

Perceived Value of Patients with Intention to Revisit at Health Facilities: A Scoping Review

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Keywords

perceived value, loyalty, visits repeat, quality service

ABSTRACT

Perceived value is aspect subjective influential customers important to behavior they For buy back . Perceived value customer give contribution big to possibility customer endure recommend service to others so become commodity valuable . This study examine connection perceived value patient to intention visit repeat to facility health . Scoping review This done through search 4 health databases that is PubMed , EbscoHost , Google Scholar , and Garuda Portal with restrictions 10 years time last . Based on the 8 articles that follow include , relationships perceived value and intention visit patient can nature direct nor No direct with other variables as mediators. Hospitals and facilities health need include aspect perceived value patient besides quality service in maintain loyalty patients and the future facility health in the middle increasing competition increases .

INTRODUCTION

Perceived value or perceived value customers have been evaluated in various related studies with pattern behaviour consumers, simultaneously with quality product and satisfaction customer (Fandos Roig et al., 2009; Gounaris et al., 2007; C.-L. Lin & Tsai, 2021; Pham et al., 2016). Perceived value customer or perceived value from something product or service is one _ decider base satisfaction as well as trend customer For repeat purchases (Kotler & Keller, 2015). Several studies have shown and proven a connection between perceived value and satisfaction of the ultimate customer ends in intentional behaviour and loyalty to the brand (El-Adly, 2019; Pham et al., 2016; Yang & Peterson, 2004)). Thus, perceived value, satisfaction among customers, and concepts of intention behaviour customers are contextually crucial in marketing. Like goods, the tangible merchandise concept is also essential For service services like education and tourism (de Oliveira Santini et al., 2018; Dlačić et al., 2014; Sato et al., 2018).

The study recently started to investigate perceived value in service health. Various variables can influence the consumer's choice to provide service health, including quality, personnel, physical characteristics, experiential customers, location, and reputation (Baloglu, 2002 ; Chegini, 2010). Competition in the health sector is increasing. In 2020, the number of House illnesses in Indonesia increased to 2,925. It becomes essential for patients To choose House Sick based on their value from experience (Christasani et al., 2021; Yuniarti & Hidayat, 2021). With that is all, Lots House disease spread over various areas, regions, and communities with accessible facility health. Condition This demands that an institution or organization create superiority in its efforts to compete sustainably (Al-Refai, 2013). Patients will choose House Sick if certain things are considered to fulfil their desires, needs, and intentions. For visits, return to House Sick For future care when they feel satisfied with the services

provided.

Construction perceived value and intention behaviour visit repeat can become signal strategic for executives in service health For planning and implementing marketing strategies besides handle competition between House sick. Patients will Be careful in choosing and considering the type of services provided with the hope of satisfying experience or even exceeding hope. This is an important marketing strategy for the management of House Sick to get it to compete and support achievement aim, provide satisfaction to the patient, and create intentional behaviour visits. According to Kotler and Keller (2015), value refers to tangible benefits and costs the customer does not perceive. Customer value reflects satisfaction on benefits received by customers when they accept service quality, appropriate price, image brand, and speed delivery of product or service (Ariany & Lutfi, 2021; W. Lin & Yin, 2022; Riyuzen, 2018). Perceived value customer or perceived value is the mark period given length of customer to the company (Kotler & Keller, 2015). Creating Mark Plus for customers and improving satisfaction will significantly contribute to the possibility of customer survival, and customers will be more valuable for provider service.

Based on description about draft *perceived value* and intention behavior visit repeat or loyalty patients on service health certain, reviews This aim For evaluate *perceived value* patient to loyalty realized patient with intention behavior visit repeated good at home Sick nor center health others.

METHOD

Strategy and Criteria Search Literature

Review This uses the Scoping review method that follows the guidelines Preferred Reporting Items for Systematic Reviews and Meta-Analyses Extension for Scoping Reviews (PRISMA- ScR). Scoping review summarizes literature empirical or theoretical past for give more understanding comprehensive about phenomenon or problem health certain in matter This connection perceived value patient with intention behaviour visit repeated at home Sick or facility health. Stage review covers search literature, data evaluation, synthesis and presentation results..

Search literature carried out on the PubMed, EBSCOhost, Google Scholar, and Garuda Portal databases with restrictions of 10 years. Apart from that, search reference manually is also done. Search systematic done For terms and combinations from the term following: "perceived value ", "hospital", "revisit intention", "loyalty", "value customer ", "loyalty ", "homesick."

