



RESEARCH ARTICLE

The Impact of Brand Image, Trust, and Satisfaction on Patient Revisit Intentions in the Outpatient Unit of a Regional Hospital in Indonesia

Halidina Marchama¹, Syahrir A. Pasinringi², Fridawaty Rivai², Andi Indahwaty Sidin^{2,3}, Rini Anggraini², Rahman Kadir⁴

¹Master Program in Hospital Administration, Faculty of Public Health, Hasanuddin University, Makassar, Indonesia

²Hospital Administration Study Program, Faculty of Public Health, Hasanuddin University, Makassar, Indonesia

³Hasanuddin University Teaching Hospital, Makassar, Indonesia

⁴Management Study Program, Faculty of Economic, Business, and Management, Hasanuddin University, Makassar, Indonesia

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***Corresponding Author:**

kesjaor.dkkbpp@yahoo.com

ABSTRACT

Revisit intention is a form of behavioral intention or customer desire to return, positive word of mouth from consumers, stay longer than expected, buy more than expected. This study aims to analyze the effect of brand image, trust and satisfaction on revisit intention of patients of outpatient facility of Beriman Regional General Hospital of Balikpapan City. The type of research conducted is quantitative research using observational study with cross sectional study design. The sample of this research is nurses in Beriman Hospital Balikpapan, which amounted to 397 respondents. The result shows that there is a direct effect of brand image on patient satisfaction, direct effect of trust on patient satisfaction, direct effect of brand image on patient trust, direct effect of brand image on patient revisit intention, direct effect of trust on patient revisit intention, direct effect of satisfaction on patient revisit intention, indirect effect of brand image on revisit intention through patient satisfaction, indirect effect of trust on revisit intention through patient satisfaction. It is recommended that hospital management consider these four variables, namely, brand image, trust, satisfaction, and revisit intention, especially maintain and monitor evaluations by using various media to carry out promotions to further expand and provide complete information about hospital service facilities.

INTRODUCTION

Hospitals are considered places of treatment for various social groups, ranging from simple to middle-class people. With the development of business and globalization worldwide, especially in the field of health services, competition between companies in this industry is becoming more difficult. Health service providers such as clinics, health centers, pharmacies, and hospitals, both public and private, make various efforts to win the hearts of consumers and become loyal customers because the core of every business is to create high loyalty to the products offered (Kotler & Keller, 2012).

Revisiting intention is a person's willingness to recommend to others to be willing to revisit the same hospital because of a satisfying experience and to recommend the hospital to others as a form of loyalty (Chien 2017). Positive and negative feelings received by consumers from services can affect consumer attitudes toward hospitals when they receive services and reflect their subsequent behavioral intentions (Cakici, Akgunduz, and Yildirim 2019). Revisit intention is considered

important for the sustainability of a company because acquiring new customers is considered more expensive than maintaining existing customers.

In general, patients return to the hospital if their needs are met, especially optimal service quality and a positive image of the hospital, which ultimately affects the formation of positive word-of-mouth. In the services provided to patients, positive information is a component that plays an important role in increasing the number of patient return visits to the hospital (Wandebori, 2017).

Brand image is the well-known name and characteristic of a product or service that is publicized through various media so that the brand can be remembered by consumers (Bravo et al., 2012). According to Kotler, a company's image is described as the overall impression made in people's minds about an organization (Kotler, 2007). This image shows the level of potential consumers and disappointed consumers, including other company-related groups such as investors, agencies, and other stakeholders (Rinaldi, 2018).

In addition to brand image, trust is very important because it is the foundation for building future relationships to create confidence in each other. Trust depends on several interpersonal and interorganizational factors (Maister et al, 2001). Trust is the willingness to build a trusted relationship. Built customer trust, including trust in a person, increases customer confidence in customers' abilities and desires. In addition to customer trust, customer satisfaction can influence return visits. Having experience with the company increases customer satisfaction with the company and has a positive effect on customers. Customer satisfaction affects the customer's next attitude after using or experiencing the product or service provided so that satisfied customers use the services provided repeatedly. Satisfaction is the level of sensation after comparing product performance or perceived results with what is expected (Tjiptono & Chandra, 2011).

