

Improvement Effortsinterest in Visitingan Through Improving the Marketing Mix and Hospital Image in Indonesia

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Improvement Efforts interest in Visitingan Through Improving the Marketing Mix and Hospital Image in Indonesia

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Abstract. The level of repeat visit interest of patients in the Hospital Outpatient Clinic in April, June, July, August was relatively decreased. This decrease in repeat visit interest needs to be further examined to understand the factors involved. This study is to link the marketing mix implemented by the Hospital and the hospital image to the repeat visit interest to the hospital through patient experience. This study aims to analyze the effect of the marketing mix and hospital image on the repeat visit interest to the hospital with patient experience as an intervening variable in the Hospital Outpatient Clinic. This study uses a quantitative analysis method with a cross-sectional research design. The sample calculation uses purposive sampling of 105. The study used a questionnaire as a research instrument with Likert scale measurements showing that there is a positive and significant influence both simultaneously, directly, and indirectly between the marketing mix and hospital image on the repeat visit interest to the hospital with patient experience as an intervening variable in the Hospital Outpatient Clinic. Thus, the research hypothesis is accepted. Implications need to improve the hospital image through various media, improve the direction system, improve communication between doctors and patients and follow-up after visits

Keywords: Marketing Mix, Hospital Image, Revisit Intention, and Patient Experience

INTRODUCTION

Hospitals are an integral part of a health organization with the function of providing complete services, curing diseases and preventing diseases to the community, as well as being a training center for health workers and a medical research center. The core of the implementation of health services is the fulfillment of the needs and demands of users of health services where patients expect a solution to their health problems (*World Health Organization*). A hospital is a health institution that provides comprehensive individual health services that provide inpatient, outpatient and emergency services. (Regulation of the Minister of Health of the Republic of Indonesia Number 3 of 2020 concerning Classification of Houses and Hospital Licensing).

It is known that the level of interest in repeat visits by patients at the Hospital Outpatient Polyclinic has relatively decreased in April as many as 43 patients, June 2 patients, July 22 patients, August 35 patients. The gap findings from previous research revealed that there is consistency in the results of the two reported studies, indicating that the marketing mix has a positive and significant effect on patient experience. This underscores the importance of effective marketing strategies in improving patient experience in hospitals or healthcare services. Most studies support a positive and significant effect, but there are exceptions. Although marketing strategies can increase overall patient revisit intention, they are not always successful in all cases. There is variation in the results of studies, with some

supporting and some not supporting the effect of hospital image on patient revisit intention. Hospital image has an inconsistent effect on patient revisit intention, indicating the complexity in patient perceptions of a hospital's image. The results of studies are variable, with some supporting and some not supporting the effect of patient experience on patient revisit intention. Although patient experience generally has a positive effect on revisit intention, the results may be influenced by other factors that have not been considered.

Overall, the complexity of the research results suggests that patient revisit experiences and intentions are influenced by a variety of factors, including marketing strategies and hospital image, but also by factors that have not yet been identified. The results of initial research conducted at the Hospital by observing and interviewing several patients as described, further strengthen the assumption or suspicion that patient visit interest is influenced by the quality of service, the price of the service offered, and the hospital environment that provides comfort. Therefore, the researcher believes that it is important to conduct research on the quality of Hospital service management in relation to customer satisfaction.

Based on the background of the problem above, the researcher is interested in conducting a study entitled "The Influence of Marketing Mix and Hospital Image on the Interest in Repeat Visits to the Hospital with Patient Experience as an Intervening Variable in the Hospital Outpatient Clinic".

Research Hypothesis

- H1 There is a positive and significant simultaneous influence of marketing mix, hospital image and patient experience on the interest in repeat visits to the hospital.
- H2 There is a positive and significant influence between the marketing mix and hospital image on the interest in repeat visits to the hospital with patient experience as an intervening variable.
- H3 There is a positive and significant influence between the marketing mix and patient experience.
- H4 There is a positive and significant influence between hospital image and patient experience.
- H5 There is a positive and significant influence between the marketing mix and the interest in repeat visits to the hospital.
- H6 There is a positive and significant influence between hospital image and the interest in repeat visits to the hospital.

