The Effect of Customer Value and Trust on Patient Revisit Intention: Satisfaction as Mediator

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Keywords	Abstract
	Customer value is an important marketing strategy aspect that refers to the evaluation of products that meet value and satisfaction. Hospital has intangible characteristics of services so trust is needed. Hospitals need to instill credibility to the extent that customers believe that they can provide service products that satisfy customer needs. This study aims to determine the effect of customer value and hospital trust on repeat visits at Bekasi Public Hospital. The type of research is a quantitative observational cross-sectional using random sampling. PLS-SEM was used to evaluate the data of 125 respondents who were patients outpatient. The results of this study indicate that customer value has an effect on satisfaction, trust has an effect on satisfaction, customer value and satisfaction have an effect on the revisit intention, and trust has no effect on the revisit intention. Customer value can affect satisfaction and revisit intention and trust affect patient satisfaction, but trust does not directly affect intention to revisit. Satisfaction can affect the patient's revisit intention.

Introduction

Customer contentedness is a value in accordance with expectations, dissatisfaction, and disappointment with the services. Value of the customer is the long-term value provided by the customer to the company(1). A hospital is a public service that must continuously improve patient-oriented services to achieve excellent treatment. Patients interpret the quality and effective services as friendly medical staff, comfort, and pleasant service overall giving the impression of satisfaction for patients(2).

Trust in service providers followed by positive customer value has an important role in forming patient satisfaction and customer relation. Trust also contributes to customer satisfaction and the strength of trust will have an impact on changing connections (3). Customer's perceived experience will have an effect on trust in service providers and health service satisfaction(4). Patients as customers will consider the expectations of the services they received. Hospitals must be able to provide value or benefits to customers, build trust, provide quality services, and provide patient fulfillment in order to increase patient visits (5).

Bekasi Hospital has patients with the BPJS referral system with a total of around 65% and 35% non-BPJS. The gap between BPJS and non-BPJS patients where they do not have the right to own a hospital because they use a referral system, while non-BPJS patients have the right to choose a hospital to meet the health needs of customers. BLUD government hospital service standards where of them is customer satisfaction> 90% and measuring interest in repeat visits is important to be measured by the hospital from the business and hospital administration side.

Seven specific value dimensions include installation functional value, staff professionalism, service quality, monetary costs, non-monetary costs, and social and emotional values. The value of service quality the most contributes to shaping the perception of value. Customer value and satisfaction are positively correlated, in which one unit increase in customer value will also increase patient contentment(6). Trust has a positive effect on patient satisfaction with hypertension and the most influential dimension is the *benevolence* of health workers (7).

Customer trust can be correlated with firm performance based on the level of quality of service or benefit provided by a company (8). *The Trust-Commitment* theory is a prime variable for maintaining a long-term liaison (9). Satisfaction has a significant effect on interest in repeat visits and providing recommendations to others. Repeat purchase behavior of existing customers creates more profit for the company(10–12).

The objective of this study is to examine the impact of customer value and trust on patient revisit intention. Besides, we aim to empirically analyze the mediation role of patient satisfaction toward revisit intention. Furthermore, hospital administrators may utilize the conceptual model to evaluate and improve operational performance in the healthcare industry.

Methods

Methodology of this research is a quantitative study observational method. The location of this study was at the Bekasi Public Hospital with the time to conduct the research in October-December 2022. The population of this study was 125 outpatient installation patients at the Bekasi Hospital. Sampling technique with probability sampling technique random sampling. Criteria inclusion of the participants are outpatient installation patients, general patients, aged 17-55 years old, and received outpatient services at least twice.

The questionnaire used in this research study was based on a literature review of previous research works on developing scales to measure healthcare outcomes. Customer value has 3 indicators (*functional value, emotional value, and social value*) and each indicator has three items adapted from Sweeney & Soutar, 2001(13). Trust has 3 indicators (*benevolence, credibility, and integrity*) and each indicator has three to four items adapted from Aurifeille et al., 2009 and Kotler & Keller, 2015 (14,15). Satisfaction construct has four items adapted from Oliver & Richard L, 2015(16). Revisit intention has four items adapted from Jones & Sasser, 1995(17).

