

THE MEDIATING ROLE OF EMOTIONAL SATISFACTION AND PATIENT TRUST IN THE RELATIONSHIP BETWEEN SERVICE QUALITY AND REVISIT INTENTION

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Keywords

Service Quality; Emotional Satisfaction; Patient Trust; Revisit Intention

ABSTRACT

Revisit intention is an interesting issue in the field of marketing and is important in the service industry because maintaining customer loyalty in the long term is the success key of a business. Measuring and predicting revisit intention is considered as one of the important indicators of the achievement of service companies. This study aims to investigate the effects of service quality on the revisit intention of patients to hospitals, as well as the mediating role of emotional satisfaction and patient trust on the relationship between service quality and revisit intention. The sample used in this study amounted to 200 respondents who were patients with non BPJS Health insurance who visited at least three times in 2021-2023. The sampling technique in this study used non probability sampling technique (purposive sampling). The method used in this study is Structural Equation Modeling (SEM) and using smart PLS 3.2.9 software. The findings of this study shows that service quality does not have a direct impact on revisit intention of non-BPJS Health patients, but rather an indirect impact through emotional satisfaction and patient trust. Emotional satisfaction mediates the relationship between service quality and revisit intention, while patient trust also plays a role. Based on the analysis of mediation influence, emotional satisfaction and patient trust play a role in full mediation (indirect-only).

INTRODUCTION

The growth in the number of hospitals in Indonesia has shown a significant increase since 2009 and continue until 2023. Based on data from the Directorate General of Health of the Ministry of Health of the Republic of Indonesia, the current number of hospitals is 3178 hospitals (SIRS Online Ministry of Health, 2024). This increase in the number of hospitals causes fierce competition, which requires hospital managers to be able to manage professionally in order to compete in providing the best service for patients. By providing quality services, hospitals can survive and excel. Therefore, hospitals should be able to provide quality services at appropriate prices in order to achieve customer satisfaction and affect the revisit intention.

Revisit intention an interesting issue in the field of marketing and is important in the service industry because maintaining customer loyalty in the long term is the success key of a business. Measuring and predicting revisit intention is considered one of the important indicators of service company achievement. In addition, revisit intention is a manifestation of customer loyalty to a particular service provider (Oliver, 2014). Revisit intention considered important for the sustainability of a company, because acquiring new customers is considered to require higher costs than retaining existing customers (Zhang et al., 2018). In order to retain existing customers, it is carried out by providing the best service quality, increasing patient satisfaction, and maintaining a good image of the

hospital (Chelliah et al., 2020). Revisit intention is a fundamental problem for service company managers, because revisit intention is positively correlated with improving organizational performance and company growth.

Based on data from the Medical Record Installation of Kurnia Serang Hospital, the trend of visits by Non-BPJS Health Patients at the Outpatient Installation of Kurnia Serang Hospital during the last 5 (five) years, namely the period 2019 – 2023, has decreased. Based on Figure 1.1, it can be seen that from 2019 to 2023 cumulatively there has been a decrease in outpatient visits for patients with non-BPJS Health guarantees by 45%. A significant decrease occurred in 2020, which was 27% when compared to visits in 2019.