H7 ¹⁷ There is a positive and significant influence between patient experience and the interest in repeat visits to the hospital.

Research methods

Statistical Hypothesis

1. on the interest in repeat visits to the hospital
H0 : $\text{Sig} > \alpha$; $F_{\text{count}} < F_{\text{table}}$
Ha : $\text{Sig} < \alpha$; $F_{\text{count}} > F_{\text{table}}$
2. There is an influence of marketing mix and hospital image on the interest in repeat visits to the hospital with patient experience as an intervening variable.
H0 : $\text{Sig} > \alpha$; $F_{\text{count}} < F_{\text{table}}$
Ha : $\text{Sig} < \alpha$; $F_{\text{count}} > F_{\text{table}}$
3. ⁹ There is an influence of the marketing mix on patient experience.
H0 : $\text{Sig} > \alpha$; $F_{\text{count}} < F_{\text{table}}$
Ha : $\text{Sig} < \alpha$; $F_{\text{count}} > F_{\text{table}}$
4. There is an influence of hospital image on patient experience.
H0 : $\text{Sig} > \alpha$; $F_{\text{count}} < F_{\text{table}}$
Ha : $\text{Sig} < \alpha$; $F_{\text{count}} > F_{\text{table}}$
5. There is an influence between patient experience and interest in repeat visits to the hospital.
H0 : $\text{Sig} > \alpha$; $F_{\text{count}} < F_{\text{table}}$
Ha : $\text{Sig} < \alpha$; $F_{\text{count}} > F_{\text{table}}$
6. There is an influence of the marketing mix on the interest in repeat visits to the hospital.
H0 : $\text{Sig} > \alpha$; $F_{\text{count}} < F_{\text{table}}$
Ha : $\text{Sig} < \alpha$; $F_{\text{count}} > F_{\text{table}}$
7. ⁸ There is an influence of hospital image on the interest in repeat visits to the hospital.
H0 : $\text{Sig} > \alpha$; $F_{\text{count}} < F_{\text{table}}$
Ha : $\text{Sig} < \alpha$; $F_{\text{count}} > F_{\text{table}}$

Research Results and Discussion

Research result

Data Description

The data in this study came from primary data in the form of questionnaires addressed to patients of the Hospital Outpatient Clinic. Data collection was carried out from March 1, 2024 to May 31, 2024. The research permit letter was addressed to the head of the Hospital Outpatient Clinic. The Hospital granted research permission and was willing to fill out the questionnaire to the patient.

Data collection was conducted by visiting respondents directly to submit and collect the questionnaires. The sample in this study was 105, from 105 copies of the questionnaires distributed, 105 copies of the questionnaires were returned. Thus, the number of questionnaires that could be processed was only 105 copies of the questionnaire.

This study was conducted by manually distributing questionnaires to patient respondents at the Hospital Outpatient Clinic. The characteristics of respondents in this study are divided into several categories, namely: Age, Gender, Last education. From the results of distributing research questionnaires to respondents at the Hospital Outpatient Clinic. Several characteristics of research respondents were obtained based on age, gender, last education, marital status and length of service.

Based on the distribution of respondent characteristic data, the majority of respondents were female (75.24%). This may indicate that women are more likely to visit the Hospital Outpatient Clinic, which may be due to specific services for mothers and children, where women are usually the main target. The increase in the number of female patients may reflect high trust in women-specific health services at the Hospital. Conversely, the lower percentage of male respondents (24.76%) may be due to the Hospital's stronger focus on health services for women and children, resulting in fewer male visits to the facility.

The largest age group is 21-30 years (60.95%). This shows that young patients visit the Outpatient Clinic more often. The increase in this age group may indicate a higher awareness of health or the need for health services that are appropriate for reproductive age and child care. The decrease in the 40-50 age group (8.57%) may reflect different needs or preferences for health services elsewhere.

The majority of respondents had a DIII education (65.71%). This may indicate that many patients come from the middle class with adequate vocational education. The increase in patients with a DIII educational background may indicate their trust in health services at the

Hospital. The decrease in patients with a S2 education (1.90%) may reflect a smaller population or a preference for health facilities with higher specialization.