The instrument used in collecting data from the research object uses a structured questionnaire for the respondents. The analysis used is *Structural Equation Modeling* using Smart PLS. This research was taken by protecting the rights of the respondents by approval *ethical clearance* No.036/KEPK/RSCAM/X/2022. All participants were informed their involvement is voluntary and permitted to exit at any point during the study.
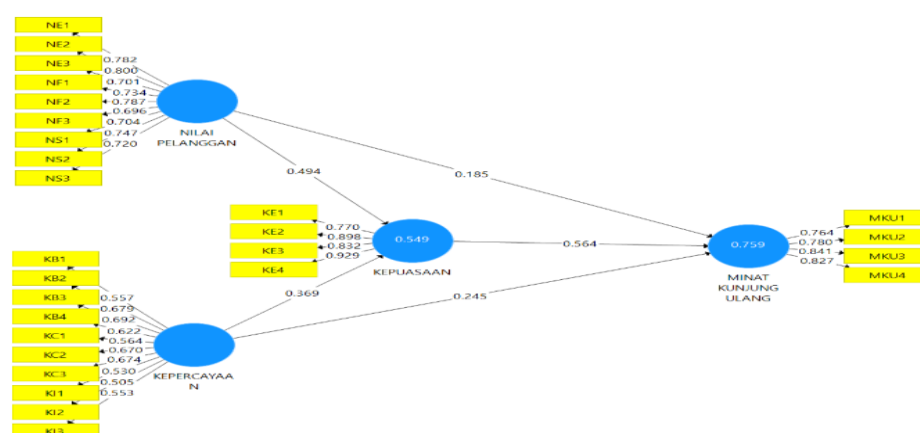
Results

Figure 1. *Algorithm* Structural Model

Individual reflective measures are categorized as high if it is more than 0.7 with the construct being measured. The *loading factor value* of 0.5 – 0.6 is considered sufficient for the development of a measurement scale (18). The results of the measurement model in this study are as follows:

Table 1. Convergent Validity Analysis

	Customer Value	Trust	Satisfaction	Revisit Intention
KB1		0.557		
KB2		0.679		
KB3		0.692		
KB4		0.622		
KC1		0.564		
KC2		0.670		
KC3		0.674		
KI1		0.530		
KI2		0.505		
KI3		0.553		
KE1			0.770	
KE2			0.898	
KE3			0.832	
KE4			0.929	
MKU1				0.764
MKU2				0.780
MKU3				0.841
MKU4				0.827
NE1	0.782			
NE2	0.800			
NE3	0.701			
NF1	0.734			
NF2	0.787			
NF3	0.696			
NS1	0.704			
NS2	0.747			
NS3	0.720			

Source: PLS output, 2022

Table 2. Discriminant Validity Analysis

Latent Construct	AVE	AVE root			
		Latent Construct			
		A	B	C	D
Trust (A)	0.570	0.608			
Satisfaction (B)	0.738	0.597	0.859		
Revisit Intention (C)	0.646	0.667	0.834	0.804	
Customer Value (D)	0.551	0.461	0.664	0.673	0.742

Source: PLS output, 2022

Table 2 showed that all AVE roots of each latent construct are outstanding than the AVE value. these results prove that each latent construct meets the requirements of discriminant validity analysis.

Table 3. Composite Reliability Analysis

	Composite Reliability
Trust	0.853
Satisfaction	0.918
Revisit Intention	0.879
Customer Value	0917

From table 3 above, it can be proven that composite reliability measurements show that all indicator blocks have a value upper than 0.7 so the assumption of composite reliability is fulfilled and reliable.

Table 4. Analysis *of the Inner Model* (*R* Square)

	R Square	R Square Adjusted
Satisfaction	0.549	0.542
Revisit Intention	0.759	0.753

R square value for the dependent variable of patient satisfaction is 0.549, where the construct of patient satisfaction can be explained by customer value and trust of 54.90% and 45.10% is explained by other variables outside the research. R square value of the interest in repeat visits is 0.759 this showed that the construct of revisit intention is 75.90% and 24.10% is explained by other variables outside the study.

Table 5. Hypothesis Testing Result

	T Statistics	P Values	Results
Trust -> Satisfaction	2,742	0.007	Ha accepted
Trust -> Revisit Intention	1955	0.051	Ha rejected
Satisfaction -> Revisit Intention	5,245	0.000	Ha accepted
Customer Value -> Satisfaction	3,930	0.000	Ha accepted
Customer Value -> Revisit Intention	2,571	0.011	Ha accepted

Source: PLS output, 2022

Table 5 indicated that customer value influences patient satisfaction (t statistics = 3.930 > 1.96), Trust has an effect on patient satisfaction (t statistics value = 2.742 > 1.96), Customer value influences repeat intention (t statistics value = 2.571 > 1.96), Trust has no effect on the patient's intention to revisit (t statistics = 1.955 <1.96) and Satisfaction has an effect on the patient's intention to repeat visits (t statistics = 5.245 > 1.96).

Discussion

Research that has been carried out on the first hypothesis showed that customer value has a positive effect on satisfaction among patients in the Outpatient Installation of Bekasi Public Hospital. Customer value affects customer satisfaction in health services, meaning that an increase in customer value in hospital services will affect an increase in customer (patient) satisfaction in the health service sector[19].

