4.12	1.306	High
	02	The private health institution I dealt with displays advertisements encouraging me to take steps to take care of my health.	4.26	1.238	High
	03	The private health institution that I dealt with spreads awareness about the available health programs through various advertising campaigns	4.20	1.225	High
	04	The advertisements of the private health institution that I dealt with focus on directing my health behaviors in a positive way.	4.09	1.250	High
	Social advertising		4.165	0.970	High
Public relations	05	The private health institution's employees interact with me to enable me to better understand health services	3.96	1.363	High
	06	I feel that the employees in the private health institution that I dealt with provide the necessary personal support to me regarding the health services provided by the institution	3.69	1.426	High
	07	Personal sessions with the medical staff help me ask my questions to get useful answers	4.23	1.199	High
	08	The employees of the private health institution interact with me in a way that increases my confidence in the institution	4.17	1.233	High
	Public relations		4.012	1.024	High
Personal selling	09	The private healthcare institution I have interacted with places importance on the social events it organizes to foster trust between myself and the institution.	3.80	1.342	High

	10	I perceive that the private healthcare institution I have interacted with is dedicated to strengthening social bonds between patients and the community	3.75	1.374	High
	11	The private healthcare institution I have interacted with organizes charitable events and social initiatives to promote health awareness in the community.	3.72	1.422	High
	12	The private healthcare institution I have interacted with conducts public awareness campaigns to enhance knowledge about disease prevention.	4.26	1.230	High
	Personal selling		3.883	1.028	High
Sales promotion	13	The healthcare institution I have interacted with is occasionally interested in offering discounts on its services to its clients.	3.58	1.498	High
	14	The private healthcare institution I have interacted with ensures the accuracy of the information it provides in promoting its services.	3.94	1.223	High
	15	The private healthcare institution I have interacted with organizes innovative promotional programs that enhance my awareness of the importance of healthcare.	3.82	1.299	High
	16	The private healthcare institution I have interacted with offers special deals tailored to certain needy segments of the community	3.81	1.362	High
	Sales promotion		3.789	0.992	High
Social promotion			3.962	0.789	High

Source: Prepared by researchers based on the outputs of the SPSS program.

The results of Table (03) indicate the following:

- The overall mean for the social promotion dimension is estimated at 3.962, corresponding to a high level of agreement. This suggests that private health institutions in the state of Constantine rely on social promotion in marketing their services and health products. The standard deviation is 0.789, highlighting a consistency in the responses of the sample regarding this dimension. The ranking of the sub-dimensions of this dimension based on the mean values is as follows:

 **Social Advertising:** This sub-dimension ranked first with a mean value of 4.165, indicating a high level of agreement. This suggests that private health institutions in the

state of Constantine feature social content in their advertisements, encouraging decisions related to healthcare services.

✚ **Public Relations:** This sub-dimension ranked second, with a mean value of 4.012, which is also a high level of agreement. This indicates that the sample members agree that private health institutions in the state of Constantine engage in positive public relations practices through their employees, creating a good impression among their clients and encouraging favorable decisions.

✚ **Personal Selling:** This sub-dimension ranked third, with a mean value of 3.883, reflecting a high level of agreement. This shows that the study sample agrees that private health institutions in the state of Constantine motivate their medical staff to provide support, assistance, and accompaniment to clients, thereby building a relationship of trust between the client and the medical staff.

✚ **Sales Promotion:** This sub-dimension ranked last in the social promotion dimension, with a mean value of 3.789, which is still a high level of agreement. This indicates that private health institutions in the state of Constantine are keen on offering innovative promotional deals to their clients, increasing their awareness of the importance of healthcare and aiding them in their purchasing decisions.

Table 04. Responses, Arithmetic mean, standard deviation for mental image dimension:

Dimensions	Phrase number	Phrases	Arithmetic mean	Standard deviation	Approval level
Mental image	01	The private healthcare institution I have interacted with shows genuine concern for patient comfort and satisfaction.	4,23	1,224	High
	02	I feel comfortable and safe when dealing with the medical staff at the private healthcare institution.	4,36	1,205	High
	03	It appears to me that the private healthcare institution I have interacted with understands and greatly considers patients' emotions and feelings.	4,13	1,230	High
	04	I find that interacting with the medical staff motivates me to adhere to a healthy lifestyle.	4,42	1,022	High
	05	I feel confident in making health decisions based on the guidance I receive from the private	4,13	1,317	High

		healthcare institution.			
	06	The private healthcare institution's responsiveness to my needs and requirements encourages me to maintain a positive relationship with it.	4,28	1,201	High
	07	I find that the private healthcare institution I have interacted with provides me with the necessary information and guidance comprehensively.	4,13	1,286	High
	08	I perceive the medical staff to be qualified and skilled in their field.	4,35	1,170	High
	09	The thorough and clear presentation of medical information and health guidelines by the private healthcare institution I have interacted with helps me make sound health decisions	4,20	1,225	High
Mental image			4.245	0.870	High

Source: Prepared by researchers based on the outputs of the SPSS program.