Most respondents have a monthly income between 5,000,000 to 10,000,000 (60%). This shows that the Hospital attracts patients from the middle economic class who can afford better health services. The increase in this income group reflects that the services provided are in line with their expectations and financial capabilities. The decrease in the income group below 3,000,000 (19.05%) may be due to limited access or preference for more affordable health services.

The dominance of female patients indicates a focus on maternal and child health services. The increase in the younger age group indicates a high need for reproductive and child health services. The majority of patients with DIII education indicates trust from the educated middle class. Most patients from the middle income group indicate services that are in accordance with their financial capabilities. Overall, these data provide an illustration that the Hospital is effective in attracting patients from certain demographic groups and can consider strategies to attract more patients from underrepresented groups.

Validity Test Results

Calibration was conducted by conducting a trial on several respondents, namely 30 respondents. The trial of the instrument items was intended to test the validity and reliability of the instrument items used in the study.

1. Validity Test Results

Results testing the validity of the question items in the questionnaire for each variable with criteria > 0.3 and Sig. Level < 0.05 (Sugiyono, 2022), it shows that all items have a greater correlation value. This means that all question items are valid.

This means that all question items are valid because all items have a greater correlation value.

1. Reliability Test Results

Reliability testing is useful to determine whether the instrument in this case the questionnaire can be used more than once, at least by the same respondent will produce consistent data. In other words, the reliability of the instrument characterizes the level of consistency. The reliability test used is by using the Cronbach Alpha method using the SPSS program. The Cronbach Alpha method is used to find the reliability of an instrument whose score is a range of several values or is in the form of a scale.

According to Sekaran in Priyatno (2013), decision making for reliability testing is as follows:

- Cronbach's alpha < 0.60 = poor reliability
- Cronbach's alpha $0.60 - 0.79$ = acceptable reliability
- Cronbach's alpha 0.8 or above = good reliability

It is known that the Cronbach alpha value for the four variables is above 0.600 . Because the value is greater than 0.600 , the questionnaire measuring instrument is reliable or has met the reliability requirements.

Hypothesis test

Outer Model

Based on the analysis, it was found that the correlation of each item to its own variable has a greater value than the correlation of items to other variables. In this study, all items are categorized according to the rule of thumb of discriminant validity testing so that the data can be analyzed further.

Actual Validity Test

The following is the outer model test or measurement model which is intended to test and evaluate the influences between indicators and their constructs (latent variables). The outer model is obtained from the results of the analysis test with SmartPLS software with the calculate PLS Algorithm menu.

All variables can be declared valid if they have a loading factor value equal to or more than 0.7 and have an AVE result equal to or more than 0.5 .

Convergent validity testing is used to analyze the loading factor value which shows the level of relationship between variables and their items. In this study, the loading factor value used is ≥ 0.7 because a loading factor value of more than 0.7 indicates that the item has a high level of relationship. In addition to analyzing the loading factor, convergent validity testing also analyzes the average variance extracted (AVE) value. A good AVE value is ≥ 0.5 , so this study uses the rule of thumb.

Based on the processing of factor loading and AVE values in the figure, it can be concluded that all values are in accordance with the rule of thumb, which is more than 0.7 . Therefore, all variables from the sample of 105 respondents can be analyzed further.

PenDiscriminant Validity Test

The following are the results of the discriminant validity test for cross loading stage 2. It was found that the correlation of each item to its own variable has a greater value than the

correlation of the item to other variables. Therefore, all items are categorized according to the rule of thumb of discriminant validity testing so that the data can be analyzed further.

Reliability Test Results

conducted in data based on 105 respondents using SmartPLS implementation. This test uses analysis of cronbach alpha (CA) and composite reliability (CR) values. The rule of thumb for good CA and CR values is ≥ 0.6 and 0.7 , so this study uses these values as indicators or so that the variables can be said to be reliable & trustworthy.

It can be concluded that the CA and CR values, it can be seen that all CA and CR values also have values greater than 0.6 and 0.7 . These values indicate that all variables have reliability that meets the criteria. Therefore, it can be concluded that all items and variables from the sample have met the criteria in terms of validity and reliability tests so that they can be further analyzed in the evaluation of the structural model

R-Square(Coefficient of Determination)

It can be seen that both the marketing mix variables and hospital image on patient experience have a large R2 value, the R2 value is 0.788 with an Adjusted R2 value of 0.784 indicating that the variables on patient experience are 78.8% while the remaining 21.2% is the influence of other variables not used in this study.

