

COMMUNICATION, TRUST, AND WORD OF MOUTH AS ANTECEDENTS TO SATISFACTION ON REVISIT INTENTION AT TYPE B XYZ PRIVATE HOSPITAL IN NORTH JAKARTA

Ronald Reagan¹, Dewi Sri Surya Wuisan², Hendsun³

ronald.1234gan@gmail.com¹, dewi.wuisan@uph.edu², hendsunh@gmail.com³

Universitas Pelita Harapan

Abstrak

Rumah sakit memegang peranan utama dalam perkembangan sistem kesehatan. Rumah sakit memiliki peran sentral dalam mendukung penyedia layanan kesehatan, serta menjadi bagian krusial dalam jaringan rujukan yang efektif. Keberadaan rumah sakit memiliki nilai penting bagi individu dalam masyarakat dan sering menjadi pusat kehidupan. Penelitian ini dimaksudkan untuk menguji dampak positif dari variabel bebas atau independen, yaitu: communication dan trust. Objek penelitian menjadi fokus utama dalam suatu penelitian yang akan dianalisis lebih lanjut untuk menjawab pertanyaan penelitian. Objek dalam penelitian ini mencakup seluruh variabel di dalam model penelitian saat ini. Revisit Intention dipilih sebagai variabel terikat atau dependen, sementara satisfaction menjadi variabel mediasi dalam penelitian ini. Responden penelitian kali ini diambil dari survey kuesioner yang didistribusikan sejak dari Desember 2024. Survei didistribusikan secara langsung dengan memberikan tautan kuesioner kepada responden yang memenuhi syarat. Responden adalah pasien rawat jalan di Rumah Sakit Swasta XYZ Tipe B di Jakarta Utara yang sebelumnya diminta untuk mengisi kuesioner. Hasil analisis menunjukkan bahwa hampir semua hipotesis penelitian (H1 sampai H6) didukung oleh data, kecuali H5. Hal ini dapat dijelaskan dari nilai Standardized Coefficient yang positif pada setiap hipotesis, menunjukkan adanya hubungan positif antara variabel independen dan dependen. Selain itu, nilai T-statistik yang signifikan pada setiap hipotesis mengindikasikan bahwa pengaruh yang diamati adalah secara statistik signifikan, sehingga dapat dianggap bahwa pengaruh tersebut bukanlah hasil dari kebetulan semata. Oleh karena itu, dapat disimpulkan bahwa temuan ini memperkuat dan mendukung hipotesis yang diajukan dalam penelitian ini. Hasil ini memberikan kontribusi penting dalam pemahaman faktor-faktor yang mempengaruhi niat pasien untuk kembali dan tingkat kepuasan mereka terhadap pelayanan kesehatan di Rumah Sakit Swasta XYZ Tipe B di Jakarta Utara.

Kata Kunci: Komunikasi; Pemasaran; Kepercayaan; Minat Berkunjung Ulang.

Abstract

Hospitals play a crucial role in the development of the healthcare system. They serve as a central element in supporting healthcare service providers and are a crucial part of an effective referral network. The presence of hospitals holds significant value for individuals in society and often serves as a life center. This research aims to test the positive impact of independent variables, namely communication and trust. The subject of the study is the primary focus in research, to be further analyzed to answer the research questions. The subjects in this research include all variables in the current research model. Revisit Intention is selected as the dependent variable, while satisfaction is the mediating variable in this study. Respondents in this study were drawn from a questionnaire survey distributed since December 2024. The survey was distributed directly by providing a questionnaire link to eligible respondents. The respondents were outpatient patients at Private Hospital in Jakarta who were previously asked to fill out a questionnaire. The analysis results show that almost all research hypotheses are supported by the data, except Hypothesis number 5. This can be explained by the positive values of the Standardized Coefficient in each hypothesis, indicating a positive relationship between independent and dependent variables. Additionally, the significant T-statistic values in each hypothesis indicate that the observed influence is statistically significant, suggesting that the influence is not merely a result of chance. Therefore, it can be concluded that these findings

reinforce and support the hypotheses proposed in this research. These results make a significant contribution to understanding the factors influencing patients' intentions to return and their satisfaction levels with healthcare services at Private Hospital in Jakarta.

