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Factors Influencing Revisit Intention of Class B Hospital Patients in Jakarta

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Abstract: This research aims to build a new conceptual framework model which is novelty, which is a combination of models or concepts from previous research combined with the conditions of class B hospitals in Jakarta which makes it possible to develop Positive EWOM, Experience, Care Quality, Satisfaction conditions. Regarding the Revisit of Class B Hospital Patient Intentions in Jakarta in order to provide maximum class B Hospital services in Jakarta to patients so that they can continue to compete. Location This research will be carried out at a Class B Hospital in Jakarta. The selection of research locations was based on the number of Class B hospitals in Jakarta compared to other areas. The method used is a qualitative method to obtain hypotheses and conceptual frameworks.

Keyword: Positive EWOM, Experience, Service Quality, Satisfaction, Revisit Intention

INTRODUCTION

Health is an important thing in determining prosperity in a country. A country's population is healthy, which increases prosperity. Availability of health infrastructure is an important issue to pay attention to, the population's need for good health services. In 2022 there will be 3,072 hospitals in Indonesia, this number has increased by 0.99% compared to 2021 which was 3,042 hospitals, in 2020 there were 2959 hospitals recorded (Central Statistics Agency, 2023). Services in hospitals are currently changing very rapidly and continue to adapt to society's demands, where currently there are socio-economic changes and also technological changes where hospitals are required to be able to keep up with these changes (Regulation of the Minister of Health of the Republic of Indonesia 4, 2018).

Based on the facilities and services that can be provided, hospitals in Indonesia are categorized into 4 main types, namely: class A, B, C and D hospitals. The differences between class A, class B, class C and class D hospitals. class B general illness. Medical

service facilities and capabilities are available with 4 basic specialists, 4 medical support specialists, 8 other specialists, and 2 basic subspecialists. The public can get facilities such as general medical services, emergency services, basic specialist medical services, specialist medical support services, other specialist medical services, then specialist oral dental medical services, subspecialist medical services, nursing and midwifery services, clinical support services, and other services. non-clinical support. Class B hospitals have a minimum number of 200 beds (Regulation of the Minister of Health of the Republic of Indonesia No. 340/Menkes/Per/III/2010).

A class B general hospital was established in the provincial capital which can accommodate referrals from district hospitals. Permission to establish and operate a class B hospital is given by the governor, after obtaining a recommendation from the head of the department with authority in the health sector at the Provincial Regional Government (Regulation of the Indonesian Minister of Health, 2018).

Class B hospitals must meet the requirements to be able to compete and be superior to the 20 competing class B hospitals in Jakarta and it is not easy to meet the requirements as set by the Class B hospitals in Jakarta from the Ministry of Health of the Central Republic of Indonesia in 2010, where there are still problems faced (Ministry of Health, 2022).

METHOD

Qualitative research is an effort to present the social world, and its perspectives, in terms of concepts, behavior, perceptions and issues about the humans being studied (Moleong, 2017). During its development, qualitative research also received doubts from positivist researchers. According to them, qualitative research cannot be categorized as scientific research, because it does not contain accurate data. However, postpositivist researchers corrected this view. Qualitative research with a post-positivist paradigm looks at a reality more deeply, not only at the surface of a reality but down to the meaning and motives of that reality. Apart from that, researching this phenomenon cannot be done in parts, because reality is part of a whole (Moleong, 2017).

The research method used in this research is a qualitative method with a descriptive approach. Qualitative research methods are research methods that are based on postpositivism or interpretive philosophy, used to research the conditions of natural objects, where the researcher is the key instrument and the research results emphasize meaning rather than generalizations. Descriptive qualitative research aims to describe or describe the conditions observed in the field more specifically, transparently and in detail (Sugiyono and Lestari, 2021).

Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivation, actions and so on holistically and by means of descriptions in the form of words and language, in a special natural context by utilizing various natural methods (Moleong, 2017). To carry out this research, researchers used an explanatory case study approach. The definition of a case study as a research strategy is that a case study is an empirical inquiry that: a. Investigating phenomena in real life contexts, b. The boundaries between phenomenon and context are not clearly visible, c. Multi-source books are used naturally (Moleong, 2017). Case study research also has its own place in evaluation research. In this case, there are four different applications, namely: 1. Explaining causal relationships in real-life interventions that are too complex for survey or experimental strategies. 2. Describe the real-life context in which the intervention has occurred. 3. Evaluation can benefit, again in descriptive form, from illustrative case studies and even journalistic reflections on the intervention itself. 4. Case study strategies can be used to explore situations where the intervention to be evaluated does not have a single and clear natural outcome structure (Moleong, 2017).

Based on a thorough case, the researcher used a single case study. A study is said to be suitable for using a single case study if: a. This case is said to be important in testing a well-developed theory, b. This case presents an extreme or unique case., c. This case is a case of disclosure. And also the case studies used by researchers are case studies with an interwoven design. Researchers use case studies with an interwoven design because with this design researchers can overcome changes in direction of orientation that can occur at any time while the research is in progress (Moleong, 2017).