The variables of marketing mix, hospital image and patient experience on the intention to revisit the hospital have a large R2 value, the R2 value is 0.924 with an Adjusted R2 value of 0.922 indicating that the variables on the intention to revisit the hospital are 92.4% while the remaining 7.6% is the influence of other variables not used in this study.

Hypothesis Testing (Boostrapping)

Model evaluation is done by looking at the significance value to determine the contribution of variables through the bootstrapping procedure. Hypothesis testing in this study is done by looking at the T-Statistics and P-Values. The hypothesis is declared accepted if the T-Statistics value is > 1.96 (ttable value) and P-Values < 0.05 .

Research Results Summary

Influence Marketing mix, hospital image and patient experience on the intention to revisit the hospital

Based on the hypothesis analysis, it shows that there is a simultaneous influence of marketing mix, hospital image and patient experience on the intention to revisit the hospital where the $F_{count} > F_{table}$ means H1 is accepted, so there is a simultaneous influence of marketing mix, hospital image and patient experience on the intention to revisit the hospital at the Hospital Outpatient Clinic through patient experience. Simultaneously, the marketing mix, hospital image, and patient experience can mutually strengthen their influence on the intention to revisit the hospital.

In the revisit intention variable, the question with the highest index score is question number 3: "If given the opportunity, I will choose this hospital as my first choice for health care in the future," with a score of 110.2. This indicates that the majority of patients have a very high interest in returning to use the Hospital's services in the future. The lowest index score is in question number 6: "I will consider using the services of this hospital again in the future if given the opportunity," with a score of 108.8. Although this is the lowest value in this variable, the intention to return is still at a very high level. The average index score for the revisit intention variable is 109.7, indicating that patients have a high interest in returning to use the services at the Hospital. The dimensions "Want to visit again in the future" and "Will buy services again" are the highest, while the dimension "Given the opportunity, intend to buy services" is in the lowest position.

Schiffman & Kanuk (2014), Consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Schiffman & Kanuk introduce the basic concepts of consumer behavior, including factors that influence purchasing decisions, the consumer decision-making process, and the impact of technology and social media on consumer behavior.

According to Kotler & Keller (2016), "consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and wants." According to Kotler, the factors that influence consumer behavior include cultural factors, social factors, personal factors and psychological factors. Kotler (2017) consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and spend goods, services, ideas, or experiences to satisfy their consumer needs and wants.

Kotler & Armstrong, (2016)⁸ that repurchase intention (future intention) emphasizes the importance of measuring customer repurchase intention to find out the desire of customers who remain loyal or leave a service. From recorded experience,⁸ the target of repurchasing goods or services is the quantity and quality of goods or services purchased should not be lacking. According to Kotler, (2014)¹² The definition of repurchase intention is the action of consumers to buy or not to buy a product or service. In the purchasing process, the purchase intention or repurchase intention of consumers is closely related to the motives they have to use or buy a particular product.¹¹ This purchase motive is different for each consumer. Consumers will choose products that contain attributes that they believe are relevant to their needs.

The first hypothesis stating that there is a positive and significant simultaneous influence between the marketing mix, hospital image, and patient experience on the intention to revisit the hospital, is proven to be supported by the data. Previous studies by Wati et al. (2020) and Hai et al. (2021) also support this finding, showing that a combination of effective marketing strategies, good hospital image, and satisfactory patient experience together encourage patients to return to use hospital services, especially during the pandemic.

Influence Marketing mix and hospital image towards the interest in repeat visits to the hospital through patient experience.

Based on the hypothesis analysis, it shows that the indirect influence of the marketing mix and hospital image on the intention to revisit the hospital through the experience of patients at the Hospital Outpatient Clinic is positive and significant, so it is concluded that H2 is accepted.

Marketing mix is a strategy for combining marketing activities to find the maximum combination to produce satisfactory results.(Alma 2018).