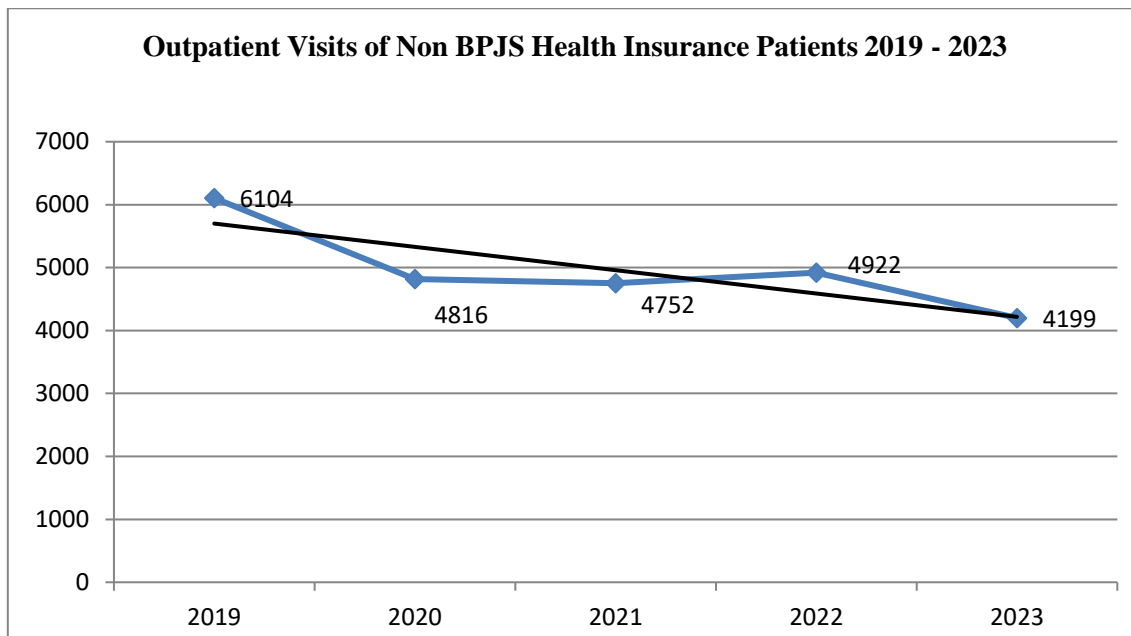


Figure 1. Trends in Outpatient Visits for Non BPJS Health Insurance Patients in 2019 – 2023
Source: Medical Record Installation Data of Kurnia Serang Hospital in 2019 – 2023

There are differences in previous studies that have been conducted to prove the influence of service quality on revisit intention. Based on study conducted by Hai et al. (2021), Lai et al. (2020), Umul et al. (2023), Lee & Kim (2017), and Manyangara et al. (2023) revealed that service quality has a positive and significant effect on revisit intention. Meanwhile, according to Abdul-rahman et al. (2023), Jandavath & Byram (2016), Mohd Isa et al. (2019), Ramdhani & Astuti (2019), Pighin et al. (2022), and Trisnawati et al. (2022) said that service quality did not have a significant effect on revisit intention.

Based on the business phenomenon where there is a trend of decreasing non-BPJS Health patient visits at the Outpatient Installation-Kurnia Serang Hospital, and referring to the research gap from previous studies, there is a research inconsistency between the influence of service quality on the revisit intention, where there is a significant and insignificant difference in the results of the influence. Therefore, the formulation of this research problem is how to “Increase revisit intention through emotional satisfaction and patient trust of non-BPJS Health Insurance patients at the Outpatient Installation of Kurnia Serang Hospital”.

This study aims to investigate the effects of service quality on the revisit intention of patients to hospitals, as well as the mediating role of emotional satisfaction and patient trust on the relationship between service quality and revisit intention. The research contributes to the field by providing valuable insights into how service quality directly impacts patients’ intention to revisit hospitals, highlighting the critical role that emotional satisfaction and patient trust play as mediating factors in this relationship. By examining these mediating variables, the study deepens the understanding of the underlying psychological and trust-based mechanisms that drive patient loyalty and return visits. This knowledge can inform hospital management and policy makers to enhance service quality strategies that not only improve patient satisfaction but also build trust, ultimately increasing patient retention rates.