The proportion of old visits at RSUD Beriman Balikpapan has decreased in the last four years from 2019--2022, with an average of 15.8% of patients. This means that outpatient visits have decreased over the last four years so that they can affect hospital revenues and have an impact on the decline in the number of patients visiting the hospital. For hospital services, patients should not be distinguished between PBIs and non-PBIs. Some of the most common complaints of BPJS patients are related to the speed and friendliness of health workers in treating patients. However, such illnesses are rare for the average patient in the hospital. For this reason, this study focuses on general patients who do not use BPJS services.

There was a decrease in the patient satisfaction index in the outpatient installation in 2023 by 81.41%. The results of this study are expected to contribute to the development of literature in the field of health services marketing (Rajesh & Pavithra, 2018) and provide practical implications for hospitals in managing service quality and building a positive image to encourage repeat visit intentions from patients (Ramsaran-Fowdar, 2008). This study aims to analyze the brand image, trust, and satisfaction with revisit intentions of patients in the outpatient unit of Beriman Hospital, Balikpapan City, Indonesia.

METHODS

Location and research design

A quantitative analytic observational study with a cross-sectional design were used in this study. This study was conducted at Beriman Hospital of Balikpapan City from June–August 2024.

Population and sample

The population of this study included all general patient visits with a status of past registered patients, i.e., patients who had previously obtained services at the outpatient unit, which included 40800 people. The minimum sample size in this research is 397 respondents, and the sampling is performed via the proportional random sampling technique.

Data analysis

The data used in this study were statistically relevant to the objectives of the study, with univariate analysis consisting of descriptive analysis of respondent characteristics, descriptive analysis of research variables and crosstabulation analysis between respondent characteristics and research variables. Bivariate analysis was performed via the chi-square test. The multivariate analysis was a path analysis.

RESULTS

Respondent characteristics

The characteristics of the participants, including age, sex, education, occupation, distance from home, and number of visits, are presented in Table 1.

Table 1. Distribution of Respondent Characteristics

Characteristics	Participants	
	N	%
Age (years)		
17-30	138	34.8
31-50	259	65.2
Total	397	100.0
Sex		
Male	123	31.0
Female	274	69.0
Total	397	100.0
Education		
Elementary school	67	16.9
Junior high school	176	44.3
Senior high school	86	21.7
Diploma	39	9.8
Bachelor	29	7.3
Total	397	100.0
Employment		
High school student	23	5.8
University student	48	12.1
Government sector	113	28.5
Businessman	77	19.4
Unemployed	70	17.6
Others	66	16.6
Total	397	100.0
House distance to the hospital		
<5 km	169	42.6
>5 km	228	57.4
Total	397	100.0
Number of visit		
< 3 times	167	42.1
>3 times	230	57.9
Total	397	100.0

Table 1 shows that most respondents were 31--50 years of age, namely, 259 respondents (65.2%). In terms of gender, most respondents were female, namely, 274 respondents (69%). With respect to education, most respondents had a junior high school education, namely, 176 respondents (44.3%). In terms of occupation, most of the government sector had as many as 113 respondents (28.5%). By

distance, most of them live > 5 km, with as many as 228 respondents (57.4%). In terms of the number of visits, most are >3, with as many as 230 respondents (57.9%).

Table 2. Frequency Distribution Based on Research Variables

Variable	Participants	
	n	%
Brand Image		
High	280	70.5
Low	117	29.5
Total	397	100.0
Trust		
High	294	74.1
Low	103	25.9
Total	397	100.0
Satisfaction		
Satisfied	284	71.5
Unsatisfied	113	28.5
Total	397	100.0
Revisit Intention		
Yes	274	69.0
No	123	31.0
Total	397	100.0

As shown in Table 2, most respondents stated that the hospital's brand image was high at 70.5%. In terms of the trust variable, it was high at 74.1%. In terms of the satisfaction variable, 71.5% of the respondents were satisfied, and 69% answered yes to the revisit intention variable.

Relationship between brand image and patient satisfaction

The analysis of the relationship between brand image and patient satisfaction is shown in Table 3.