Kotler & Keller, (2016) says that image is the total perception of an object formed by processing information from various sources at all times.⁵ The role of image greatly influences the success of an institution's activities such as a hospital. A positive corporate image will help in the current era of competitive conditions. Kotler, (2014) expressing a good corporate image is an asset for most companies, because image can impact perceptions of quality, value and satisfaction.

In the theory of planned behavior, "revisit intention" is the intention to return that is influenced by attitudes, subjective norms, and perceived behavioral control related to reusing a particular service (Ajzen, 1991). Cronin, & Taylor (1992) explained the definition of revisit

intention in this study as the customer's intention to return to using the same service, which is influenced by their assessment of the service quality and satisfaction received.

Smith & Wheeler (2002) developed a model and explained that employees (people), products or services offered, and processes must be improved in forming customer experience according to customer expectations, so that it will create consumer behavior that generates profit or growth for the company. Customer satisfaction according to Smith & Wheeler (2002) is part of customer experience.

Zeithaml (1988) on quality in 1988, defined quality of experience as a perceived assessment of the superiority of the customer experience. Watkins (2007) defined customer experience as the embodiment of a brand that encompasses all interactions between the organization and the customer. Zeithaml (1988) on quality in 1988, defined quality of experience as a perceived assessment of the superiority of the customer experience. Watkins (2007) defined customer experience as the embodiment of a brand that encompasses all interactions between the organization and the customer.

The second hypothesis proposing that marketing mix and hospital image influence revisit intention with patient experience as an intervening variable was also proven correct. The results of the study showed that patient experience acts as a mediator that strengthens the positive influence of marketing mix and hospital image on revisit intention, as confirmed by the research of Jonathan et al. (2022) and Irasusanti et al. (2023).

Influence Marketing mix towards patient experience

Based on the hypothesis analysis, it shows that the marketing mix has an influence on patient experience. is positive and significant. Therefore, it can be concluded that H3 is accepted, so there is a direct positive and significant influence of the marketing mix on patient experience at the Hospital Outpatient Clinic.

Patient experience refers to the quality and value of all interactions, both direct and indirect, clinical and non-clinical, and covers the entire duration of the patient or provider relationship (A, Feirn, et al, 2009). According to The Beryl Institute in the Patient Experience Journal (2014) that patient experience is the totality of all interactions, shaped by organizational culture that influences patient perceptions throughout the nursing continuum.

Furthermore, the third hypothesis stating that the marketing mix has a positive and significant influence on patient experience also received support. Research by Handayani et al. (2022) and Paradilla et al. (2023) showed that the right marketing strategy can

significantly improve patient experience, which in turn strengthens their satisfaction and loyalty.

Influence of hospital image towards patient experience

Based on the hypothesis analysis, it shows that the influence of hospital image on patient experience is positive and significant. Therefore, it can be concluded that H4 is accepted, so there is a direct positive and significant influence of hospital image on patient experience in the Hospital Outpatient Clinic.

Citra et al., (2021) say Hospital image has an impact on patient attitudes and behaviors toward the hospital. Thus, understanding the relationship between hospital image and its influence on patient intentions is essential. Experience is a person's feeling of pleasure/disappointment that arises after comparing the performance of a product in mind to the performance offered. If performance falls below expectations, the customer is dissatisfied, and vice versa. (Helmawati & Handayani, 2022).

Patient experience is an important factor that can influence patient interest in revisiting. Patients who are satisfied with the services they receive will be more likely to revisit the health facility. Bachtiar & Arif Wibowo, (2016).

The fourth hypothesis, which states that hospital image has a positive influence on patient experience, is also supported by most of the research results. Harun's (2020) research shows that a positive image can improve patient experience, although there are several studies such as Kurniawan et al. (2020) which show variability in this influence depending on the specific context.

Influence Marketing mix for repeat visit interest to hospital

Based on the hypothesis analysis, it shows that the influence of the marketing mix on the interest in revisiting the hospital is positive and significant. Therefore, it can be concluded that H5 is accepted, so there is a direct positive and significant influence of the marketing mix on the interest in revisiting the hospital at the Hospital Outpatient Clinic.

