

DETERMINANT ANALYSIS REVISIT INTENTION AND WORD OF MOUTH IN PURWOKERTO PRIVATE HOSPITAL

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Abstract

This study aims to analyze the factors that influence revisit intention and word of mouth (WOM) among outpatients at RS JIH Purwokerto. Specifically, this study investigates the relationships between perceived value, service quality, patient satisfaction, brand experience, hospital image, and their effects on revisit intention and WOM. A quantitative, cross-sectional approach was employed, involving 372 respondents selected through accidental sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings will contribute both theoretically to the marketing management of health services and practically as a strategic reference for improving patient loyalty at Public Hospital in Purwokerto (JIH Private Hospital Purwokerto).

Keywords: Revisit intention, Word of mouth, Perceived value, Service quality, Patient satisfaction, Brand experience, Hospital image

INTRODUCTION

The healthcare industry is becoming increasingly competitive due to growing demands for higher standards in service delivery (Ying et al., 2022). In 2019, the United States alone spent \$3.81 trillion on healthcare, equivalent to 17.9% of its gross domestic product (GDP), with projections indicating that healthcare spending will reach approximately \$6.19 trillion—nearly one-fifth of total spending—by 2028. This dynamic environment has pushed healthcare organizations, including hospitals and pharmaceutical companies, to adopt innovative practices and digital technologies that enhance efficiency, reduce costs, and improve patient outcomes (Ying et al., 2022). These developments have reshaped healthcare processes and fostered greater collaboration across stakeholders such as medical providers, manufacturers, and distributors. In Indonesia, the perceived quality gap between domestic and international healthcare services has led many citizens to seek treatment abroad. The number of Indonesian patients traveling overseas for medical care nearly doubled over nine years, with an estimated 600,000 people seeking treatment in countries like Malaysia and Singapore in 2015 (Diliyasi & Sulistiadi, 2024). This trend not only results in a loss of foreign exchange but also indicates underutilization of local healthcare facilities. To address this issue, it is essential to conduct patient satisfaction surveys and improve service quality, hospital environments, and patient experiences, all of which contribute to the broader concept of healthcare quality.

Patient loyalty, which integrates clinical excellence, patient satisfaction, and positive experiences, plays a critical role in ensuring sustainable success for healthcare organizations (Bellio & Buccoliero, 2021). Loyalty encourages hospitals to move beyond traditional management-centered models toward patient-focused approaches that prioritize evolving patient expectations. As a strategic component of quality management, patient experience now directly influences service performance and competitive growth (Bellio & Buccoliero, 2021).

RS JIH Purwokerto exemplifies this need for strategic improvement. In 2024, the hospital targeted an average of 678 monthly emergency department visits but achieved only 587 visits on average—86% of its target. Similarly, outpatient polyclinic visits reached 4,480, representing 78% of the 5,694 target. These figures highlight opportunities for better understanding and managing factors that drive patient loyalty and revisit behavior. The literature suggests that customer loyalty in healthcare can be analyzed through behavioral and attitudinal approaches (El Gareem et al., 2024). Behavioral loyalty is reflected in repeat visits, while attitudinal loyalty is indicated by patients' positive perceptions and willingness to recommend services to others. In the current era of empowered healthcare consumers, word of mouth from fellow patients often outweighs physician referrals in influencing hospital choice. Patient loyalty—manifested through repeat visits and favorable recommendations—is thus a long-term commitment to choosing a particular healthcare provider despite competing options (El Gareem et al., 2024). Strengthening patient loyalty not only enhances hospital performance but also secures long-term sustainability in a competitive healthcare market.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Perceived value refers to the overall benefits patients expect to receive in exchange for their time, money, and effort. When patients feel the value they receive is greater than the costs, they are more likely to recommend the service to others through word of mouth (WOM) and return for future visits (Pappachan, 2023). Prior research has shown that perceived value strongly influences both WOM and revisit intention in various service industries, including healthcare (Abbasi et al., 2021). Based on this, the following hypotheses are proposed:

H1: Perceived value has a positive effect on word of mouth (WOM).

H2: Perceived value has a positive effect on revisit intention.

Service quality is the patient's evaluation of the excellence of the services, facilities, and staff provided by the hospital. High service quality encourages positive WOM and increases the likelihood of patients returning (Pappachan, 2023). In healthcare, key dimensions of service quality include medication services, physical environment, and relationships with healthcare providers (Larasanty et al., 2019; Bellio & Buccoliero, 2021). Therefore, the following hypotheses are proposed:

H3: Service quality has a positive effect on word of mouth (WOM).

H4: Service quality has a positive effect on revisit intention.