Table 3. Relationship between brand image and patient satisfaction at the RSUD Beriman Balikpapan

Brand Image	Patient's Satisfaction				Total		p
	Satisfied		Unsatisfied		n	%	
	n	%	n	%			
High	228	81.4%	52	18.6%	280	100.0	0.000
Low	56	47.9%	61	52.1%	117	100.0	
Total	284	71.5%	113	28.5%	397	100.0	

Table 3 shows that the statistical test result obtained a p value = 0.000, which means that there is a statistically significant relationship between the brand image variable and patient satisfaction in the RSUD Beriman Balikpapan.

Relationship between Trust and Patient Satisfaction

The results of the analysis of the relationship between trust and patient satisfaction are shown in Table 4.

Table 4. Relationship between trust and patient satisfaction at the RSUD Beriman Balikpapan

Trust	Patient satisfaction				Total		p
	Satisfy		Not satisfy		n	%	
	n	%	n	%			
High	237	80.6%	57	19.4%	294	100.0	0.000

Low	47	45.6%	56	54.4%	103	100.0
Total	284	71.5%	113	28.5%	397	100.0

Table 4 shows that the statistical test result obtained a p value = 0.000, which means that there is a statistically significant relationship between the trust variable and patient satisfaction at the RSUD Beriman Balikpapan.

Relationship between brand image and trust

The results of the analysis of the relationship between brand image and trust are shown in Table 5.

Table 5. Relationship between brand image and trust in the RSUD Beriman Balikpapan

Brand Image	Trust				Total		p
	High		Low		n	%	
	n	%	n	%			
Baik	229	81.8%	51	18.2%	280	100.0	0.000
Kurang Baik	65	55.6%	52	44.4%	117	100.0	
Total	294	74.1%	103	25.9%	397	100.0	

Table 5 shows that the statistical test result obtained a p value = 0.000, which means that there is a statistically significant relationship between the brand image variable and trust in the RSUD Beriman Balikpapan.

Relationship between brand image and revisit intentions

The results of the analysis of the relationship between brand image and revisit intentions are shown in Table 6.

Table 6. Relationship between brand image and intention to return for the RSUD Beriman Balikpapan

Brand Image	Revisit Intention				Total		p
	Yes		No		n	%	
	n	%	n	%			
High	222	79.3%	58	20.7%	280	100.0	0.000
Low	52	44.4%	65	55.6%	117	100.0	
Total	274	69.0%	123	31.0%	397	100.0	

Table 6 shows that the statistical test result obtained a p value = 0.000, which means that there is a statistically significant relationship between the brand image variable and revisit intentions in RSUD Beriman Balikpapan.

Relationship between Trust and Revisit Intentions

Table 7 shows the results of the analysis of the relationship between trust and revision intention.

Table 7 Relationships between trust and revisit intentions at Beriman Balikpapan Hospital

Trust	Revisit Intention				Total		p
	Yes		No		n	%	
	n	%	n	%			
High	236	80.3%	58	19.7%	294	100.0	0.000
Low	38	36.9%	65	63.1%	103	100.0	
Total	274	69.0%	123	31.0%	397	100.0	

Table 7 shows that the result of the statistical test obtained a p value = 0.000, which means that there is a statistically significant relationship between the trust variable and revisit intention at RSUD Beriman Balikpapan.

Relationship between Satisfaction and Revisit Intentions

The results of the analysis of the relationship between Satisfaction and Revisit Intention are shown in Table 8.

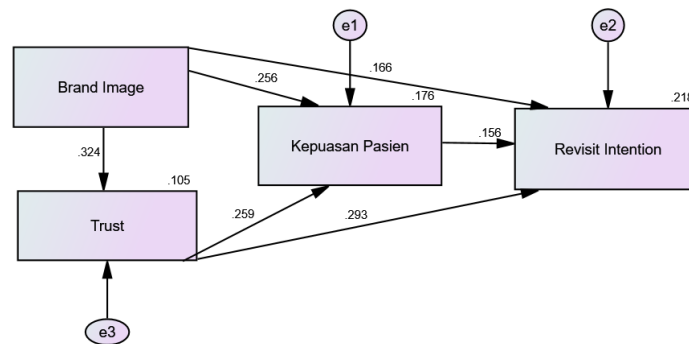
Table 8. Relationship between the Satisfaction and Revisit Intentions of the RSUD Beriman Balikpapan

Satisfaction	Revisit Intention				Total		p
	Yes		No		n	%	
	n	%	n	%			
Satisfied	222	78.2%	62	21.8%	284	100.0	0.000
Unsatisfied	52	46.0%	61	54.0%	113	100.0	
Total	274	69.0%	123	31.0%	397	100.0	

Table 8 shows that the statistical test result obtained a p value = 0.000, which means that there is a statistically significant relationship between the satisfaction variable and revisit intentions at RSUD Beriman Balikpapan.

