

INCREASE REVISIT INTENTION THROUGH EMOTIONAL SATISFACTION AND PATIENT TRUST

Ratu Ina Hasanah, Meutia, Lutfi

Universitas Sultan Ageng Tirtayasa, Indonesia

*e-mail: ratu.ina1809@gmail.com

Keywords

*Service Quality; Emotional Satisfaction;
Patient Trust; Revisit Intention*

ABSTRACT

Revisit intention is an interesting issue in the field of marketing and it 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 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 research is Structural Equation Modeling (SEM) and using smart PLS 3.2.9 software. The findings of the study indicate 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, 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.

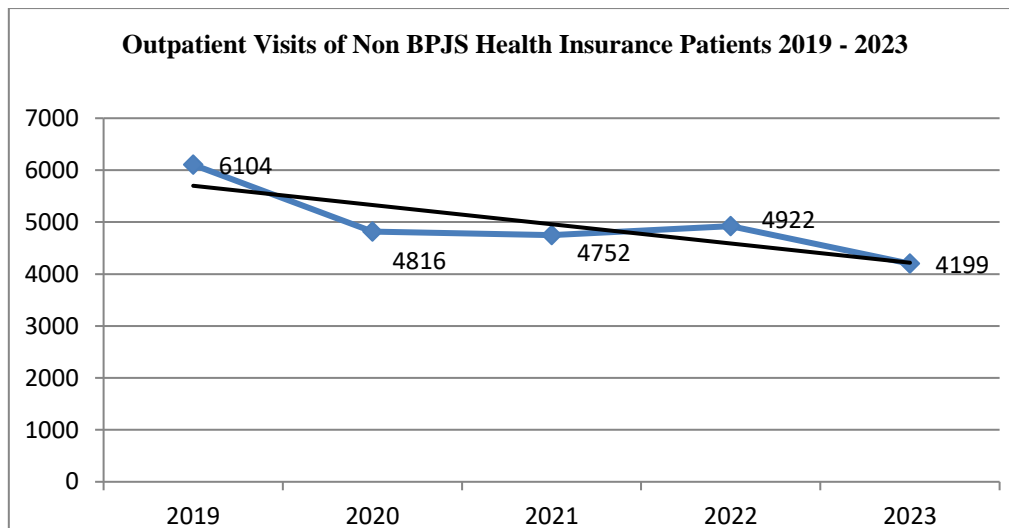


Figure 1. Trends in Outpatient Visits for Non BPJS Health Insurance Patients in 2019 – 2023
Source: Medical Record Installation Data of Kurnia Serang Hospital in 2019 – 2023

There are differences in previous studies that have been conducted to prove the influence of service quality on revisit intention. Based on research 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 revisit intention of patients to hospitals, as well as the mediating role of emotional satisfaction and patient trust on the relationship. 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 hypothesis 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