The hypotheses in this study include:

- 1) Service quality has a significant positive influence on revisit intention
- 2) Service quality has a significant positive influence on emotional satisfaction
- 3) Service quality has a significant positive influence on patient trust
- 4) Emotional satisfaction has a significant positive influence on revisit intention
- 5) Patient trust has a significant positive influence on revisit intention
- 6) Emotional satisfaction mediates the relationship between service quality and revisit intention
- 7) Patient trust mediates the relationship between service quality and revisit intention

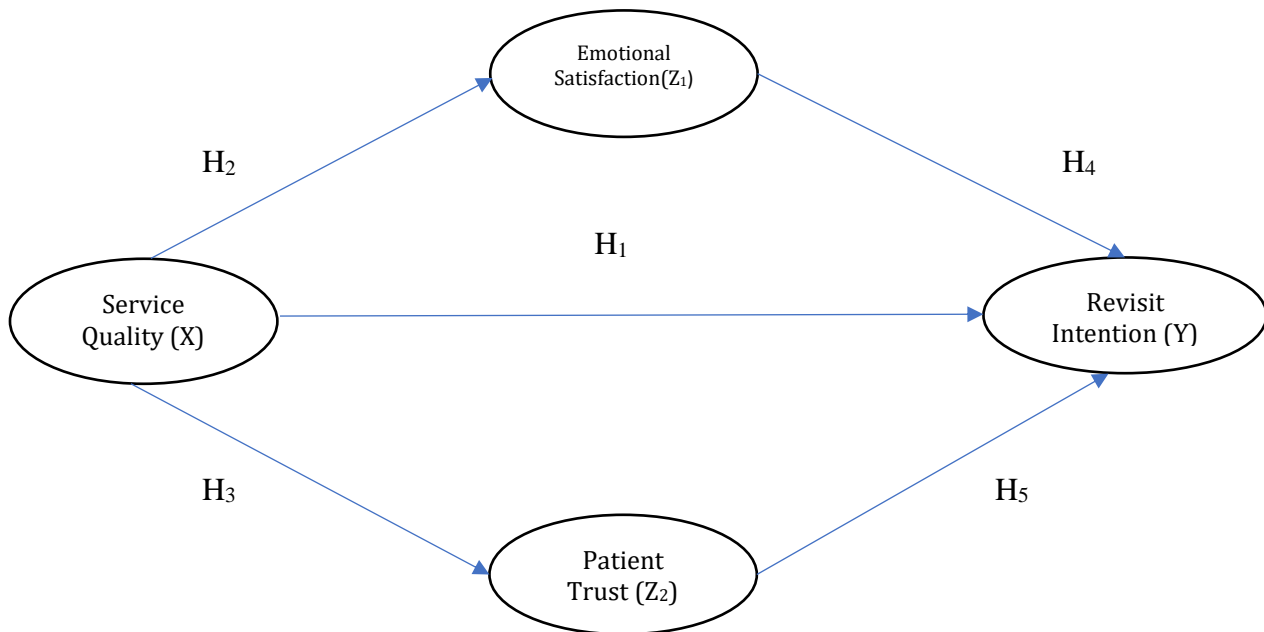


Figure 2. Research Conceptual Framework

METHODS

The type of research used in this study is descriptive quantitative research using a causality approach. The population in this study is Non-BPJS Health Patients at the Outpatient Installation of Kurnia Serang Hospital. The sampling technique uses a non-probability sampling technique (purposive sampling), which considers certain criteria. The sample criteria are: (1) Respondents are patients with Non-BPJS guarantees (Cash, Private Insurance, Partner Companies); (2) Respondents aged 18 – 60 years old; (3) Respondents who visited the Outpatient Installation in the last 3 (three) years (2021 – 2023); and (4) The respondent had made an outpatient visit at Kurnia Serang Hospital at least 3 (three) times. The number of representative samples can be determined from multiplying the number of indicators by Range numbers 5 to 10 (Ferdinand, 2014). The indicators in this study are 22 indicators. The number of samples determined in this study is as many as 200 samples.