Path analysis

Multivariate tests are carried out to analyze the direct and indirect effects between variables, namely, between exogenous variables and endogenous variables through intermediate variables. The following are the results of the path analysis on the variables of interest in this study.



Graph 1. Path analysis of research variables

DISCUSSION

Research hypothesis 1 (H1) stated that brand image directly affects patient satisfaction during outpatient installation. On the basis of the statistical analysis conducted, brand image related to patient satisfaction in outpatient installations at RSUD Beriman Balikpapan has a positive value of 0.256, which means that the better the brand image is, the better the patient satisfaction will be. The value of C.R. was >1.96 (5.305>1.96), and the p value was 0.001 (0.001<0.05). Thus, the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected; in other words, there is a direct effect of brand image on patient satisfaction.

The results of research by Yulistia et al. (2012) indicate that there is a significant positive direct effect between image and patient satisfaction. Research shows that patient satisfaction has a direct effect on hospital brand image (Sciulli & Missien, 2015). The results of the study (Sciulli & Missien, 2015) state that overall satisfaction affects customer loyalty, which means that marketers should focus on the benefits of brand image to achieve customer loyalty.

Several studies in Indonesia have discussed the direct effect of brand image on patient satisfaction, especially in outpatient installation services. Rahmawati & Suryanto (2018), in a study at a government hospital in Yogyakarta, showed that brand image has a direct and significant effect on outpatient patient satisfaction. They reported that hospitals with a good image in terms of the quality of doctors and modern facilities directly increase patient satisfaction. Setiawan & Nuraini (2020) examined the effect of brand image on patient satisfaction in an outpatient clinic in Bandung. The results revealed that a positive image of a hospital or clinic, especially in terms of friendly and efficient service, is strongly correlated with patient satisfaction. Wardani et al. (2021) reported that in a private hospital in Surabaya, a good brand image led to increased satisfaction among outpatients. Factors such as physician reputation, modern facilities, and service quality are important elements in building a brand image that has a direct impact on patient satisfaction.

Research hypothesis 2 (H2) stated that trust directly affects patient satisfaction in outpatient facilities. The statistical analysis revealed that trust toward patient satisfaction in outpatient installation at RSUD Beriman Balikpapan is positive by 0.259, which means that the better the level of trust is, the better the patient satisfaction will be by 0.259. The value of C.R. was greater than 1.96 ($5.381 > 1.96$), and the p value was 0.001 ($0.001 < 0.05$). Therefore, the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected; in other words, there is a direct effect of trust on patient satisfaction.

Consumer trust will arise because there is confidence that the parties involved in the exchange will provide consistent, honest and responsible quality. This belief will lead to a good relationship between the parties involved in the exchange. Moreover, Akbar & Parvez (2009) concluded that trust can be developed when one party believes that the actions of the other party will yield positive results for the first party. Trust is directly related to the patient's perception of the hospital's reputation (competence, friendliness, and integrity). If the patient receives a service product that is in accordance with expectations and pleasant service, the benefits of the service product can be felt, the patient becomes satisfied after using the service, and the patient feels safe or comfortable after using the service products and services of RSUD Haji, the patient will trust RSUD Haji. This will encourage patients to continue using the services of the hospital, and in the end, they will recommend the hospital to others because they are satisfied with the services of Hajj Hospital. The results of this study are partially supported by the results of Erviana's research (2013), namely, that trust has a positive and significant effect on patient satisfaction.

Research hypothesis 3 (H3) stated that brand image directly affects trust in outpatient facilities. A statistical analysis revealed that brand image influences trust in outpatient installations at Beriman Balikpapan Hospital, with a positive value of 0.324, which means that the better the brand image is, the greater the degree of trust, with a value of 0.324. The value of C.R. was greater than 1.96 ($6.814 > 1.96$), and the p value was 0.001 ($0.001 < 0.05$). Therefore, the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected; in other words, there is a direct effect of brand image on trust.