Keyword: *Communication; Marketing; Trust; Revisit intention.*

1. INTRODUCTION

Hospitals play a major role in the development of health systems. Hospitals have a central role in supporting healthcare providers, as well as being a crucial part of effective referral networks. Hospitals are important to individuals in the community and are often the center of life. In addition, hospitals have an important role in supporting the health system by being a means of coordination and integration in the provision of care (Shimizu, 2020).

In improving public health, community development plays an important role and requires the cooperation of all elements of society. The Indonesian government opens up opportunities for the private sector to invest in the health sector, resulting in competition between state-owned and private companies. Private hospitals provide comfortable facilities, high service standards, and a pleasant atmosphere. Nowadays, public hospitals realize the importance of service quality that must be implemented to meet patient satisfaction, trust, and can have an impact on patient loyalty. Consumers will return to use hospital services if they get services according to their needs. Conversely, consumers who do not receive quality services will feel dissatisfied and may switch to other healthcare organizations (Statistik, 2023).

To achieve a higher competitive advantage, companies must carefully analyze and effectively communicate with each consumer to meet commitments in a dynamic market (Dinh et al., 2022). This approach helps to increase the level of consumer satisfaction and loyalty. Huang et al. (2019) highlighted that patient loyalty evaluation can be categorized into 2 dimensions: attitudinal loyalty and behavioral loyalty. In attitudinal loyalty, the main parameters involve: 1) primary willingness to visit, reflecting the patient's inclination towards a particular hospital when facing medical needs; 2) willingness to revisit, indicating the patient's readiness to return to the hospital; and 3) loyalty-derived behavior, describing the willingness to recommend the hospital to others. On the behavioral loyalty parameter, key markers involve the frequency of patient visits to a particular hospital and the overall number of visits (Huang et al., 2019).

Communication skills are becoming a staple part of the patient care approach. Significant evidence shows that patient-focused communication positively impacts important outcomes, such as patient satisfaction, adherence to recommended treatment, and chronic disease self-management ability. (Levinson et al., 2010) Word of mouth recommendation methods are thought to have an impact on patient satisfaction when an individual who is satisfied with hospital care shares that information with others. Individuals who regularly seek medical care relay their experiences during medical examinations or actions by doctors. Appropriate and sufficient information conveyed by friends, family, and acquaintances becomes a source of personal recommendation, which is commonly known as the basis of word of mouth recommendation. (Brown & Reingen, 1987)

Patient satisfaction is a continuous value judgment, based on stimuli associated with the period before and after consumers use medical services. Patients judge medical services based on their personal standards, assess the value of those services, and provide a specific response. Medical consumers' evaluations can affect their

willingness to return and positive review behavior, which significantly affects the profitability of medical institutions. Service value affects consumer satisfaction through the trade-off of cost, time, and service quality. Especially, medical institutions need to understand the value of medical services provided to patients.

The concept of medical service value is used to explain or forecast the response of medical consumers; service production itself is not an inherent value but is a composite of several elements such as perceived service quality, which form the total service value. Medical institutions should increase consumers' visit intentions by improving the quality of medical services. Therefore, the importance of patient-perceived medical service quality is emphasized through the provision of patient-focused medical services, with the aim of increasing patient satisfaction and visit intentions for healthcare services. (S. Park et al., 2021)

This research will be conducted empirically on people who receive outpatient care at XYZ Type B Private Hospital in North Jakarta. This study uses three independent variables, namely communication, word of mouth and trust. The mediating variable was developed with Satisfaction. The effect of these independent variables on Revisit Intention will be tested. This research is expected to be a reference for hospital service management, especially in implementing it in outpatient services to improve the performance of more optimal outpatient health services. The effect of these independent variables on the willingness to come back to the hospital will be tested.

2. RESEARCH METHOD

This study is intended to examine the positive impact of independent variables, namely: communication and trust. The research object is the main focus in a study that will be further analyzed to answer research questions (Sekaran and Bougie, 2016). The object in this study includes all variables in the current research model. Revisit Intention was chosen as the dependent variable, while satisfaction is the mediating variable in this study.

The unit of analysis refers to all entities studied with the aim of obtaining answers and explanations for the differences between these units (Sekaran and Bougie, 2016). The unit of analysis in research is also the unit of observation, where the unit of observation can include a set of observed individuals. There are five types of units of analysis, namely individuals, groups, organizations, social interactions, and social artifacts. Individual units of analysis are often used in research, and data is taken from each individual whose results will be collected into one data source.