The data collection method uses a questionnaire distributed online through google form to respondents in accordance with the set sample criteria. The research questionnaire consists of closed-ended questions and open-ended questions related to the variables and indicators studied. Data collection is also carried out using the interview method or direct communication between the researcher and the respondent by asking directly several things related to the variables under study in accordance with the field conditions of the research object. According to (Ferdinand, 2014) states that variable measurements use an interval scale, using the rating scale. Where there is a sequence of scale 1 which means strongly disagree up to scale 10 which means strongly agree. In this study, the PLS method (Partial Least Square) is used to analyze the data. Software SmartPLS 3.2.9 is used to perform variance-based structural equation analysis (SEM).

RESULTS

Table 1 provides an overview of the total 200 respondents' profiles and their details. It was found that majority of the respondents are female (57.5%). Almost all of the respondents are between 26 and 40 years old (61.5%). Most of the respondent's occupations are private employees (56%). Those with Associate Degree and Bachelor Degree qualifications make up the majority (56.5%). Most of the respondents live in Serang District (77%). Most of them also reported a monthly income of between IDR 5.000.000 and IDR 10.000.000 (34.5%) and health insurance used is mostly private insurance (57%).

Table 1. Demographic Profiles of Respondents

No	Demographic	Frequency	Percentage
1	Gender		
	Male	85	42.5%
	Female	115	57.5%
2	Age		
	18 – 25 years old	19	9.5%
	26 – 40 years old	123	61.5%
	41 – 60 years old	58	29.0%
3	Occupation		
	Student	6	3.0%
	Entrepreneur	5	2.5%
	Private Employee	112	56.0%
	Housewife	54	27.0%
	Civil Servant	9	4.5%
	Unemployed	4	2.0%
	Others	10	5.0%
4	Educational Level		
	Primary School	8	4.0%
	High School	70	35.0%
	Associate – Bachelor Degree	113	56.5%
	Master – Doctoral Degree	9	4.5%
5	Address		
	Serang District	154	77.0%
	Serang City	29	14.5%
	Cilegon City	12	6.0%
	Others	5	2.5%
6	Monthly Income (IDR)		
	< IDR 500.000,-	29	14.5%
	IDR 500.000 – IDR 2.000.000,-	16	8.0%
	IDR 2.000.000 – IDR 5.000.000,-	46	23.0%
	IDR5.000.000– IDR 10.000.000,-	69	34.5%
	> IDR 10.000.000,-	40	20.0%
7	Health Insurance		
	Cash	52	26.0%
	Private Insurance	114	57.0%
	Partner Companies	34	17.0%

Source: Primary data processed, 2024

Measurement Model

Partial least squares structural equation modeling (PLS-SEM) method was adopted for this study and the Smart PLS 3.2.9 software was used to analyze the data collected. Convergent validity, discriminant validity and construct reliability are the parts of the measurement model. With reference to the guidelines provided by Hair et al. (2013), convergent validity would be assessed based on the composite reliability (CR), factor loadings for the variables and the average variance extracted (AVE). Outer loadings are also called indicator reliability, and values should be 0.7 and above (Hair et al., 2013).

All of the items, with values between 0.727 and 0.950, were considered acceptable as they were above 0.7. In regards to the construct reliability, that is, Cronbach's alpha (CA) and composite reliability (CR), values of more than 0.7 would be considered acceptable (Hair et al., 2013). In the study, the values ranged from 0.920 to 0.957 and 0.937 to 0.967, respectively, which achieved the threshold. The Average Variance Extracted (AVE) is a common measure of convergent validity where a value higher than 0.50 would be considered as satisfactory. The results showed that the AVE ranged between 0.679 and 0.855, thus confirming convergent validity (Hair et al., 2013). These results are indicated in Table 2. Thus, testing can be carried out to the next stage, namely the discriminant validity test.