These results support Berry's research, which states that hospital image plays a key role in increasing customers' trust in the healthcare services they receive (Berry, 2000). Similar findings were also presented by Usman, who reported that hospital brand image has a significant effect on hospital trust (Arch et al., 2012). These results are also consistent with the findings of Deily et al. (2015), who stated that brand image is an important antecedent in determining trust. Different results were presented by Mabkhot et al. (2017), who reported no significant relationship between brand image and consumer trust.

Research hypothesis 4 (H4) stated that brand image directly affects the intention to return to outpatient facilities. A statistical analysis revealed that brand image influences revisit intentions in outpatient installations at RSUD Beriman Balikpapan, with a positive value of 0.166. This means that the better the level of satisfaction is, the better the revisit intention will be by 0.166. The value of C.R. was greater than 1.96 ($3.407 > 1.96$), and the p value was 0.001 ($0.001 < 0.05$). Thus, the alternative

hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected; in other words, there is a direct effect of brand image on revisit intentions.

Several previous studies have shown the relationship between brand image and revisit intentions in the healthcare sector; for example, Lee et al. (2019) reported that a strong brand image has a positive effect on hospital revisit intentions, especially when the image is accompanied by good service and satisfactory treatment outcomes. Hsieh & Tsai (2020) highlighted that hospitals that focus on building a credible and trustworthy image are more likely to retain loyal patients. Ryu et al. (2018) also reported that adequate customer service and positive branding directly increase patient trust, which in turn increases repeat visit intentions. A study in Indonesia concluded that brand image directly affects patient trust in outpatient facilities. A strong and positive brand image not only creates good expectations in the minds of patients but also increases their trust in the services they receive. Therefore, building and maintaining a positive image of the hospital is a top priority for healthcare organizations to maintain patient trust and loyalty.

Research hypothesis 5 (H5) stated that trust directly affects the intention to return to an outpatient facility. A statistical analysis revealed that trust influences revisit intentions during outpatient installation at the RSUD Beriman Balikpapan, with a positive value of 0.293; that is, the better the level of satisfaction is, the better the revisit intention will be, with a value of 0.293. The value of C.R. was greater than 1.96 ($6.022 > 1.96$), and the p value was 0.001 ($0.001 < 0.05$). Thus, the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected; in other words, there is a direct effect of trust on revisit intentions.

Several studies have shown that trust is a significant direct predictor of revisit intention in the context of healthcare services. Gopalan & Narayan (2015) reported that trust in medical professionals and hospital services strongly affects patient loyalty and revisit intention. Choi et al. (2020) reported that trust in hospitals and quality management systems positively contributes to increased outpatient revisit intentions. Kim & Kim (2017) emphasized that the trust formed from the first experience strongly influences patients' intentions to reuse healthcare services in the future, even in competitive situations.

Research hypothesis 6 (H6) stated that satisfaction directly influences revisit intentions at the outpatient facility. A statistical analysis revealed that satisfaction influences revisit intentions at the outpatient installation at Beriman Balikpapan Hospital, with a positive value of 0.156, which means that the better the level of satisfaction is, the better the revisit intention will be, with a value of 0.156. The value of C.R. was greater than 1.96 ($3.192 > 1.96$), and the p value was 0.001 ($0.001 < 0.05$). Thus, the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected; in other words, patient satisfaction has a direct effect on revisit intentions.

Several studies have confirmed the effect of satisfaction on revisit intention in healthcare: Oliver (2015) reported that patient satisfaction significantly influences patients' desire to return to the same healthcare facility, especially when supported by consistent and high-quality service. Ramez (2012) reported that high satisfaction with outpatient services is directly related to patient loyalty and increases revisit intention. Anbori et al. (2010) confirmed that patients who are satisfied with the quality of services received, such as interactions with doctors and staff, tend to be loyal to the hospital and have a desire to return when they need treatment.