Criteria Appropriateness Literature

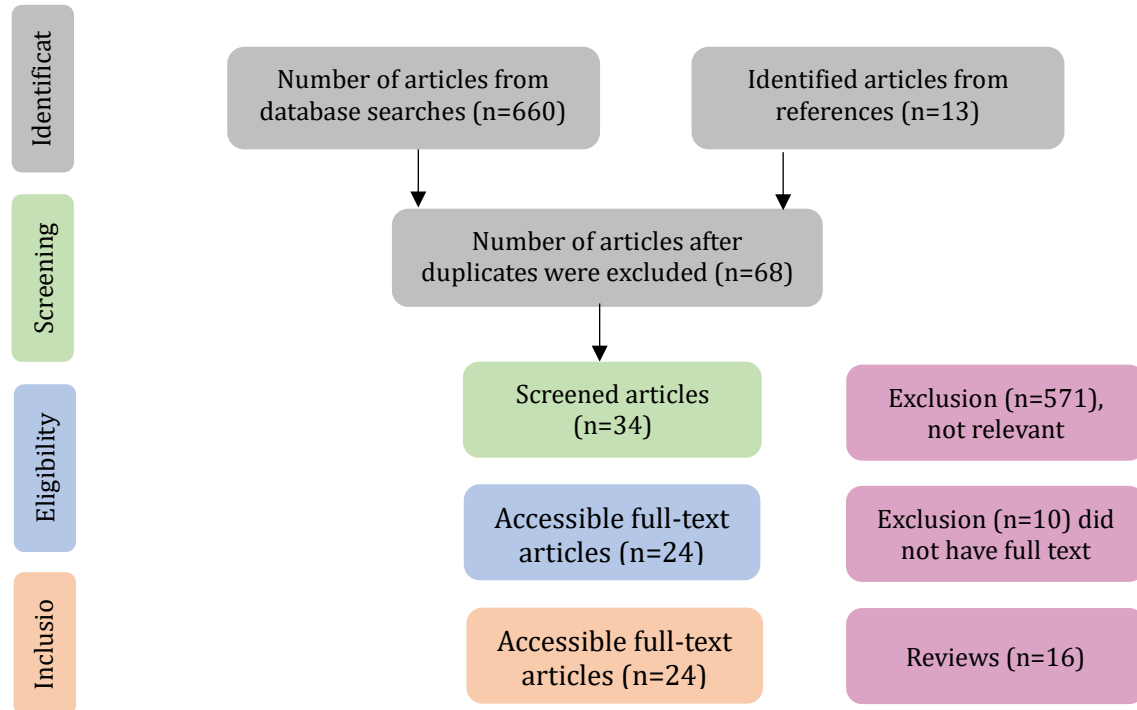
Criteria inclusion from included literature _ in review This form article study original. Research article entered If fulfil criteria following : (a) discuss the relationship between perceived value and intention to visit repeat patient, (b) is in the scope of industry health with context patient-facility health, (c) language English and Indonesian published in 10 years latest (2013-2023) and (d) can be accessed in a way full (full-text). Criteria exclusion in review This is as follows: (a) research is article reviews, letters to the editor, comments, or document consensus ; (b) research No focus sector industry health.

RESULTS

Overview of included Studies

PRISMA- ScR diagram for the entire selection process, studies are shown in Figure 1. Search beginning from four databases yielded 660 studies, and search references included 13 studies. Furthermore, 68 studies were issued, and 571 articles were considered No relevant. Of the remaining 34 studies, a total of 16 studies were identified as review, and 10 studies had No embellished criteria inclusion, including No availability of full-text and no focus discussion connection perceived value and intention visit repeat. In the end, 8 studies were selected and included in the synthesis results scoping review.

Table 1. Study Selection Flow Diagram



Study Characteristics

Of eight included studies, in part based in Asia (7/8), one study in Turkey entered Asian and European territories. The entire study is a study of observational cut latitude using a questionnaire structured and validated with a total of 1,925. Seven of eight studies (87.5%) were studied quantitatively temporarily. One study by Nguyen (2021) uses a method mix of quantitative and qualitative. Place study varied Enough: 3 studies were done at home Sick government (37.5%), two studies were done at home Sick private (25%), two studies in clinics teeth (35%), and one temporary study (12.5%) did not mention facility health Specific However target population general in look for access health. Characteristics studies are summarized in Table 1.