Based on the analysis of the marketing mix in the Hospital Outpatient Clinic, the question that received the highest index score was question number 4, which reads: "The price of services in the Hospital Outpatient Clinic is affordable for my ability," with a score of 110.4. This shows that patients feel that the price of the services offered is very affordable, and this price factor is one of the main drivers of patient satisfaction. Affordable prices but good quality can increase the interest in repeat visits and build patient loyalty to the Hospital.

On the other hand, the lowest index score was in question number 15, namely: "Visual signs in the Hospital Outpatient Clinic provide clear and informative signs to guide me during my visit to this facility," with a score of 93. Although the visual signs are considered quite clear and informative, there is still room for improvement, especially in ensuring that all patients can see and understand the signs well. Overall, the average answer score index for the marketing mix variable was 106.51, which is in the high category. This indicates that various aspects of the marketing mix, such as price, promotion, people, processes, and physical evidence, are well perceived by patients.

According to Kotler, (2014) The definition of repurchase intention is the action of consumers to buy or not to buy a product or service. In the purchasing process, the purchase intention or repurchase intention of consumers is closely related to the motives they have to use or buy a particular product. This purchase motive is different for each consumer. Consumers will choose products that contain attributes that they believe are relevant to their needs.

The fifth hypothesis, which proposes that the marketing mix has a positive and significant effect on the intention to revisit the hospital, is also supported by the research results. Research by Shalamah and Indrawati (2021) and Ginting et al. (2023) shows that marketing mix elements such as products, promotions, and physical evidence contribute significantly to patients' desire to revisit.

Influence of hospital image on the interest in repeat visits to the hospital

Based on the hypothesis analysis, it shows that the influence of hospital image on the intention to revisit the hospital is positive and significant. Therefore, it can be concluded that H6 is accepted, so there is a direct positive and significant influence of hospital image on the intention to revisit the hospital in the Hospital Outpatient Clinic.

For the hospital image variable, the question with the highest index score is question number 1: "I believe that the Hospital can provide quality services," with a score of 110.8. This shows that the majority of patients have high confidence in the quality of services provided by the Hospital, which is an important aspect in building a positive hospital image. However, the lowest index score is in question number 6: "I believe that the Hospital is able to compete with other hospitals in providing the best service," with a score of 97.0. Although the view of the Hospital's competitive ability is positive, there are some patients who still doubt the ability of this hospital to compete with other hospitals. The average index score for the hospital image variable is 106.9, which is also in the high category. This shows that the

majority of respondents gave a positive assessment of the Hospital's image, with the personality dimension as the highest and the corporate identity as the lowest.\

Kotler & Keller, (2016) says that image is the total perception of an object formed by processing information from various sources at all times.⁵ The role of image greatly influences the success of an institution's activities such as a hospital. A positive corporate image will help in the current era of competitive conditions. Kotler, (2014) expressing a good corporate image is an asset for most companies, because image can impact perceptions of quality, value and satisfaction.

The sixth hypothesis, regarding the positive influence of hospital image on revisit intention, is also largely supported by research. Although there is some variation in this influence depending on the situation, studies such as those conducted by Harun (2020) and Irasusanti et al. (2023) show that a good image tends to increase patient trust and encourage them to return to use hospital services.

Influence of Patient Experience on interest in repeat visits to the hospital

¹⁶ Based on the hypothesis analysis, it shows that the influence of patient experience on the intention to revisit the hospital is positive and significant.³ Therefore, it can be concluded that H7 is accepted, so there is a direct positive and significant influence of patient experience on the intention to revisit the hospital at the Hospital Outpatient Clinic.

Analysis of patient experience showed that the question with the highest index score was question number 6: "I felt heard and empowered in making decisions about my treatment and care," with a score of 111.0. This score indicates that patients felt very involved in the decision-making process regarding their care, which is an important element in providing a positive patient experience. The lowest index score was question number 15: "I felt supported because I was told about danger signs that I needed to watch for and report at home," with a score of 109.4. Although this score is still high, there is little room for improvement in providing clearer information and supporting patients in monitoring their condition at home. The average index score for the patient experience variable was 110.3, indicating that overall, patients gave a very high rating to their experience at the Hospital. The physical comfort dimension was the highest, while access to services was the lowest.