Respondents included in this study were patients undergoing outpatient care at XYZ Type B Private Hospital in North Jakarta. These results can also affect the long-term performance of the hospital. The object of this research was chosen to explore more about service quality at XYZ Type B Private Hospital in North Jakarta.

This type of research can be classified as a cross-sectional survey based on the time of data collection. Cross-sectional studies are conducted only once at a specific point in time or for a specific period of time, and the data obtained is used to answer survey questions. This approach is based on special considerations and study designs that indicate that one-time data acquisition is sufficient (Sekaran & Bougie, 2016).

This research is basically quantitative research that uses hypothesis testing. Hypothesis testing aims to explain the relationship between one variable and another in the research model. This is done by considering the significance of the relationship based on the parameters of the data collected. The results of this hypothesis testing

are considered generalizable to the wider population if they meet certain requirements (Sekaran & Bougie, 2016).

This type of research can be categorized as correlational research, which does not involve causal relationships between investigative variables. Thus, the focus of this research is to analyze the correlation between two or more variables in the research model based on variance data. Correlation analysis is a statistical test that aims to determine whether there is a significant relationship between the variables, as well as to determine the direction and strength of the relationship between two or more variables or components in a study (Sekaran & Bougie, 2016).

This research can also be characterized as non-interventional research. That is, no specific treatment or intervention was given to the subjects examined during the study period. Survey data was collected through observations on topics obtained through surveys designed in accordance with the established research model. Variables are objects or things that can be observed, measured, and analyzed, which have varying values. The value in variable data can be ordinal, nominal, proportional, or related to a period of time, and the value can change at different times for the same subject or simultaneously for different subjects or individuals (Sekaran and Bougie, 2016). The resulting data processing must take these variations into account.

The population in this study included all people who received outpatient services at the hospital. Several criteria have been set for the selection of samples or respondents who will fill out the research questionnaire, namely:

1. Aged 18 years or older at the time of receiving outpatient services.
2. Have been treated at least twice at the same hospital.
3. Received a non-psychiatric principal diagnosis (MS-DRG).

This study chose to use the Partial Least Squares Structural Equation Modeling (PLS-SEM) method because this method is able to provide explanations and predictions. Explanation is measured by the coefficient of determination (R²), while predictive ability is measured by Q² (Hair et al., 2018). In addition, PLS-SEM was chosen because it does not require that the input data must be normally distributed.

3. RESULT AND DISCUSSION

The respondents of this study were selected through a questionnaire survey distributed since December 2024. The survey was administered by directly providing a questionnaire link to eligible respondents. These respondents were outpatients at Mitra Keluarga Kelapa Gading Hospital who were previously asked to fill out the questionnaire. If respondents agreed, their WhatsApp numbers were submitted to the online questionnaire address. The following presents the demographic profile of the 175 respondents who met the research criteria.

Table 1. Responses Characteristic

Description	Category	Total	Percentage (%)
Sex	Male	57	31,6
	Femal	118	67,4
Total		175	100
Age	< 17 Y.O	0	0
	17-25 Y.O	19	11
	26-30 Y.O	35	20
	31-40 Y.O	61	35

	41-50 Y.O	46	26,1
	>51 Y.O	28	7,9
Total		175	100
Occupation	Profesional	7	4,1
	Athlete	0	0
	Private Worker	122	69,6
	Government Worker	4	1,8
	Entrepreneur	8	4,7
	Housewife	8	4,7
	Student	9	5,3
	Others	17	9,9
Total		175	100
Degree of Study	Highschool	35	20
	Bachelor/Master/PhD	71	40,4
	Profession	27	15,6
	Other	42	24
Total		175	100
Monthly Expense	< 5 Millions	64	36,8
	5-10 Millions	80	45,6
	10-15 Millions	24	13,5
	> 15 Millions	7	4,1
Total		175	100

In the gender category, the majority of respondents were female (67.4%), while males accounted for 31.6%. Regarding age, most respondents were aged 31-40 years (35%), followed by those aged 41-50 years (26.1%). In terms of occupation, the majority of respondents were private-sector employees (69.6%), followed by students (5.3%) and housewives (4.7%). The highest level of education among respondents was predominantly bachelor's degree holders (40.4%), followed by high school graduates (20%) and professionals (15.6%). Meanwhile, in the category of monthly household expenditure, the majority of respondents had expenses between 5-10 million IDR (45.6%), followed by those with expenses less than 5 million IDR (36.8%). This data provides a comprehensive overview of the demographic profile and characteristics of the respondents, which can be used for further analysis related to their preferences, habits, or needs.