Table 2. Construct reliability and validity

Construct	Indicators	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Service Quality	SQ 1	0.814	0,920	0,937	0,679
	SQ 2	0.896			
	SQ 3	0.778			
	SQ 4	0.832			
	SQ 5	0.860			
	SQ 6	0.727			
	SQ 7	0.851			
Emotional Satisfaction	ES 1	0.893	0,930	0,947	0,783
	ES 2	0.907			
	ES 3	0.815			
	ES 4	0.922			
	ES 5	0.883			
Patient Trust	PT 1	0.924	0,957	0,967	0,855
	PT 2	0.938			
	PT 3	0.930			
	PT 4	0.942			
	PT 5	0.887			
Revisit Intention	RI 1	0.884	0,943	0,957	0,815
	RI 2	0.919			
	RI 3	0.914			
	RI 4	0.844			
	RI 5	0.950			

Source: SmartPLS Data Processing Results, 2024

Table 3. Discriminant validity

	Emotional Satisfaction	Patient Trust	Revisit Intention	Service Quality
Emotional Satisfaction	0.885			
Patient Trust	0.892	0.924		
Revisit Intention	0.881	0.852	0.903	
Service Quality	0.824	0.832	0.809	0.861

Source: SmartPLS Data Processing Results, 2024

Discriminant validity is stated to be valid if it can demonstrate that each variable has a loading factor value that is higher in the latent construct examined than in the other latent constructs. Thus, it is possible to argue that each latent variable has good discriminant validity where some latent variables have a measure that is highly correlated with other constructs. Table 3 stated that patient trust scored the highest (0,924) followed by revisit intention (0,903), emotional satisfaction (0,885), and service quality (0,861).

Structural Model

Table 4. R Square Value

Variable	R Square	R Square Adjusted
Emotional Satisfaction (ES)	0.741	0.739
Patient Trust (PT)	0.692	0.690
Revisit Intention (RI)	0.801	0.798

Source: SmartPLS Data Processing Results, 2024

The Coefficient of Determination (R Square/R2) was used to measure the goodness of fit of the model. Ghozali (2021) has set the range value of the impact of R Square as 0.25 for weak, 0.5 for moderate and 0.75 for strong effects. Subsequently, R Square, the variance explained in the dependent construct, revisit intention. The results are shown in Table 4, the R Square for revisit intention is 0.801, which indicates that 80.1% of the variance in revisit intention can be explained by the significant independent variables as shown in Figure 3. R Square value of 0.801 is higher than 0.75, indicating a strong level of acceptance. Emotional Satisfaction was 0.741 is included in the moderate category, Patient Trust was 0.692 is included in the moderate category (Ghozali, 2021). The results of this test proved that this research model is qualified and worthy of further analysis because each dependent variable studied has a value of R Square greater than 0.1.