The results of table 04 indicate the following:

- Regarding the mental image dimension, the mean value is 4.245 with a standard deviation of 0.870. This indicates that private health institutions in the state of Constantine utilize techniques that help create a positive mental image in the minds of their clients. Since the standard deviation is less than 1, it suggests that there is no significant variance in the responses of the sample regarding this dimension's mean value.

3) Testing the Study Hypotheses:

Testing the Distribution Nature of the Study Variables :

We subjected the study variables to the Kolmogorov-Smirnov test (one sample Kolmogorov-Smirnov test) in addition to the Shapiro-Wilk test to determine whether the data follows a normal distribution or not. The results were as follows:

Table 05. results of testing the distribution nature of the study variables

	Kolmogorov-Smirnov ^a	Shapiro-Wilk
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	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
Social promotion	0.098	101	0.019	0.961	101	0.005
Mental image	0.117	101	0.002	0.946	101	0.000

Source: Prepared by researchers based on the outputs of the SPSS program.

From table No. (05), it is evident that:

- The Kolmogorov-Smirnov value for the social promotion variable is 0.98, with a statistical significance level of 0.19, which is greater than the significance level of 0.05. Additionally, the Shapiro-Wilk value is 0.961, with a statistical significance level of 0.005, which is less than the significance level of 0.05.
- For the mental image variable, the Kolmogorov-Smirnov value is 0.117, with a statistical significance level of 0.002, which is less than the significance level of 0.05. The Shapiro-Wilk value is 0.946, with a statistical significance level of 0.00, which is also less than the significance level of 0.05.

Taking into consideration the Central Limit Theorem, which states that when the sample size is greater than 30 or 40, the sample data tend to follow a normal distribution, and given that our sample size is 101, we can conclude that the data follow a normal distribution. Therefore, parametric tests can be conducted on the study variables.

Analysis of Variance Inflation Factor (VIF) and Tolerance:

One of the conditions necessary for using multiple linear regression is that the dimensions of the independent variable must be independent of each other. To verify this, we calculated both the Variance Inflation Factor (VIF) and Tolerance. The results were as follows:

Table 06. results of analysis of (VIF) and tolerance test

	(VIF)	(Tolerance)
Social advertising	1,597	0,626
Public relations	1,490	0,671
Personal selling	1,840	0,543
Sales promotion	1,610	0,621

Source: Prepared by researchers based on the outputs of the SPSS program.

We observe from Table (06) that the Variance Inflation Factor (VIF) values for all dimensions of the independent variable were less than 10, and the Tolerance values were greater than 0.1. This indicates that there is no issue of multicollinearity among the dimensions of the independent variable represented by social promotion.

Subsidiary hypotheses testing: this study's subsidiary hypotheses are tested through multiple linear regression analysis to find the impact of each dimension of social promotion on enhancing the mental image of private health institutions:

- ✓ **H1-1:** There's a statistically significant effect at a significance level $\alpha \geq 0.05$ for social advertising on enhancing mental image of private health institutions.
- ✓ **H1-2:** There's a statistically significant effect at a significance level $\alpha \geq 0.05$ for public relation on enhancing mental image of private health institutions.
- ✓ **H1-3:** There's a statistically significant effect at a significance level $\alpha \geq 0.05$ for personal selling on enhancing mental image of private health institutions.
- ✓ **H1-4:** There's a statistically significant effect at a significance level $\alpha \geq 0.05$ for sales promotion on enhancing mental image of private health institutions.

The results are presented in the following table:

Table 07. Results of Multiple Linear Regression Analysis

Model	Non-standardized coefficients		Standardized coefficients	t-value	Significance level (Sig)
	B	Standard error	beta		
Intercept	1,153	0,302		3,814	0,000
Social Advertising	0,032	0,076	0,036	0,427	0,671
Public Relations	0,442	0,070	0,521	6,358	0,000
Personal Selling	0,071	0,077	0,084	0,919	0,361
Sales Promotion	0,240	0,075	0,273	3,210	0,002

Source: Prepared by researchers based on the outputs of the SPSS program.

From Table (07), it is clear that:

- There is no effect of social advertising in enhancing the mental image of private health institutions because the significance level is **Sig = 0.671**, which is greater than the significance level of 0.05. Therefore, we reject the first subsidiary hypothesis **H1-1**, and accept the null hypothesis **H0-1** that states that there's no statistically significant effect at a significance level $\alpha \geq 0.05$ for social advertising on enhancing mental image of private health institutions.
- There is an effect of public relations in enhancing the mental image of private health institutions because the significance level is **Sig = 0.000**, which is less than the significance level of 0.05. Additionally, the standardized coefficients (Beta), which

represent the percentage of the effect, reached 52.1%, a relatively high value. Therefore, we accept the second subsidiary hypothesis **H1-2** that states that there’s a statistically significant effect at a significance level $\alpha \geq 0.05$ for public relation on enhancing mental image of private health institutions.