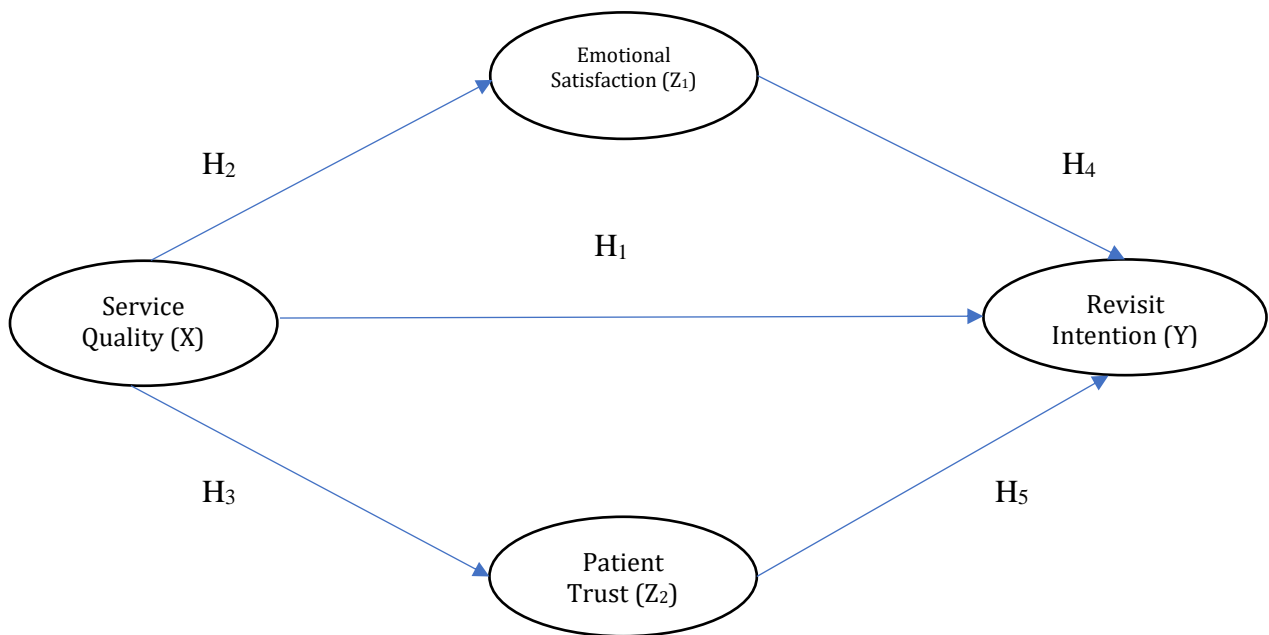


Figure 2. Research Conceptual Framework

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	Characteristic	Frequency	%
Gender			
1	Male	85	42.5%
	Female	115	57.5%
Age			
2	18 – 25 years old	19	9.5%
	26 – 40 years old	123	61.5%
	41 – 60 years old	58	29.0%
Occupation			
3	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%
Educational Level			
4	Primary School	8	4.0%
	High School	70	35.0%
	Associate – Bachelor Degree	113	56.5%
	Master – Doctoral Degree	9	4.5%
Address			
5	Serang District	154	77.0%
	Serang City	29	14.5%
	Cilegon City	12	6.0%
	Others	5	2.5%
Monthly Income (IDR)			
6	< 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%
Health Insurance			
7	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 this 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 and Figure 3. Thus, testing can be carried out to the next stage, namely the discriminant validity test. As Table 3 shows, the cross loading value has a value greater than the intended cross loading value when connected with other latent variables. It can be concluded that each latent variable has good discriminant validity where some latent variables have a measure that is highly correlated with other constructs.

Table 2. Convergent validity for the variables

	Loading Factor (>0.7)	Cronbach's Alpha (>0.7)	Composite Reliability (>0.7)	AVE (>0.5)
Service Quality		0,920	0,937	0,679
SQ 1	0.814			
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		0,930	0,947	0,783
ES 1	0.893			
ES 2	0.907			
ES 3	0.815			
ES 4	0.922			
ES 5	0.883			
Patient Trust		0,957	0,967	0,855
PT 1	0.924			
PT 2	0.938			
PT 3	0.930			
PT 4	0.942			
PT 5	0.887			
Revisit Intention		0,943	0,957	0,815
RI 1	0.884			
RI 2	0.919			
RI 3	0.914			
RI 4	0.844			
RI 5	0.950			

Source: SmartPLS Data Processing Results, 2024

Table 3. Cross Loading - Discriminant Validity

	Service Quality	Emotional Satisfaction	Patient Trust	Revisit Intention
SQ 1	0.814	0.724	0.678	0.698
SQ 2	0.896	0.756	0.712	0.712
SQ 3	0.778	0.679	0.608	0.587
SQ 4	0.832	0.703	0.682	0.675
SQ 5	0.860	0.777	0.741	0.686

	Service Quality	Emotional Satisfaction	Patient Trust	Revisit Intention
SQ 6	0.727	0.608	0.661	0.585
SQ 7	0.851	0.705	0.708	0.707
ES 1	0.775	0.893	0.818	0.794
ES 2	0.785	0.907	0.834	0.782
ES 3	0.680	0.815	0.658	0.681
ES 4	0.807	0.922	0.836	0.822
ES 5	0.754	0.883	0.787	0.809
PT 1	0.800	0.850	0.924	0.778
PT 2	0.786	0.826	0.938	0.800
PT 3	0.776	0.808	0.930	0.779
PT 4	0.776	0.836	0.942	0.819
PT 5	0.706	0.802	0.887	0.761
RI 1	0.715	0.776	0.720	0.884
RI 2	0.751	0.830	0.782	0.919
RI 3	0.707	0.802	0.800	0.914
RI 4	0.716	0.754	0.765	0.844
RI 5	0.759	0.810	0.776	0.950