Table 2. Reliability of each Indicators

Variable	Indicator	<i>Outer loading</i>	Result
Communication	CP5	0.870	Reliable
	CP6	0.888	Reliable
	CP7	0.893	Reliable
	CP8	0.877	Reliable
	CP9	0.838	Reliable
Patient	PS1	0.842	Reliable

Satisfaction	PS3	0.797	Reliable
	PS4	0.831	Reliable
Revisit Intention	RI1	0.889	Reliable
	RI2	0.952	Reliable
	RI3	0.931	Reliable
Trust	T2	0.819	Reliable
	T4	0.828	Reliable
	T5	0.812	Reliable
	T6	0.845	Reliable
Word of Mouth	T8	0.776	Reliable
	WOM1	0.895	Reliable
	WOM2	0.881	Reliable
	WOM4	0.754	Reliable

The outer loading values indicate that all variables—Communication, Patient Satisfaction, Revisit Intention, Trust, and Word of Mouth—can be considered reliable. This conclusion confirms that the measurement instruments used exhibit a high level of reliability in assessing these constructs. Therefore, it can be concluded that the data obtained from these indicators are dependable and can be used for further analysis related to the latent variables measured in the context of this study.

Table 3. Average Variance Extracted

	Average Variance Extracted (AVE)	Hasil
<i>Communication</i>	0.774	Valid
<i>Revisit Intention</i>	0.854	Valid
<i>Satisfaction</i>	0.827	Valid
<i>Trust</i>	0.812	Valid
<i>Work of Mouth</i>	0.826	Valid

The table above shows that the average variance extracted (AVE) for the variables in this study is greater than 0.50. From these results, it can be concluded that the indicators of this research model are considered useful for measuring each component individually.

Table 4. Discriminant Validity

	Communication	Revisit Intention	Satisfaction	Trust
Communication				
Revisit Intention	0.472			
Satisfaction	0.583	0.893		
Trust	0.728	0.603	0.831	
Work of Mouth	0.552	0.792	0.828	0.778

Based on the data analysis results presented in the table above, it was found that all variables have values exceeding 0.9. This indicates that all constructs have sufficiently differentiated indices, allowing for the specific measurement of each construct.

Table 4. Multicollinearity

	Revisit Intention	Satisfaction
Communication	1.780	1.772
Revisit Intention		
Satisfaction	1.913	
Trust	2.483	2.360
Work of Mouth		1.739

The initial step in reporting the inner model analysis involves evaluating the presence of collinearity among each independent variable. This can be determined using the Variance Inflation Factor (VIF) test, where the VIF values should range from 1 to 3. If the values are greater than 3 or less than 1, it indicates a multicollinearity issue among the constructs. (Hair et al., 2020) The VIF test results for all variables in this research model are less than three, which is ideal. Therefore, it can be stated that there is no multicollinearity among the variables.

Table 5. Coefficient Determinant

	R Square
Revisit Intention	0.569
Satisfaction	0.545

The table above shows the R^2 values, which measure the extent to which the variability of the dependent variable can be explained by the independent variables in a statistical model. In the given data, the R^2 value for Revisit Intention is 0.569, while for Satisfaction it is 0.545. A higher R^2 value indicates a greater ability of the model to explain the variation in the dependent variable. Therefore, these results suggest that the research model has a relatively high explanatory power for Revisit Intention and Satisfaction in the context of outpatient healthcare services at the hospital under study.

Table 6. Q-Square

	Q^2_{predict}
Revisit Intention	0.416
Satisfaction	0.529

In the Q^2_{predict} analysis, these values reflect the structural model's ability to predict endogenous variables. With a Q^2_{predict} value of 0.529 for Revisit Intention and 0.416 for Satisfaction, this indicates that the model is able to provide good predictions regarding patients' intention to return to healthcare services (Revisit Intention) and their level of satisfaction (Satisfaction). The higher the Q^2_{predict} value, the better the model is at generating accurate predictions. Therefore, these results indicate that the model used in this study has a good predictive quality for the endogenous variables, making it reliable for understanding and measuring the factors that influence patients' intention to return and their satisfaction with healthcare services at Type-B Private Hospitals in North Jakarta.