Customer satisfaction occurs when healthcare services meet or exceed patient expectations. Satisfied patients are more likely to return and recommend the hospital to others (Khoo, 2022). Research confirms that satisfaction is one of the strongest factors influencing revisit intention (Rasoolimanesh et al., 2022). Thus, the following hypothesis is proposed:

H5: Customer satisfaction has a positive effect on revisit intention.

Brand experience refers to the sensory, emotional, behavioral, and intellectual experiences patients have with a hospital (Kusumawati et al., 2024). Positive brand experiences build emotional connections and encourage patients to revisit and recommend the hospital. Based on this, the following hypothesis is proposed:

H6: Brand experience has a positive effect on revisit intention.

Hospital image reflects the overall perception patients have of a hospital based on their experiences and the hospital's reputation. A positive hospital image enhances perceived service quality and influences patients' decisions to return (Khoo, 2022). Thus, the following hypothesis is proposed:

H7: Hospital image improves service quality and influences revisit intention.

RESEARCH METHODS

This study employed a quantitative approach using descriptive and verification methods to analyze the relationships between perceived value, service quality, patient satisfaction, brand experience, hospital image, and their effects on revisit intention and word of mouth (WOM). Data were collected through a structured questionnaire with closed-ended questions measured on a Likert scale, using a cross-sectional design. The study population consisted of outpatients at JIH Purwokerto Hospital between August and October 2025, with a total population of 5,165 patients. A sample of 372 patients was determined using Slovin's formula at a 95% confidence level ($\alpha = 0.05$). The sampling method was non-probability accidental sampling, targeting patients present at the outpatient polyclinic during data collection. Inclusion criteria included adult outpatients (≥ 18 years), private-pay patients willing and able to complete the questionnaire, while patients with insurance, mental health disorders, or unwilling to participate were excluded. Primary data were obtained through patient questionnaires, while secondary data, such as outpatient visit reports from 2024, were used to support the analysis. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The measurement model (outer model) assessed indicator validity and reliability, while the structural model (inner model) evaluated relationships between variables. Hypothesis testing was performed using bootstrapping with a significance level of $p < 0.05$, and path analysis was conducted to examine direct and indirect effects among the variables.

RESULTS AND DISCUSSION

The results of this study highlight several key factors influencing revisit intention and word of mouth (WOM) among outpatients at JIH Purwokerto Hospital. Consistent with prior research, perceived value was found to have a positive effect on both WOM and revisit intention (Abbasi et al., 2021; Pappachan, 2023). When patients perceive that the benefits of the services received exceed the time, cost, and effort involved, they are more likely to recommend the hospital to others and intend to return for future care. This finding underscores the importance of ensuring that healthcare services deliver value in terms of quality outcomes, efficient processes, and positive patient experiences.

Service quality also demonstrated a significant positive relationship with both WOM and revisit intention. This supports earlier findings by Larasanty et al. (2019) and Bellio and Buccoliero (2021), which suggest that dimensions such as the competence of healthcare staff, quality of the physical environment, and interpersonal relationships between patients and providers are critical drivers of loyalty behaviors. Patients who experience consistently high levels of service quality are more inclined to recommend the hospital and seek further treatment there.

Patient satisfaction was another important determinant of revisit intention. Echoing previous studies (Khoo, 2022; Rasoolimanesh et al., 2022), the results suggest that meeting or exceeding patient expectations leads to higher levels of satisfaction, which in turn fosters loyalty. This highlights the need for hospitals to adopt a patient-centered approach and continuously monitor patient satisfaction to maintain competitive advantage.

The study also confirmed that brand experience has a positive influence on revisit intention. This finding aligns with Kusumawati et al. (2024), who emphasized the role of sensory, emotional, behavioral, and intellectual experiences in shaping patients' emotional attachment to a healthcare brand. Creating memorable experiences across all touchpoints of the patient journey is thus critical for driving repeat visits. Finally, hospital image was shown to strengthen the effect of service quality on revisit intention. A positive corporate image, built on strong service performance and trustworthiness, enhances patients' willingness to return (Khoo, 2022). This result reinforces the importance of reputation management and consistent service excellence in sustaining long-term patient loyalty.

CONCLUSION

This study contributes to the understanding of patient loyalty in healthcare by identifying the key factors influencing revisit intention and word of mouth among outpatients at JIH Purwokerto Hospital. The findings suggest that perceived value, service quality, patient satisfaction, brand experience, and hospital image all play significant roles in shaping patients' loyalty behaviors. For hospital management, this implies that continuous improvements in service quality, efforts to enhance perceived value, investment in positive brand experiences, and cultivation of a strong hospital image are essential strategies to increase patient retention and positive WOM. Future research could further explore these relationships in different healthcare contexts or employ longitudinal designs to assess changes in patient loyalty over time.

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