Source: SmartPLS Data Processing Results, 2024

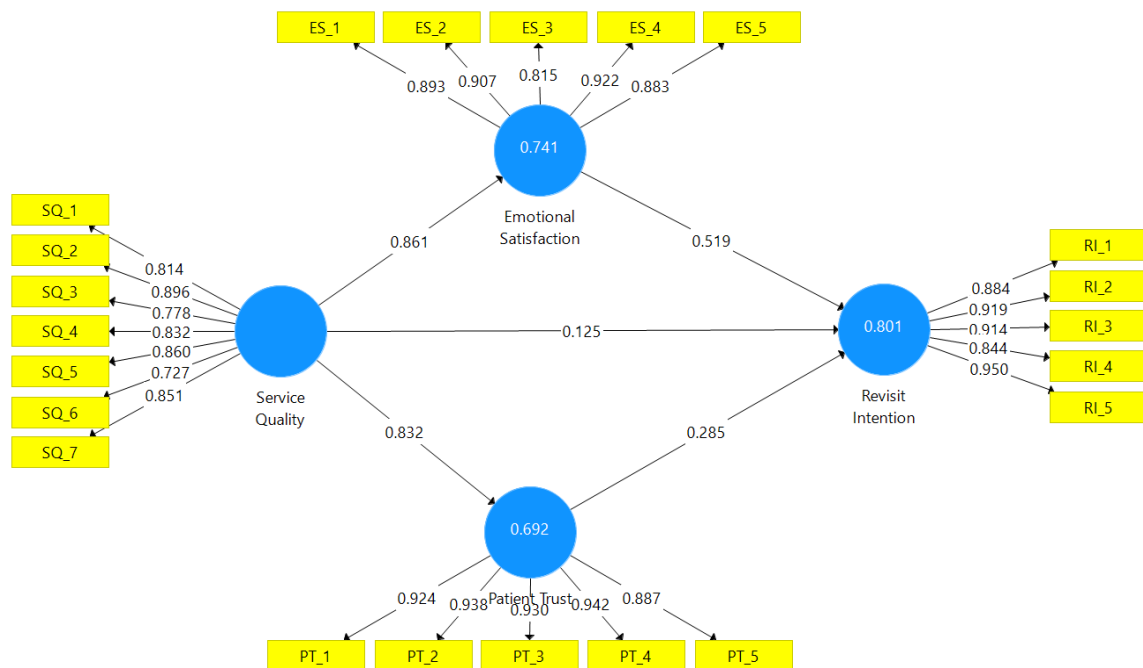


Figure 3. Measurement Model

Source: SmartPLS Data Processing Results, 2024

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.

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	0.112	0.089	1.394	0.164	Not Supported
H2: Service Quality → Emotional Satisfaction	0.861	0.861	0.022	39.112	0.000	Supported
H3: Service Quality → Patient Trust	0.832	0.832	0.051	16.220	0.000	Supported
H4: Emotional Satisfaction → Revisit Intention	0.519	0.518	0.103	5.063	0.000	Supported
H5: Patient Trust → Revisit Intention	0.285	0.3	0.119	2.396	0.017	Supported
Indirect Effects						
H6: Service Quality → Emotional Satisfaction → Revisit Intention	0.447	0.446	0.088	5.051	0.000	Supported
H7: Service Quality → Patient Trust → Revisit Intention	0.237	0.251	0.107	2.213	0.027	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 0.068, the t-statistical value of 1.394 smaller from 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 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 39.112 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 16.220 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.

The finding of H3 implies that the better the service quality, the higher the patient trust or indicate that the better the quality of service provided, the more significant it increases patient trust. 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 4.395 greater than t-table (1.960) and P value 0.000 smaller than sig (0.05) with an original sample value of 0.462. 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. 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 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

Based on the results of the bootstrapping test (Table 5), had a original sample 0.273, t-statistical value 2.477 greater than t-table (1.960) and P values 0.014 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 0.397 is obtained, the t-statistic value of 4.322 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 with emotional satisfaction as a mediating variable.

Furthermore, based on the direct effect value of service quality on revisit intention (0.068), it is statistically insignificant (t statistics $0.731 < t\text{-table } 1.960$; p values $0.465 > sig 0.05$). 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 2.267 is greater than the t-table (1.960), and p values of 0.024 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 (0.068), it is statistically insignificant (t statistics $0.731 < t\text{-table } 1.960$; p values $0.465 > sig 0.05$). 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 experiential marketing, perceived value, or experience economy. 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.