Table 7. Hypothesis and Coefficient

	Standardized Coefficient	T-statistic	P-value	Significance	Results
H1	0,074	1,092	0,138	Not Significant	Hypothesis Not Supported
H2	0,076	1,128	0,130	Not	Hypothesis Not

				Significant	Supported
H3	0,343	4,955	0,000	Significant	Hypothesis Supported
H4	0,414	4,404	0,000	Significant	Hypothesis Supported
H5	0,023	0,171	0,375	Not Significant	Hypothesis Not Supported
H6	0,697	11,280	0,000	Significant	Hypothesis Supported

Based on the analysis results presented in the table, it can be concluded that there is no significant relationship between Communication and Revisit Intention. The Standardized Coefficient value is 0.074, with a t-statistic of 1.092 and a p-value of 0.138, which is greater than the commonly used significance level of 0.05. Therefore, hypothesis H1, which posits a positive relationship between Communication and Revisit Intention, is not supported. The managerial implications of this finding suggest that, in the context of this study, efforts to enhance communication do not significantly affect the intention to revisit. Although there is a positive correlation between these two variables, this relationship is not statistically strong enough to be considered significant. Therefore, management may need to reevaluate their communication strategies and consider other factors that might influence the intention to return, such as customer satisfaction or trust.

Further steps may involve revisiting communication strategies, improving service quality, or implementing other initiatives that could more effectively influence customers' desire to return. Understanding that other factors may play a more dominant role in motivating customers to return can help management direct their efforts to achieve more optimal results in increasing customer retention rates.

Based on the analysis results presented in the table, it can be concluded that hypothesis H2, which links the variable Communication with Patient Satisfaction, is not significantly supported. This is indicated by the Standardized Coefficient value of 0.076, representing the magnitude of the effect or relationship between Communication and Patient Satisfaction. Additionally, the t-statistic value of 1.128 and p-value of 0.130 show that these results do not reach the required level of significance. The managerial implications of this finding suggest that, in the context of this study, there is no significant relationship between communication efforts and patient satisfaction. Therefore, management needs to consider other aspects that may contribute to patient satisfaction beyond communication. It may be necessary to review the communication strategies applied or identify other more dominant factors influencing patient satisfaction.

Understanding these findings can guide management to optimize other aspects that have a greater impact on patient satisfaction, thereby improving service quality and meeting patient expectations. Furthermore, these results can stimulate further investigation to understand factors that might moderate or alter the relationship between communication and patient satisfaction. Overall, these findings provide valuable insights for managerial decision-making to enhance service quality and customer satisfaction.

Data analysis shows that there is a significant positive influence between the variable Word of Mouth and Satisfaction, with a Standardized Coefficient value of 0.343 and a t-statistic of 4.955. This finding supports the hypothesis proposed in the study, indicating that positive recommendations made by patients to friends or family can significantly contribute to patient satisfaction with healthcare services at Type-B Private Hospitals in North Jakarta. The interpretation of the positive Standardized Coefficient value suggests that each increase in positive word-of-mouth recommendations is associated with an increase in patient satisfaction levels. In other words, patients who provide positive recommendations tend to have higher satisfaction levels with the services they receive.

Additionally, the significant t-statistic value of 4.079 confirms that the relationship between Word of Mouth and Satisfaction is statistically significant, rather than occurring by chance. Thus, this finding implies that word-of-mouth recommendations have a real and positive impact on patient satisfaction. The implications of this result are that Type-B Private Hospitals in North Jakarta should consider strategies to encourage and utilize Word of Mouth as a positive promotional tool to enhance patient satisfaction. Implementing incentive programs or rewards for patients who provide positive recommendations could be one approach. Additionally, focusing on patient interactions and experiences that create a positive impression can support the increase in Word of Mouth and, ultimately, overall patient satisfaction.

Statistical analysis shows a significant positive relationship between the variable Trust and Satisfaction, with a Standardized Coefficient value of 0.414 and a t-statistic of 4.404. This finding strongly supports the hypothesis proposed in the study, indicating that the level of patient trust in healthcare services at Type-B Private Hospitals in North Jakarta has a significant positive impact on patient satisfaction levels. The interpretation of the positive Standardized Coefficient value suggests that each increase in the level of patient trust is associated with an increase in patient satisfaction levels. In other words, patients with higher levels of trust in the hospital tend to have higher satisfaction levels with the services they receive.