➤ There is no effect of personal selling in enhancing the mental image of private health institutions because the significance level is **Sig = 0.361**, which is greater than the significance level of 0.05. Therefore, we reject the third subsidiary hypothesis **H1-3**, and accept the null hypothesis **H0-3** that states that there’s no statistically significant effect at a significance level $\alpha \geq 0.05$ for personal selling on enhancing mental image of private health institutions.

➤ There is an effect of sales promotion in enhancing the mental image of private health institutions because the significance level is **Sig = 0.002**, which is less than the significance level of 0.05. Additionally, the standardized coefficients (Beta), which represent the percentage of the effect, reached 27.3%, a relatively low value. Therefore, we accept the fourth subsidiary hypothesis **H1-4** that states that there’s a statistically significant effect at a significance level $\alpha \geq 0.05$ for sales promotion on enhancing mental image of private health institutions.

Main Hypothesis Testing:

✓ **H1:** There’s a statistically significant effect at a significance level $\alpha \geq 0.05$ for social promotion on enhancing mental image of private health institutions.

The following table shows the results obtained when testing the suitability of the study model through regression analysis of variance.

Table 08. Results of Multiple Linear Regression Analysis of Variance

Source of Variance	Sum of Squares	Degrees of Freedom	Mean Square	Calculated F Value	Significance Level (Sig)	Correlation Coefficient (R)	Coefficient of Determination (R ²)
Regression	43,066	4	10,766	31,589	0.000	0.754	0.550
Residual	32,720	96	0,341				
Total	75,786	100					

Source: Prepared by researchers based on the outputs of the SPSS program.

From Table (08), we observe that the calculated F value is 31.589 with a significance level of Sig = 0.000, which is less than the significance level of 0.05. Additionally, the correlation coefficient (R) is 0.754, indicating a strong positive relationship between social promotion and the mental image. The coefficient of determination (R²) is 0.550, meaning that 55% of the variance in enhancing the mental

image is explained by changes in social promotion, while 45% is due to other variables not included in the study model. Therefore, we accept the main hypothesis **H1** which states that there's a statistically significant effect at a significance level $\alpha \geq 0.05$ for social promotion on enhancing mental image of private health institutions.

5. CONCLUSION

Social promotion is regarded as one of the most crucial and influential activities undertaken by private health institutions, significantly impacting the mental image held by clients towards these institutions. The positivity or negativity of this mental image is largely contingent upon the effectiveness of the promotional activities implemented by these health institutions. To identify which elements of the social promotional mix have the most impact on the mental image of the health institution's clients, we conducted an analysis of survey results directed at the clients of private health institutions in Constantine. The findings were as follows:

- There's a statistically significant effect at a significance level $\alpha \geq 0.05$ for social promotion on enhancing mental image of private health institutions. Which is represented by the percentage of 55% therefor we accept the main hypotheses of this study.
- There's no significant effect at a significance level $\alpha \geq 0.05$ for social advertising on enhancing mental image of private health institutions. Which leads us to reject the first sub-hypotheses of this study.
- There's a statistically significant effect at a significance level $\alpha \geq 0.05$ for public relation on enhancing mental image of private health institutions. Which is represented by the percentage of 52.1% therefor we accept the second sub-hypotheses of this study.
- There's no significant effect at a significance level $\alpha \geq 0.05$ for personal selling on enhancing mental image of private health institutions. Which leads us to reject the third sub-hypotheses of this study.
- There's a statistically significant effect at a significance level $\alpha \geq 0.05$ for sales promotion on enhancing mental image of private health institutions. Which is represented by the percentage of 27.3%, therefor we accept the fourth sub-hypotheses of this study.

Suggestions: from the previous results we can offer a few suggestions which are:

- Private health institutions must pay greater attention to the elements of the promotional mix and employ them in a manner that aligns with the target audience to achieve and reinforce a positive mental image among their clients through effective social promotion campaigns.

- It is recommended that private health institutions prioritize the optimization of their social advertising efforts by directing resources towards precisely targeted campaigns on different digital platforms like Facebook, Instagram, Twitter, and so on. This can assist the institutions in connecting with diverse audiences and social groupings.
- Private health institutions ought to train staff members in personal selling strategies that prioritize empathy, transparent communication, and individualized care, especially for those in positions that require them to face patients. This can help the institutions enhance their positive image to clients
- Private health institutions can leverage social media platforms more extensively to design effective advertising campaigns that reach the widest possible segment of the community.
- Private health institutions can solicit client feedback through regular surveys to identify areas of weakness and work on improving them.

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