Table 2. Study Summary

Author , Year	Research Location	Study Design	Type of Health Facility	Amount Respondent Study	Key Results
Ozer & Karahan ., 2016	Türkiye	Cut latitude	Hospital _ government	450	<i>Perceived value</i> influence loyalty patient Good in a way direct nor No direct through satisfaction customer
(Özer et al., 2017)	Indonesia	Cut latitude	Hospital _ government	296	<i>Perceived value</i> relate direct with loyalty patient
	Padang, Indonesia	Cut latitude	Private Hospital	140	<i>Perceived value</i> No influential direct to loyalty customer but influential positive to satisfaction customer
(Lestari, 2022)	Makassar , Indonesia	Cut latitude	Hospital _ government	187	<i>Perceived value</i> influence loyalty patient in a way No direct through satisfaction patient
(Hasan & Putra, 2018)	Indonesia	Cut latitude	Dental Clinic	100	<i>Perceived value</i> own influence positive and significant to satisfaction

	Taiwan	Cut latitude	Not mentioned but leads to customers who are looking for access health	254	and loyalty patient Connection mediated significant between <i>perceived value</i> patient from service medical , commitment to connection patient-provider , and loyalty patient
(Harmen et al., 2020)	Vietnamese	Cut latitude with mix-method approach	Hospital _ private	368 quantitative , 5 qualitative	<i>Perceived value</i> customer significant influence loyalty customer (from mouth to mouth and intention visit return); However , no influence satisfaction customer .
(Harmen et al., 2020)	Guangdong, China	Cut latitude	Clinic tooth	125	<i>Perceived value</i> shows influence direct or not significant direct _ to loyalty patient

Perceived Value to Visit Repeat Patient

Most literature No indicated intention visit repeat as a standing variable; however, enter it as part of the loyalty patient. In loyalty patients, the aspect of intention visit return is upheld tall as product end loyalty brand. Nguyen (2021) specifically mention loyalty to the patient is the intention to visit back because the objective of quality service House Sick is to make intention positive patient will choose service health in the future (Nguyen et al., 2021).

Five kinds of literature observe a connection between the perceived value and loyalty of patients. Five kinds of literature also observe There is influence. There is no direct through a number of other variables such as satisfaction and trust in the provider services. Connection No direct in a way exclusive mentioned in two pieces of literature other, with various mediation variables like satisfaction customers, trust customers, and home image. Meanwhile, one study by Harmen (2020) stated that there is no relationship between perceived value and loyalty to customers (Harmen et al., 2020).

Discussion

A long connection period with the customer can developed through the identification of perceived value. Perceived value has been recognized as one _ important factor and step For getting superiority and competition going to a successful business. Customer value can be measured. For test interest visits, customers repeated (Moliner, 2006; Xiao & Barber, 2008). Perceived value is rooted in theory equity, which takes into account the ratio of results or consumer input to results or input provider service. Draft equity refers to the evaluation of customers about what is just, right, or in accordance With perceived costs from services or products provided. Chang and Wildt (1994) report that the perceived value of a customer is a contributor to the main intention purchase return (Chang et al., 2014; de Oliveira Santini et al., 2018).

Five studies show that the perceived value of customers is influential in loyalty to patients, especially in interest For repeat visits and giving recommendations to other people in the House, Sick or clinic health. Aligned with the theory put forward by Zheithaml, 1988 the perceived value customer refers to the assessment of customers about utility products and services, which depend on the perception of what they give and receive as rewards (Yang & Peterson, 2004). Qualitative results from research by Nguyen (2021) show that the perceived value accepted by customers from House Sick in Vietnam is House Sick give quality service and satisfaction with the cost House Home Sick offers a reasonable price for the service, the service House Sick worth it with the money spent, and the house Sick offer mark best (Nguyen et al., 2021). Perceived value customers (customer perceived value), although very subjective, have been proven by empirical studies that companies with high customer perceived value own superiority more competitive _ compared to competitors and more likely to maintain customers. Temporary studies have previously shown that emotional and social significantly

influence the perceived value of customers, though findings This is in a non-medical context (Ahn & Kwon, 2020; Pham et al., 2016).

Perceived value results are essential from activity marketing and are element order First in marketing relational. Two approaches to conceptualization of perceived value can identified. On one side, perceived value is understood as construction configured by two parts, one from benefits received (economic, social, and relationship) and the other from sacrifices made (price, time, effort, risk, and convenience) by the customer (Pham et al., 2016; Sanil & Eminer, 2021). On the other hand, concepts of multidimensional perceived value stated, without ignoring the comparison between benefits and sacrifices, dimensions cognitive and affective identified. A number of problems from the approach can be overcome, especially its excessive concentration on the utility economy. Evaluation of service health is subjective because it is not easy for the recipient To describe quality service. Perceived value has been proposed to become a yardstick measuring subjective that can be used as a base evaluation of service health and ultimately influences behaviour (Nguyen et al., 2021; Zahra et al., 2022).