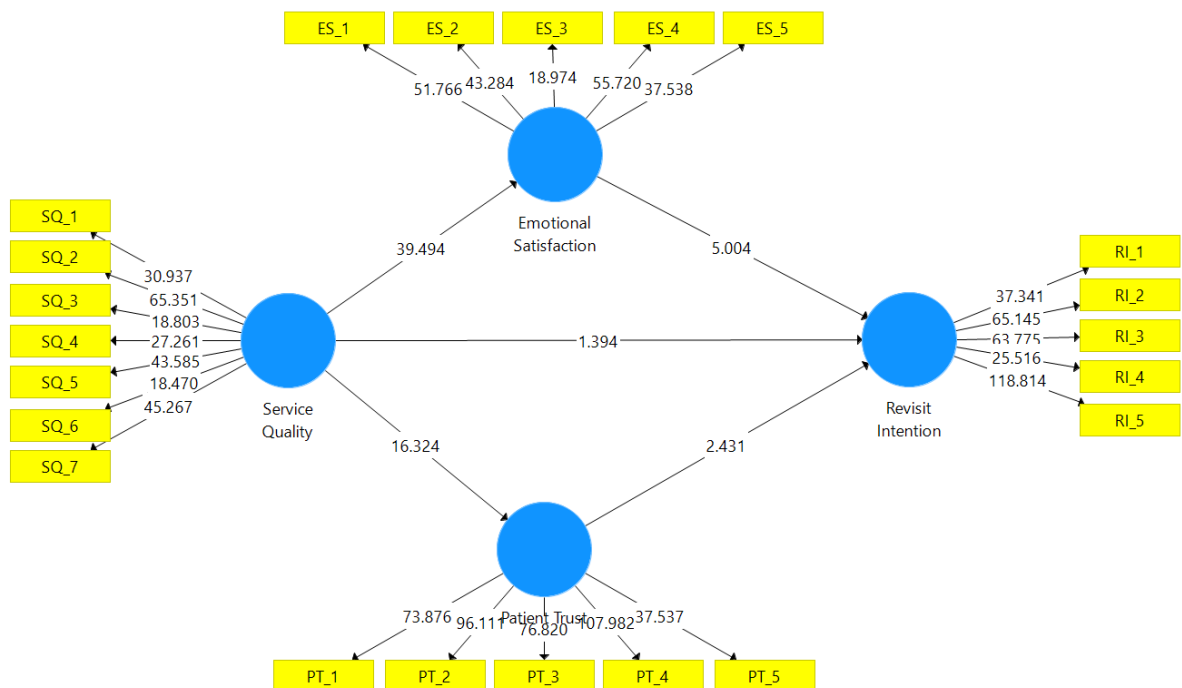


Figure 3. Result of the structural model
Source: SmartPLS Data Processing Results, 2024

Table 5. Summary of Hypothesis Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
Direct Effects						
H1: Service Quality → Revisit Intention	0.125	0.109	0.089	1.394	0.164	Not Supported
H2: Service Quality → Emotional Satisfaction	0.861	0.861	0.022	39.494	0.000	Supported
H3: Service Quality → Patient Trust	0.832	0.832	0.051	16.324	0.000	Supported
H4: Emotional Satisfaction → Revisit Intention	0.519	0.507	0.104	5.004	0.000	Supported
H5: Patient Trust → Revisit Intention	0.285	0.312	0.117	2.431	0.015	Supported
Indirect Effects						
H6: Service Quality → Emotional Satisfaction → Revisit Intention	0.447	0.436	0.088	5.057	0.000	Supported
H7: Service Quality → Patient Trust → Revisit Intention	0.237	0.262	0.107	2.208	0.028	Supported

Source: SmartPLS Data Processing Results, 2024

Discussion

The Effect of Service Quality on Revisit Intention

Based on the results of the bootstrapping test (Table 5), the effect of service quality on revisit intention had a original sample 0.125, the t-statistical value of 1.394 smaller than the t-table (1.960) and P Values of 0.164 greater than sig (0.05). This result shows that service quality has a positive but not significant influence on revisit intention. Thus it can be concluded that the first hypothesis is not supported in this study, which contradicts to the hypothesis proposed earlier that service quality has a significant positive influence on revisit intention.

However, the result of H1 contradicts prior studies conducted by Hai et al. (2021), Lai et al. (2020), Lee & Kim (2017), Umul et al. (2023), and Manyangara et al. (2023), which show that service quality has a positive and significant effect on revisit intention. On the other hand, the outcome of H1 in line with prior studies by Abdul-rahman et al. (2023), Mohd Isa et al. (2019), Ramdhani & Astuti (2019), Pighin et al. (2022), and Trisnawati et al. (2022) which states that service quality does not have a significant effect on revisit intention. This result implies that the better the service quality of the Outpatient Installation Kurnia Serang Hospital does not have an impact on increasing revisit intention of non-BPJS Health patients.

The Effect of Service Quality on Emotional Satisfaction

The outcome of Hypothesis 2 show that service quality has a positive and significant effect on emotional satisfaction. This result is statistically proven by the t-statistical value of 39.494 is greater than the t-table (1.960) and P value of 0.000 is smaller than sig (0.05) with the original sample value of 0.861. Thus, it can be concluded that the second hypothesis is supported in this study. It implies that the better the service quality, the higher of emotional satisfaction or this indicate that the better the quality of service provided, the more significant it increases emotional satisfaction.