REFERENCES

- Abdul-rahman, M. N., Hassan, T. H., Abdou, A. H., Abdelmoaty, M. A., Saleh, M. I., & Salem, A. E. (2023). *Responding to Tourists ' Intentions to Revisit Medical Destinations in the Post-COVID-19 Era through the Promotion of Their Clinical Trust and Well-Being*.
- Boonlertvanich, K. (2019). Service quality, satisfaction, trust, and loyalty: the moderating role of main-bank and wealth status. *International Journal of Bank Marketing*, 37(1), 278–302. <https://doi.org/10.1108/IJBM-02-2018-0021>
- Chelliah, S., Khan, M. J., & Atabakhshi Kashi, A. B. (2020). Antecedents of perceived beneficial destination image: a study on Middle-Eastern medical tourists visit Iran. *International Journal of Pharmaceutical and Healthcare Marketing*, 15(1), 43–63. <https://doi.org/10.1108/IJPHM-07-2018-0039>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen* (Edisi Keli). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). *PARTIAL LEAST SQUARES KONSEP, TEKNIK DAN APLIKASI Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris* (Edisi 3). Badan Penerbit Universitas Diponegoro.
- Giovanis, A. N., Zondiros, D., & Tomaras, P. (2014). The Antecedents of Customer Loyalty for Broadband Services: The Role of Service Quality, Emotional Satisfaction and Corporate Image. *Procedia - Social and Behavioral Sciences*, 148, 236–244. <https://doi.org/10.1016/j.sbspro.2014.07.039>
- Hai, P. T., Cuong, N. T., Nguyen, V. C., & Thuong, M. T. (2021). Sustainable business development of private hospitals in Vietnam: Determinants of patient satisfaction, patient loyalty and revisit intention. *Problems and Perspectives in Management*, 19(4), 63–76. [https://doi.org/10.21511/ppm.19\(4\).2021.06](https://doi.org/10.21511/ppm.19(4).2021.06)
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. In *Long Range Planning* (Vol. 46, Issues 1–2). <https://doi.org/10.1016/j.lrp.2013.01.001>
- Han, H., & Hyun, S. S. (2015). Customer retention in the medical tourism industry: Impact of quality, satisfaction, trust, and price reasonableness. *Tourism Management*, 46, 20–29. <https://doi.org/10.1016/j.tourman.2014.06.003>
- Hidayati, I., & Huda, N. (2023). *Analysis of the Influence of Service Quality , Emotional Satisfaction and Company Image on Customer Loyalty of Indihome PT Telkom Indonesia (Persero) Tbk*. 2(4), 483–496.
- Jandavath, R. K. N., & Byram, A. (2016). Healthcare service quality effect on patient satisfaction and behavioural intentions in corporate hospitals in India. *International Journal of Pharmaceutical and Healthcare Marketing*, 10(1), 48–74. <https://doi.org/10.1108/IJPHM-07-2014-0043>
- Ladhari, R., Souiden, N., & Dufour, B. (2017). The role of emotions in utilitarian service settings: The effects of emotional satisfaction on product perception and behavioral intentions. *Journal of Retailing and Consumer Services*, 34(September 2016), 10–18. <https://doi.org/10.1016/j.jretconser.2016.09.005>
- Lai, K. P., Yee Yen, Y., & Siong Choy, C. (2020). The effects of service quality and perceived price on revisit intention of patients: the Malaysian context. *International Journal of Quality and Service Sciences*, 12(4), 541–558. <https://doi.org/10.1108/IJQSS-02-2019-0013>
- Lee, S., & Kim, E. K. (2017). The Effects of Korean Medical Service Quality and Satisfaction on Revisit Intention of the United Arab Emirates Government Sponsored Patients. *Asian Nursing Research*, 11(2), 142–149. <https://doi.org/10.1016/j.anr.2017.05.008>
- Lien, C. H., Wu, J. J., Chen, Y. H., & Wang, C. J. (2014). Trust transfer and the effect of service quality on trust in the healthcare industry. *Managing Service Quality*, 24(4), 399–416. <https://doi.org/10.1108/MSQ-11-2013-0255>
- Mamun, R. Al, Senn, W. D., Peak, D. A., Prybutok, V. R., Torres, R. A., Al, R., Senn, W. D., Peak, D. A., & Prybutok, V. R. (2020). Emotional Satisfaction and IS Continuance Behavior : Reshaping the Expectation-Confirmation Model Emotional Satisfaction and IS Continuance Behavior : Reshaping the. *International Journal of Human-Computer Interaction*, 00(00), 1–10. <https://doi.org/10.1080/10447318.2020.1752478>
- Manyangara, M. E., Makanyeza, C., & Muranda, Z. (2023). The effect of service quality on revisit intention: The mediating role of destination image. *Cogent Business and Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2250264>