⁷ Customer experience also has a relationship with customer loyalty. Given that a brand experience involves subjective experiences and consumer behavior (Brakus et al., 2009), of course a high level of involvement in a product will strengthen the effect of brand experience on consumer intention to repurchase the brand.⁷ If the customer's experience is positive, it can

be predicted that consumers will be happy to repurchase the brand. This experience is created by things that can be controlled by the company (eg, service, atmosphere, good product arrangement, price). Part of the challenge in building a customer experience that needs to be remembered is that the experience is tangible and very different from one person to another. Customer experience is built around feelings, emotions, smells, colors, space, sounds, human contact, branding, and time.

Finally, the seventh hypothesis, which states that patient experience has a positive influence on revisit intention, also received strong support. Research by Ariasa et al. (2020) and Srinandari and Sunariani (2022) showed that positive experiences not only increase patient loyalty but also strengthen their desire to return to use hospital services.

Conclusion, Implications and Suggestions

Conclusion

There is an influence of marketing mix, hospital image and patient experience simultaneously on the intention to revisit the hospital at the Hospital Outpatient Clinic. This shows that the combination of effective marketing strategies, positive hospital image, and good patient experience simultaneously influence the patient's decision to return to use hospital services. The integration of these three elements is very important in creating patient loyalty.

There is an influence of marketing mix and hospital image on the intention to revisit the hospital at the Hospital Outpatient Clinic with patient experience as an intervening variable. This means that the marketing mix and hospital image indirectly influence the intention to revisit through patient experience. Patient experience acts as a bridge connecting marketing strategies and hospital image with intention to revisit, confirming the importance of positive patient experience in strengthening the effects of the marketing mix and hospital image.

There is a significant influence between the marketing mix and patient experience. A good marketing strategy directly affects the patient experience. A marketing mix that includes the right promotion, price, place, and product can increase patient satisfaction and positive perceptions of the services provided.

There is a significant influence between hospital image and patient experience. A good hospital image affects patient experience. A positive image can increase patient expectations and trust, which then impacts their experience while receiving treatment at the hospital.

⁹ There is a significant influence between the marketing mix on the intention to revisit the hospital. An effective marketing strategy directly affects the patient's desire to return to using hospital services. This shows that the right marketing mix can build strong relationships with patients and increase their loyalty.

³ There is a significant influence between the image of the hospital on the interest in revisiting the hospital. A good hospital image also has a direct impact on the interest of patients to revisit. Hospitals with a good reputation tend to be more trusted and chosen again by patients.

There is a significant influence between patient experience and intention to revisit a hospital. Positive patient experience is a key factor influencing intention to revisit. Patients who are satisfied with the services provided tend to have a higher desire to return to the hospital in the future.

Theoretical Implications

Based on the research results, it shows that there is an ⁹ influence of the marketing mix and hospital image on the interest in repeat visits to the hospital through patient experiences at the Hospital Outpatient Clinic.

This is in accordance with the theory Consumer Behavior, Consumer Behavior Theory proposed by Schiffman & Kanuk (2014) and Kotler & Keller (2016) underlines the importance of understanding how consumers, in this case patients, search for, purchase, and use products or services to meet their needs and desires. Factors such as cultural, social, personal, and psychological play a role in shaping consumer preferences and behavior, including in the context of health services.

In addition, there are supporting factors of the marketing mix, namely hospital image and experience, which also influence demand. Smith & Wheeler (2002) developed a model and explained that employees (people), products or services offered, and processes must be improved in forming customer experience according to customer expectations, so that it will create consumer behavior that generates profit or growth for the company. Customer satisfaction according to Smith & Wheeler (2002) is part of customer experience. Furthermore, Zeithaml (1988) on quality in 1988, defined ¹⁵ quality of experience as a perceived assessment of the superiority or superiority of the customer experience. Watkins

(2007) defined customer experience as the embodiment of a brand that encompasses all interactions between the organization and customers.