The results of H2 are in line with the results of previous studies by M. S. Rahman et al. (2018); which found a positive and significant relationship between service quality and emotional satisfaction in Government and Private Hospitals in Bangladesh. In addition, the results of this study also confirm the research conducted by Njagi et al. (2023), Mustaffa et al. (2016), Syuhailah et al. (2020), Giovanis

et al. (2014), and Hidayati & Huda (2023) which states that service quality has an effect in increasing emotional satisfaction significantly or the better the service quality, the higher the emotional satisfaction.

The Effect of Service Quality on Patient Trust

The outcome of Hypothesis 3 show that service quality has a positive and significant effect on patient trust. This result is statistically proven by t-statistical value 16.324 greater than t-table (1.960) and P values 0.000 smaller than sig (0.05) with the original sample value of 0.832. Thus, it can be concluded that the third hypothesis is supported in this study. It implies that the better the service quality, the higher of emotional satisfaction or this indicate that the better the quality of service provided, the more significant it increases emotional satisfaction.

The finding of H3 implies that the better the service quality, the higher the patient trust in the Outpatient Installation of Kurnia Serang Hospital. The results of this study are in line with previous studies Abdul-rahman et al. (2023), Lien et al. (2014), Uzir et al. (2021), Boonlertvanich (2019), and Namahoot & Laohavichien (2018) which states that service quality affects trust.

The Effect of Emotional Satisfaction on Revisit Intention

The results of hypothesis 4 show that Emotional Satisfaction has a positive and significant effect on revisit intention. This is statistically proven by the t-statistical value of 5.004 greater than t-table (1.960) and P value 0.000 smaller than sig (0.05) with an original sample value of 0.519. The finding of this study show that the forth hypothesis is supported in this study. It means that with the high emotional satisfaction of non-BPJS Health patients, it will increase revisit intention the Outpatient Installation of Kurnia Serang Hospital. This is implies that the higher the emotional satisfaction, the higher the revisit intention.

The outcome of H4 are in line with the previous studies by Ladhari et al. (2017) and Syuhailah et al. (2020). This is in line with pervious research conducted by Mustaffa et al. (2016) and Mamun et al. (2020) who stated that emotional satisfaction has a positive and significant effect on behavioral intention and emotional satisfaction is an important indicator that can predict customer behavioral intentions. According to research that has been conducted by M. S. Rahman et al. (2018) investigated that the patient emotional satisfaction significantly increased the patient behavioral intention to the hospital for future treatment. This reveals the essence of consumer emotional satisfaction, which is one of the important elements in building patient behavior.

The Effect of Patient Trust on Revisit Intention

The outcome of the bootstrapping test (Table 5), had a original sample 0.285, t-statistical value 2.431 greater than t-table (1.960) and P values 0.015 smaller sig (0.05). It shows that patient trust has a positive and significant influence on revisit intention. The finding of this study show that the fifth hypothesis is supported in this study. The finding of H5 implies that patient trust has a positive and significant influence on revisit intention. This result explains that the higher the patient trust of Outpatient Installation of Kurnia Serang Hospital, the higher revisit intention of Non-BPJS Health patients. The results of this study are in line with the results of previous studies conducted by Abdul-rahman et al. (2023), Moh. Abd. Rahman & Hidayat (2020), and Han & Hyun (2015) which states that patient trust has a positive and significant influence on revisit intention.

Patients' trust in hospitals has been proven to increase revisit intention to the same healthcare provider when needed. In addition, patients also voluntarily recommend good things from the health care provider to others ; (M. K. Rahman, 2019; Saputri et al., 2023). According to Abdul-rahman et al. (2023), trust is an important factor that can influence the intention of medical tourists to revisit (a study on three medical tourism institutions in Egypt).