Additionally, the significant t-statistic value confirms that the relationship between Trust and Satisfaction is statistically significant, rather than occurring by chance. Thus, this finding implies that patient trust plays a crucial role in shaping patient satisfaction levels. The implications of this result are that Type-B Private Hospitals in North Jakarta should consider efforts to strengthen and build patient trust as a strategy to enhance patient satisfaction. Improving transparency in providing information to patients, being responsive to patient needs and questions, and delivering services with respect and trust-building attitudes can be concrete steps taken by the hospital. This can have a positive impact not only on patient satisfaction but also on the hospital's overall image and reputation.

From the statistical analysis results, it is evident that hypothesis H5, with a coefficient value of 0.098 and a t-statistic of 1.116, is not significant, indicating that this hypothesis is not supported. This means that there is no significant influence of the variable Trust on Revisit Intention based on the analyzed data. This study presents different results compared to the study by Pighin et al. (2022), which found a significant positive correlation between trust and revisit intention ($R^2 = 0.533$; $p = 0.000$). In their study, the questionnaire focused on trust in the clinic being studied, whereas in this study, the questions tended to focus on trust in the healthcare providers, such as nurses and doctors. In Indonesia, healthcare providers like doctors

can practice in multiple locations, which may cause the questions to be biased towards the healthcare providers rather than the trust in the hospital being studied.

Statistical analysis results show that hypothesis H6, with a coefficient value of 0.697 and a t-statistic of 11.280, is significant, indicating that this hypothesis is supported. This suggests a significant positive influence between the variables being tested. Although the specific variables are not mentioned, this implies that the tested variables are significantly related. From a managerial perspective, these findings serve as an important signal for management to pay further attention to the factors or variables related to hypothesis H6. Further analysis may be needed to identify the involved variables and how their interactions can be optimized. Improvements or enhancements in this area may include developing new strategies, changing policies, or improving the services or products offered. The findings from hypothesis H6 provide deeper insights into the relationship between the tested variables and offer new perspectives that can guide managerial decisions and actions in the relevant field.

The purpose of this study is to evaluate and analyze the research framework based on empirical data within the context of outpatient care at a Type-B Private Hospital in North Jakarta. In the delivery of outpatient care services, healthcare management must prioritize and focus on patient needs, creating an environment that fosters patient trust in consulting their health complaints and receiving outpatient care. Additionally, factors other than patient trust also influence patients' intentions to return for outpatient services and recommend them to others. Therefore, understanding the factors that can build patient trust, appreciate the hospital's value, and ultimately encourage patients to reuse outpatient services at the Type-B Private Hospital in North Jakarta is crucial for clinic management to serve the community optimally.

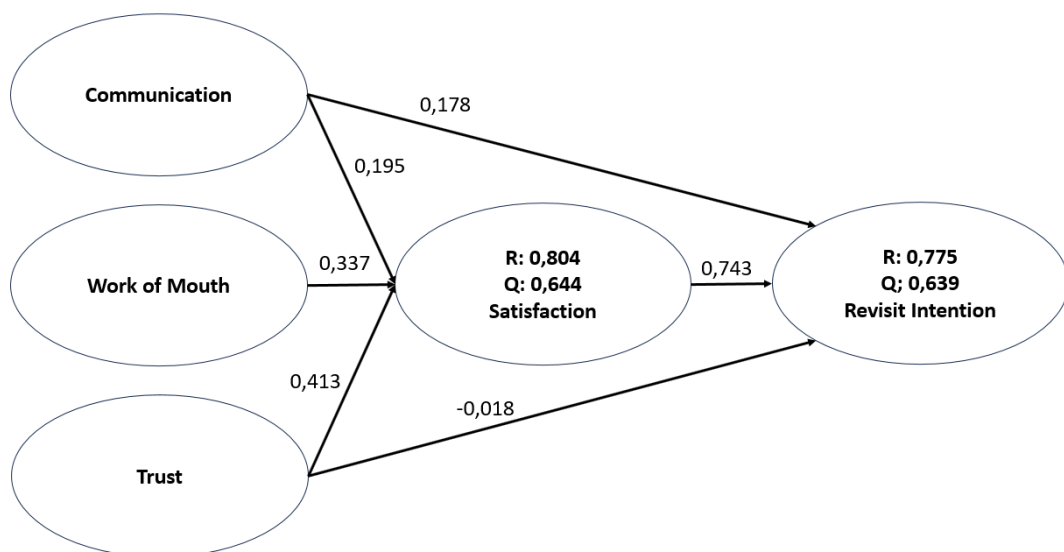
A study conducted by Kurniawati et al. examined the relationship between communication and the intention to revisit among patients. The study found that the majority of survey participants indicated that therapeutic communication conducted by healthcare personnel was rated positively by 73.3%, while only 26.7% of patients considered it inadequate. Additionally, 64.6% of respondents expressed interest in revisiting the hospital, whereas 35.6% did not wish to return for further examinations. The analysis showed a correlation between therapeutic communication and patients' intention to revisit at RSUD Panglima Sebaya, Kabupaten Paser (Kurniawati, 2015).