¹⁰ Patient experience refers to the quality and value of all interactions, both direct and indirect, clinical and nonclinical, and spans the entire duration of the patient/provider relationship (A, Feim, et al, 2009). Patient experience, as defined and developed by the Picker Institute, focuses on understanding the quality of care from the patient's perspective. It emphasizes capturing specific, reportable events during a patient's care or treatment to provide actionable insights for service improvement. This approach differs from traditional patient satisfaction measures, which are often vague and less useful for driving real improvements in health care settings (Picker, 2011). The Picker Institute has developed standardized instruments, such as the Picker Patient Experience Questionnaire (PPE-15), which includes a core set of 15 questions designed to reliably and meaningfully capture key aspects of the patient experience. These measures are globally recognized and used to ensure that health care is patient-centered, taking into account the unique needs and preferences of each patient (Picker, 2011).

Managerial Implications

Marketing mix can affect the intention to revisit the hospital. Physical evidence is the lowest dimension of the marketing mix. Related to the marketing mix, The hospital's directional and information system needs to be improved to ensure that patients can easily find the right path while in the hospital. Management needs to ensure that visual signs are clearer, easy to read, and placed in strategic locations. In addition, providing informative hospital maps or digital guide applications that can be accessed by patients can be an additional solution to improve the patient experience in navigating hospital facilities.

Hospital image can affect the intention to revisit the hospital. Corporate identity is the lowest dimension of hospital image. Regarding hospital image, it is suggested that Management needs to strengthen the hospital's branding and identity through effective marketing campaigns, internal training on the company's core values, and strengthening a positive image through social activities involving the community. These efforts must be integrated into internal and external communication strategies, so that the hospital is known not only for its services, but also for its strong and consistent identity.

Patient experience can affect the intention to revisit the hospital. The opportunity to intend to purchase services is the lowest dimension of patient experience. Regarding patient

experience. Hospitals need to develop better systems to manage the patient experience, especially in terms of more proactive and personalized communication. This could include developing training programs for staff in providing friendly and supportive service, and introducing effective patient feedback systems so that patients feel heard and empowered in decisions about their care. In addition, providing after-sales services that focus on educating patients about the importance of return visits or follow-up care can increase their intention to return to the hospital.

Advice for Hospitals

In relation to the marketing mix, the lowest statement is "Visual signs in the Hospital Outpatient Clinic provide clear and informative signs to guide me during my visit to the facility." It is recommended that the Hospital Outpatient Clinic manager improve the existing visual signage system. Steps that can be taken include a thorough evaluation of existing signs to ensure they are easy to see and understand, and are strategically placed throughout the facility. In addition, installing additional signs in areas of greater need, such as at corridor intersections and near important facilities, can help patients navigate the space more easily.

Regarding the image of the hospital, the lowest statement is "I believe the Hospital is able to compete with other hospitals in providing the best service." It is therefore recommended that the Hospital Outpatient Polyclinic Manager focus on improving the quality of medical services through ongoing training for medical and non-medical personnel. In addition, strengthening communication and transparency regarding service excellence and innovations implemented in the Hospital through various media, including websites, social media, and information brochures, can help improve the image of the hospital in the eyes of patients.

In relation to patient experience, the lowest statement was "I feel supported because I was informed about the danger signs that I need to pay attention to and report at home." It is therefore recommended that the Hospital Outpatient Clinic Manager improve communication between doctors and patients by providing detailed explanations about the danger signs that should be paid attention to after going home. Implementing a patient education system such as providing informative brochures, educational videos, or follow-up consultations via telephone or mobile applications can also help patients feel safer and more informed.

Regarding the interest in repeat visits, the lowest statement is "I would consider using the services of this hospital again in the future if given the opportunity." It is therefore

recommended that the Hospital Outpatient Clinic Manager focus on improving the quality of service and overall patient experience. Holding a patient loyalty program, such as a discount for follow-up visits or a continuing care program, and ensuring post-visit follow-up to determine patient satisfaction and needs can increase patient interest in returning to use hospital services in the future.

Further Research Suggestions

Further research that will conduct research on the intention to revisit the hospital, it is suggested to expand the scope of factors that can influence the intention to revisit the hospital. It is suggested that further research add moderating variables to determine further influence on the intention to revisit the hospital.

In order to develop further research, it is recommended that prospective researchers conduct further research related to other variables that influence the interest in repeat visits to the hospital using different analysis tools.

Further research is expected to analyze the implementation of performance-based hospital image further.

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