Emotional Satisfaction Mediates the Relationship of Service Quality on Revisit Intention

Based on the results of testing the indirect effect through the bootstrapping indirect effect test in Table 5, the Original Sample value of 0.447, the t-statistic value of 5.057 is greater than t-table (1.960), and p values of 0.000 are smaller than sig (0.05), indicating that service quality has a positive and significant effect on revisit intention of non BPJS Health patients at the Outpatient Installation Kurnia Serang Hospital with emotional satisfaction as a mediating variable.

Furthermore, based on the direct effect value of service quality on revisit intention (0.125), it is statistically insignificant (t statistics $1.394 < t$ -table 1.960 ; p values $0.164 > sig$ 0.05). Based on the mediation analysis procedure (Hair et al., 2013), it can be concluded that emotional satisfaction fully mediates the relationship between service quality and revisit intention. The finding of this study show that the sixth hypothesis is supported in this study. This shows that emotional satisfaction takes an important role in showing how service quality will have an impact on increasing the revisit intention of non BPJS Health patients at the Outpatient Installation, Kurnia Serang Hospital.

This outcome support previous studies by Rahman et al. (2018) which states that emotional satisfaction fully mediates the relationship between service quality and patient behavioral intention in private hospitals in Bangladesh. Increasing patient emotional satisfaction is an effective strategy in improving service quality towards revisit intention. Behavioral intention begins when patients feel very emotionally satisfied with hospital services, then they will make repeat visits to the same hospital and convey positive messages to others (Rahman et al., 2018).

Patient Trust Mediates the Relationship of Service Quality on Revisit Intention

Based on the results of testing the indirect effect through the bootstrapping indirect effect test in Table 5 where the t -statistic value of 2.208 is greater than the t -table (1.960), and p values of 0.028 which are smaller than sig (0.05), it shows that service quality has a positive and significant effect on revisit intention with patient trust as a mediating variable.

Furthermore, based on the direct effect value of service quality on revisit intention (0.125), it is statistically insignificant (t statistics $1.394 < t$ -table 1.960 ; p values $0.164 > sig$ 0.05). Based on the mediation analysis procedure (Hair et al., 2013). Based on the mediation analysis procedure (Hair et al., 2017), it can be concluded that patient trust fully mediates the relationship between service quality and revisit intention. The finding of this study show that the seventh hypothesis is supported in this study. This shows that patient trust takes an important role in showing how service quality will have an impact on increasing the revisit intention of non BPJS Health patients at the Outpatient Installation, Kurnia Serang Hospital.

These results support previous research conducted by Han & Hyun (2015) which states that trust in staff and clinics has a significant relationship that affects interest in revisiting clinics and destination countries; and trust acts as a significant mediator. By understanding patient needs, and a 'customer-oriented' strategy can foster patient trust in the hospital. In addition, the experience gained by patients and their perceptions of services are likely to positively influence patients' revisit intention (Cham et al., 2020).

CONCLUSION

This study explored the associations between service quality, emotional satisfaction, patient trust and revisit intention. The study found that the service quality does not have a direct impact on revisit intention of non-BPJS Health patients, but rather an indirect impact through emotional satisfaction and patient trust. Emotional satisfaction mediates the relationship between service quality and revisit intention, while patient trust also plays a role. Based on the analysis of mediation influence, emotional satisfaction and patient trust play a role in full mediation (indirect-only). However, the study's limitations include its focus on one private hospital and its limited scope. Future research should include multiple hospitals, particularly those with government hospitals with Regional Public Service Agency (BLUD) status, and explore other mediating variables like perceived value, experience economy, or experiential marketing. Longitudinal studies could also provide insights into the long-term effects of service quality improvements on revisit intention. Qualitative research, such as in-depth patient interviews or focus groups, could offer a more nuanced view of patient experiences, emotions, and trust levels, enhancing strategies for improving service quality and patient retention.

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