A model on *dental clinic patients* in China by analyzing service quality, brand image, and customer value on patient satisfaction. The patient's customer value for health services at the clinic influences patient satisfaction. An increase in customer value felt by patients will also increase patient satisfaction and become the main key to building patient loyalty to dental health services[20]. Customer value had an effect on patient satisfaction in Malaysia. Hospital stakeholders were responsible for health care in Malaysia such as serving accurate information to patients, current output services, and patient recognition incurred costs for treatment[21]. Customer value is considered as the recognition and appreciation of customers for the benefits of products and services provided to meet their expectations. The increase in customer value has implications for dental clinics whose customer satisfaction can be realized more easily if the entrepreneur adds value to the product offered[22].

The second hypothesis showed that trust has a positive effect on satisfaction among patients in the Outpatient Installation of Bekasi Hospital. *Benevolence beliefs* have a positive influence on the satisfaction of hypertensive patients in China [7]. Patients using telemedicine in Los Angeles, United States showed that trust in patient use increases user satisfaction. Patient satisfaction with *telemedicine* during the COVID-19 pandemic was quite high, which was shaped by the level of trust in doctors and doctor visits [23]. Trust is the primary for building and maintaining long-term connections and enhancing competitiveness [24]. Organizations able to recognize and control the factors forming a trust can create and streamline the level of intercourse with customers [26].

The third hypothesis showed that customer value has a significant effect on repeat visit intentions. Customer value which consists of functional value, emotional value, and social value all have a positive and significant effect on repurchase intention. Functional value has the most significant effect on repurchase intention. Customer value has the basis of being the basis for a form of customer change towards service products. Customers apply to the benefits accepted from a particular product or service is the most important part of the value [27].

The fourth hypothesis in this study found that trust has a negative impact on the intention to revisit, which means that trust has no positive or direct effect on the intention to visit, however, mediates the trust on attitude revisit intention(28). Factors that affect patient trust consist of integrity, reliability, interpersonal interaction, and the physical environment. Credibility of health services will affect the patient's affective commitment to the patient's intention to return to the patient(29,30).

Trust is the ability to refer to comfort, and experience, and build continuous communication to produce good relationships in the future. Trust is usually associated with customer expectations regarding the company's capability to perform necessities and promises. Customer trust in companies is based on integrity, credibility, and benevolence. Honesty is associated with fulfilling promises made by the hospital, and kindness represents the hospital's willingness to consider the patient's interests when making decisions and when planning patient follow-up care (30).

Service credibility can increase the possibility for customers to consider repurchasing in the future. Service credibility includes available information including the quality of goods or services. When customers have a positive impression of the hospital, they will believe what the hospital promises and will make purchases or repeat visits. Service credibility can be a positive image in the minds of customers and they will perceive the service as trustworthy and they will have the intention to repurchase or revisit when they need the same service (30,31).

The fifth hypothesis in this study is regarding the influence of satisfaction on the intention to repeat visits. Higher patient satisfaction can increase interest in repeat visits to outpatient installations at Bekasi Hospital. Factors that influenced the patient's request to return to the hospital, showed that patient satisfaction had a significant effect on the intention to return directly. Patient satisfaction and quality of health services have a strong influence on interest in repeat visits. The more patients are satisfied with the services provided by the hospital, the greater their desire to return, and that will create customer loyalty that will benefit the hospital through their willingness to share their experiences with others (32).

Revisit intention indicates a propensity to revisit the same place. Determinants of intention to return are satisfaction, service, behavior, customer value, and alternative attractiveness proved by previous researchers. In addition, revisit intention is influenced by the evaluation of previous experiences, new services, and promotional tools. Customers determine to revisit a particular place depending on their experience and level of satisfaction. Since experience influences satisfaction, satisfaction directly influences customer return visits. High point of customer satisfaction reduces the customer's intent to switch to other different choices, and prefers to purchase from the current service provider.

Conclusion

This study proposed a framework in a model of the relationship between customer value, trust, satisfaction, and intention to revisit. The results of this study indicated that customer value and trust can increase satisfaction, customer value can increase interest in repeat visits, trust does not affect interest in repeat visits and satisfaction can increase interest in repeat visits.

This study can provide implications for hospital management. In the customer value aspect, the value of this variable can be increased by officers providing clearer information to the patient or patient's family, especially at the midwifery polyclinic regarding the waiting time when specialists have to perform emergency medical procedures during polyclinic services because services will be delayed for some time. In addition, the value of this variable can also be increased by updating hospital facilities and infrastructure so as to provide comfort for all hospital visitors. In terms of trust, the value of this variable can be increased by increasing the credibility, benevolence, and integrity of health workers at Public Hospital Bekasi, one of which is by holding regular workshops or training to improve the skills and competence of health and non-health workers, increasing the friendly attitude of staff in health services. Aspects of high patient trust can improve the reputation of the hospital which is getting better.

The limitations of this study were that data collection was only carried out at one hospital so it was not representative of the general population. Another limitation is that the data was obtained using only one method, namely quantitative with a questionnaire, so it cannot provide an overview of the patient's qualitative perception of customer value, trust, and interest in repeat visits.

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