- Mohd Isa, S., Lim, G. S. S., & Chin, P. N. (2019). Patients' intent to revisit with trust as the mediating role: lessons from Penang Malaysia. *International Journal of Pharmaceutical and Healthcare Marketing*, 13(2), 140–159. <https://doi.org/10.1108/IJPHM-10-2017-0056>
- Mustaffa, W. S. W., Hamid, M. H. A. @, Bing, K. W., & Rahman, R. A. (2016). Investigating the Relationship among Service Quality, Emotional Satisfaction and Favorable Behavioral Intentions in Higher Education Service Experience. *Procedia - Social and Behavioral Sciences*, 224(August 2015), 499–507. <https://doi.org/10.1016/j.sbspro.2016.05.426>
- Namahoot, K. S., & Laohavichien, T. (2018). Assessing the intentions to use internet banking: The role of perceived risk and trust as mediating factors. *International Journal of Bank Marketing*, 36(2), 256–276. <https://doi.org/10.1108/IJBM-11-2016-0159>
- Njagi, C., Mutinda, M., & Mwangi, B. (2023). Influence of Service Quality on Emotional Satisfaction in Game Lodges. *Journal of Hospitality and Tourism*, 3(2), 20–35. <https://doi.org/10.47672/jht.1514>
- Oliver, R. L. (2014). *Satisfaction A Behavioral Perspective on the Consumer*. <https://doi.org/https://doi.org/10.4324/9781315700892>
- Pighin, M., Alvarez-risco, A., Del-aguila-arcentales, S., Rojas-osorio, M., & Jaime, A. Y. (2022). Factors of the Revisit Intention of Patients in the Primary Health Care System in Argentina. <https://www.mdpi.com/journal/sustainability>. <https://doi.org/https://doi.org/10.3390/su142013021>
- Rahman, M. K. (2019). *Medical tourism : tourists ' perceived services and satisfaction lessons from Malaysian hospitals*. 74(3), 739–758. <https://doi.org/10.1108/TR-01-2018-0006>
- Rahman, M. S., Mannan, M., Hossain, M. A., & Zaman, M. H. (2018). Patient's behavioral intention: public and private hospitals context. *Marketing Intelligence and Planning*, 36(3), 349–364. <https://doi.org/10.1108/MIP-08-2017-0155>
- Rahman, Moh. Abd., & Hidayat, A. (2020). Investigating the Impact of Brand Awareness, Customer Satisfaction and Trust on Revisit Intention toward Beauty Care Clinic in Indonesia. *The International Journal of Business & Management*, 8(6). <https://doi.org/10.24940/theijbm/2020/v8/i6/bm2006-013>
- Ramdhani, A. S., & Astuti, S. R. T. (2019). The analysis of relationship between experiential marketing, service quality, visitors' satisfaction, and revisit intention: study on tourism industry. *Diponegoro International Journal of Business*, 2(2), 107. <https://doi.org/10.14710/dijb.2.2.2019.107-111>
- Saputri, V. V., Berlianto, M. P., & Harapan, U. P. (2023). *FACTORS INFLUENCING PATIENTS ' REVISIT INTENTION TO PUBLIC HEALTH CENTER DURING COVID-19*. 11, 57–66. <https://doi.org/10.20473/jaki.v11i1.2023.57-66>
- Syuhailah, N., Hussin, N., Mokhlis, S., Safrah Salleh, H., & Aziz, Z. A. (2020). The Relationships Among Service Quality, Emotional Satisfaction and Behavioural Intention In Childcare Provider Choice: Evidence From Malaysia. *Systematic Reviews in Pharmacy*, 11(5), 879–887.
- Trisnawati, I., Handayani, S. D., & Nuryakin, N. (2022). The effect of dental clinic service quality on patient satisfaction, word of mouth and revisit intention in Yogyakarta. *Jurnal Aisyah : Jurnal Ilmu Health*, 7(4), 1351–1356. <https://doi.org/10.30604/jika.v7i4.1885>
- Umul, D. S., Wijaya, N. M. S., & Widyatmaja, I. G. N. (2023). European Modern Studies Journal. *European Modern Studies Journal*, 5(1), 42–56.
- Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. *Journal of Retailing and Consumer Services*, 63(August), 102721. <https://doi.org/10.1016/j.jretconser.2021.102721>
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing and Management*, 8(June), 326–336. <https://doi.org/10.1016/j.jdmm.2017.06.004>