Draft perceived value customer not yet Lots noticed in a typical customer survey done at home Sick in a way periodically in Indonesia. Mostly, customer surveys apply principle satisfaction to patients on service, particularly at home sick. Satisfaction customer Possibly looks similar to perceived value, though _ the two concepts are different. Variable perceived value or perceived value is the evaluation of consumer to benefit product in a way the whole (of the product as well as costs) compared with existing alternatives. The more tall perceived value consumers, the more satisfaction consumers will increase, though results This proven varies between studies (Gounaris et al., 2007). Whereas satisfaction of customer or patient is judgment t of the performance of product connected with the hope customer. When making a purchase, the customer will evaluate how much hope Can fulfilled from the service he receives. When hope is lost, the customer is fulfilled, then it will create satisfaction, and if it is No fulfilled, it means the customer experiences disappointment. Perceived value needs to be fulfilled and evaluated before the final survey satisfaction is done (Kotler & Keller, 2015). Perceived value can give remote input _ more meaning in aspect repair, especially at home sick, is it? Aspect benefits (economic, social, and relationship), aspects tradeoffs (price, time, effort, risk, and convenience), aspects cognitive (image, comfort, quality) or aspect affective identified (Pham et al., 2016; Sanil & Eminer, 2021). Satisfaction with customers Is influential on loyalty and intention to visit and repeat the product or service, though various research also identifies the importance of perceived value as a predictor of direct loyalty.

Temporary research at home at Hasanuddin University and Taiwan carried out by Fitriani et al . (2019) and (Huang et al., 2021) shows that perceived value influences loyalty to patients in a way that does No directly satisfaction patients. Perceived value customer is price behaviour, price value for money, emotional response, quality, and reputation. The patient will still visit and use the service clinic If the employee understands the need of a particular patient and the clinic has appropriate operating hours for the desired patient. Patients are also more loyal if the cost of treatment issued is comparable with the quality of service received (Fitriani et al., 2020; Huang et al., 2021).

A little different from the results of the other study, research conducted at home on illness in Padang City by Harmen (2020) stated that perceived value does not influence loyalty to hospital patients. Patients feel No balanced benefit services at the Padang City Regional Hospital with the money paid (Harmen et al., 2020). Findings This is possible if other mediating variables influence perceived value to loyal customers and satisfaction affects loyalty. Various factors, sociodemographics, time data retrieval, and sick reputation, can play a significant role in the perceived value of a patient (Lapierre, 2000; Fandos Roig et al., 2009; El-Adly, 2019). Furthermore, findings also underline the distance factor is more dominant than the perceived value of loyalty, which often occurs in the area or income country low and medium. Different from values recognized in more countries, access to service health and perception of health in resource-poor countries have a very influential enormous impact on health-seeking behaviour (Brown & Theoharides, 2009; Shaikh & Hatcher, 2005; Weaver III et al., 2010).

According to Andersen's model, utilization service health is function sequential and conditional from three Suite factors: factor predisposing (demographic and social), factors supporting (economic), and factors needs (results health). Predisposing factors reflect trends in individuals for the use of service health, factors enabler is source power that can facilitate access to services, and elements need to represent the need potential use service health like perceived health, chronic condition, and activity limited (Li et al., 2016). It's not uncommon for it's challenging to access or limited access to adequate health; at last, no facilitated connection perceived value patient with intention visit repeating at one point service. This is still the case in Indonesia, with more conditions in parts of large areas outside Java. Apart from that, a system guarantees health-tiered and owned national-wide coverage, not accompanied by adequate preparation and repair facility health. So, that is no surprise to some research in Indonesia, perceived value patient Possible No looks valuable If linked with element loyalty patient.

Thus, the development of fast industry service health in Indonesia is predicted to Keep increasing over the years (Christasani et al., 2021; Syah & Wijoyo, 2021; Yuniarti & Hidayat, 2021). Accompanied by the development of various infrastructures and increasing the education population, the perceived value of patients in Indonesia will become a factor decider in competing in the industry service health. Nowadays, even dissatisfaction related to service health has appeared in Indonesia, leading Lots of consumer health to choose another country as a destination (Nasution & Absah, 2022). It is undeniable that, as a country that is more proceed Good systems and priorities, perceived value in service health. Of course, this influences loyalty among patients, especially those capable of choosing services and health needs.

CONCLUSION

With enhancement fast industry House illness and service health others in Indonesia, encourage developer industry This in look for factor main loyalty customer . Conclusion of study literature that has done is that *perceived value* can influence intention visit repeat patient and satisfaction patient in a way positive . *Perceived value* patient in the end drive satisfaction patient to service medical , commitment to connection patient-provider , and loyalty patient . With enhancement well-being resident in a way overall , perceived value _ patient will become yardstick measuring important for developer industry in reflect services provided .

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First publication right:

International Journal of Social Service (IJSSR)

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