Various studies in Indonesia have examined the direct effect of satisfaction on patients' intention to return, especially in the ambulatory setting. Susanto & Mariani (2019) examined the effect of satisfaction on patient revisit intention in the outpatient installation of a hospital in Jakarta. The results of their study indicate that patient satisfaction significantly affects revisit intentions. The aspects that most influence satisfaction are the quality of doctor-patient communication and the speed of service. Haryanto & Widodo (2020), in a study in Surabaya, reported that patients who were satisfied with their outpatient service experience were more likely to return. They advised hospitals to continuously improve services and facilities to maintain high satisfaction levels. Puspitasari & Utami (2021) in Yogyakarta also reported a positive relationship between satisfaction and the

intention to return to an outpatient clinic. They mentioned that good interactions between patients and medical staff, as well as the comfort of the facilities, are the main factors that contribute to patient satisfaction and revisit intentions.

Research hypothesis 7 (H7) stated that brand image directly affects revisit intentions through patient satisfaction at the outpatient facility. A statistical analysis revealed that brand image influences revisit intentions through satisfaction at the outpatient facility at RSUD Beriman Balikpapan, with a positive value of 0.148. The value of C.R. was greater than 1.96 ($3.270 > 1.96$), and the p value was 0.001 ($0.001 < 0.05$). Thus, the alternative hypothesis (H_a) is accepted, and the null hypothesis (H_o) is rejected; in other words, there is an indirect effect of brand image on revisit intentions through patient satisfaction.

Several studies have shown that brand image has an indirect effect on revisit intentions through patient satisfaction. Wu (2011) reported that positive brand image increases patient satisfaction, which in turn increases revisit intentions. In the outpatient context, positive experiences and a strong hospital image build trust, which ultimately increases patient loyalty. Chaniotakis & Lymperopoulos (2009) showed that perceived service quality and a good brand image influence patient satisfaction, which in turn contributes to patients' intention to return. This study emphasizes that satisfaction acts as an important mediator in the relationship between brand image and return intention. Ryu et al. (2012) confirmed that brand image has a significant effect on revisit intentions, but this effect is largely mediated by patient satisfaction. Patients who are satisfied with the service are more likely to return if they also have a positive perception of the healthcare organization's image.

Research hypothesis 8 (H8) stated that trust directly affects revisit intention through patient satisfaction at the ambulatory facility. The statistical analysis revealed that trust influences revisit intentions through satisfaction at the outpatient facility at RSUD Beriman Balikpapan, with a positive value of 0.041. The value of C.R. was > 1.96 ($2.959 > 1.96$), and the p value was 0.001 ($0.001 < 0.05$). Thus, the alternative hypothesis (H_a) is accepted, and the null hypothesis (H_o) is rejected; in other words, there is an indirect effect of trust on revisit intentions through patient satisfaction.

Research shows that trust has an indirect effect on revisit intentions through patient satisfaction. Some findings related to this influence include Wu et al. (2008), who reported that trust in healthcare services significantly affects patient satisfaction, which in turn affects revisit intentions. Patients who believe that their doctors are competent and honest are more likely to feel satisfied, which increases their loyalty and desire to return. Lee & Kim (2017) reported that trust affects revisit intentions mainly through patient satisfaction. Trust strengthens the emotional connection between patients and healthcare providers, so when patients are satisfied, they are more likely to return in the future. Choi et al. (2020) emphasized that in the hospital context, trust affects revisit intentions both directly and indirectly through satisfaction. Trust increases positive expectations, which, when fulfilled, result in high satisfaction and a desire to return.

CONCLUSION

The results revealed a direct effect of brand image on patient satisfaction, a direct effect of trust on patient satisfaction, a direct effect of brand image on patient trust, a direct effect of brand image on patient revisit intention, a direct effect of trust on patient revisit intention, a direct effect of satisfaction on patient revisit intention, an indirect effect of brand image on revisit intention through patient satisfaction, and an indirect effect of trust on revisit intention through patient satisfaction. It is recommended that hospital management consider these four variables, namely, brand image, trust, satisfaction, and revisit intentions. Hospitals must maintain and conduct evaluation monitoring by using various media to carry out promotions to further expand and provide complete information about hospital service facilities and the big names and logos of hospitals to be more widely recognized, provide support to patients, and expand parking lots so as not to interfere with traffic. By providing confidence in the reliability of the hospital, being responsive in providing services to patients and understanding the patient's wishes to generate consumer confidence to recover when

they seek treatment in the hospital, the quality of equipment owned by the hospital is maintained and evaluated according to the promises made.

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