General communication skills were identified as a major factor explaining positive hospital assessments. However, individual differences among doctors and nursing staff regarding communication competence have not been sufficiently studied, as most research relies on aggregated institutional scores. Furthermore, comparisons are typically made through pre-experimental designs where groups experiencing communication enhancement interventions are compared to control groups. Additionally, specific doctor communication styles have been analyzed in terms of dominance, affectivity, and cognitive orientation. Doctors perceived to have high affectivity or cognitive skills received the highest satisfaction scores (Kim & Park, 2008). Another aspect of the relationship between satisfaction and communication relates to staff stability: communication and satisfaction scores tend to be negatively affected when more than one doctor is responsible (Turner et al., 2014).

Research conducted in 2016 demonstrated that word-of-mouth recommendations have a positive impact on satisfaction levels (Shi, Tang, Zhang, Gao, & Zhu, 2016). This finding is corroborated by Shabbir, Kaufmann, & Shehzad (2010), who also stated that word of mouth positively influences patient satisfaction. Conversely, a 2013 study indicated that word of mouth does not significantly impact patient satisfaction (Naik et al., 2013). This study focused on word-of-mouth communication, which includes consumer attitudes after receiving recommendations and is influenced by close acquaintances.

Customer satisfaction is a prerequisite for establishing and strengthening ongoing relationships between companies and customers, with the aim of enhancing their loyalty to the same, or even new, services and products. Companies need to engage in offerings that positively impact customer satisfaction to drive and achieve customer loyalty. Customer loyalty represents a strong commitment to repurchase products or services in the future, despite external factors that may influence customers to switch from one provider to another (Pighin et al., 2022). According to Hyun Suk Pak (2014), in his study, to increase inpatient satisfaction and revisit intention to medical institutions, hospitals should improve both human factors, such as friendly staff services, and physical factors, such as comfortable facilities and reasonable medical costs (H. Park & Seo, 2014).

The research model was empirically tested on patients receiving outpatient services at a Type-B Private Hospital in North Jakarta to address the question of whether Communication, Word of Mouth, and Trust as independent variables, mediated by Patient Satisfaction, impact Revisit Intention. Data collected and analyzed using PLS-SEM resulted in a research model depicted as follows:



Picture 1. Empirical Model

4. CONCLUSION

This study utilizes a research framework that has been modified from previous studies with the addition of revisit intention as a dependent factor. Six hypotheses were proposed in the context of outpatient services at XYZ Type B Private Hospital in North Jakarta, and all were tested to obtain answers to the research questions. To respond to these questions, respondent data were collected and analyzed using the PLS-SEM method. The results of the empirical testing led to the conclusions as described below:

1. Communication has an insignificant positive effect on revisit intention.
2. Communication with patients has an insignificant positive effect on satisfaction.
3. Word of Mouth is proven to have a significant positive effect on satisfaction.
4. Trust is proven to have a significant positive influence on satisfaction.
5. Trust has an insignificant positive effect on revisit intention.
6. Satisfaction has a positive and significant effect on revisit intention.

From the structural evaluation of the model, it can be concluded that this research model on hospital services has a moderate level of predictive accuracy, with a moderate level of predictive relevance to the revisit intention variable as a dependent variable. Therefore, this research model has the potential to be used and expanded in future research.

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