Conceptual Framework

A conceptual framework is a model or description in the form of a concept which explains the relationship between one variable and another variable. Suggests that a conceptual framework be created in the form of a diagram or schema, with the aim of making it easier to understand some of the variable data that will be studied at the next stage (Priadana and Sunarsi, 2021)

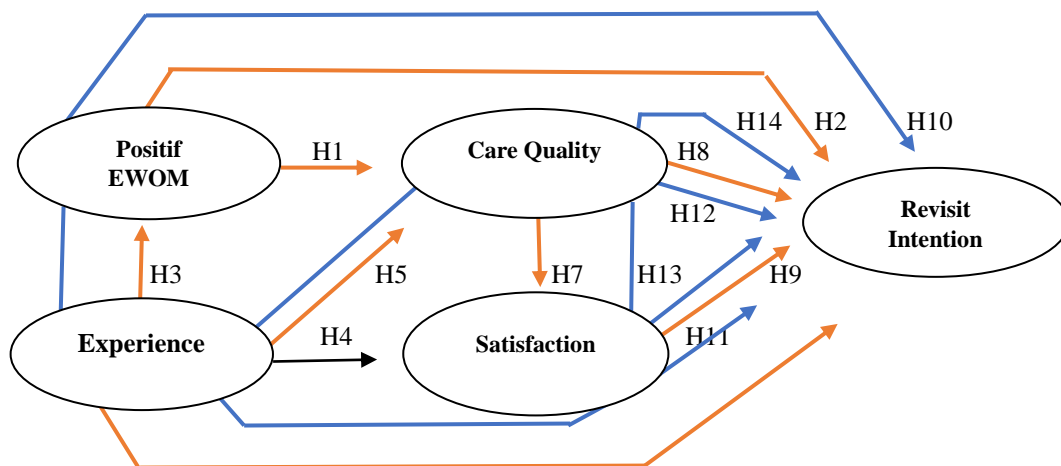
This research also creates a Framework of Thought that explains the pattern of relationships between the variables that want to be researched, namely the relationship between Independent Variables (Positive EWOM, Experience) and Dependent Variables (Care Quality, Satisfaction, Revisit Intention).

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Figure 1. Conceptual Framework



RESULTS AND DISCUSSION

Positive Influence of E-WOM on Care Quality

Quality of care This research provides empirical evidence that quality of care has a significant positive effect on word of mouth. Gontur, Gadi and Bagobiri (2022). This study confirms that quality of care has a significant positive relationship with word of mouth.

Researchers found that diseases with high privacy and private doctor services significantly related to eWOM of doctors' medical services. Our study highlights an in-depth understanding of patients' decision-making processes in using online follow-up services and contributes to online health services research (Li et al., 2021). . Thus, the following hypothesis is proposed in this study:

H1: Positive E-WOM has a significant and influential effect on Care Quality

Positive Influence of E-WOM on Revisit Intention

Findings indicated that eight antecedents were shown to be most likely to influence the patient experience, with phlebotomy found to be the primary antecedent, followed by laboratory staff attitudes and patient perceptions of laboratory technology. Furthermore, this study found strong evidence that patient experiences drive repeat visit intentions and desires to share and post positive things on EWOM social media. Openness was found to strengthen this process (Widyowati, Antonio and Andy, 2023). Data was collected from 780 tourists in Pakistan. We used confirmatory factor analysis (CFA) and structural equation modeling (SEM) to obtain the results. Our results show a positive relationship between eWOM and intention to visit to visit Pakistan. The proposed framework and research findings will greatly help stakeholders to recognize the multi-faceted associations in Pakistan's tourism industry (Kanwel et al, (2019). Thus, the following hypothesis is proposed in this study: H2: Positive E-WOM influences and significant to Revisist Intention

The Influence of Experience on Positive E-WOM

The experience itself has a direct impact where the practical implications are that by knowing the experience managers can design more impactful experiences that create strong relationships with guests, thereby increasing WOM recommendations (Gomez-Suárez and Veloso (2020). Show that there is a positive relationship between promoter scores customers and the valence of eWOM online messages. Furthermore, while promoters are homogeneous with respect to the valence of the eWOM messages they disseminate, passives show heterogeneity in message valence. Thus, although passives, the largest customer group, have no weight in calculating NPS, our results reveal that companies should marking passiveness for further attention and action (Raassens and Haans, 2017). Thus, the following hypothesis is proposed in this research: H3: Experience has an influence and is significant on Positive E-WOM.

Effect of Experience on Satisfaction

Data processing and analysis was carried out using the Community Satisfaction Index for Government Agency Service Units. The research results showed that the employee satisfaction index, service quality and leadership quality of type B hospitals in Semarang City and Kendal Regency had decreased. However, type B hospitals in Jepara Regency are increasing. Therefore, a transformational leadership style can increase employee satisfaction (Agiwahyunto et al, 2021). Respondents' assessment of the quality of service at the Kendangsari Mother and Child Hospital was good with an average score of 81%. In terms of assurance, tangible and empathy factors, most patients assess that they received better service than expected (Pramono, 2019). Thus, the following hypothesis is proposed in this research: H4: Experience has a significant and significant effect on Satisfacioan

Effect of Experience on Care Quality

The relationship between patient experience and quality of hospital care remains controversial. We assessed the association between clinical outcomes and patient-reported experience measures (PREM) in hospitals in Saudi Arabia. Knowledge of these issues

informs value-based health care reform (Abadalla et al., 2023). Patient attitudes toward medical errors (ME) have been studied relatively extensively in developed countries around the world, but little is known about Central Asian countries, especially post-Soviet countries. The increasing importance of patient safety has raised concerns about who should be responsible for UM. Due to a lack of research, this problem is poorly understood in Kazakhstan (Tsigengagel et al., 2023). Thus, the following hypothesis is proposed in this research: H5: Experience has a significant and significant effect on Care Quality.

The Influence of Experience on Revisit Intention

Based on data collected from 482 respondents, empirical findings reveal that relational benefits significantly influence post-experience behavior which subsequently increases intention to revisit (Karami et al., (2023). Middle managers in hospitals in the Netherlands are responsible for the provision of quality care high levels that fit within the allocated budget. Recently, he has also had to implement austerity measures because health care costs are growing faster than the economy. This paper discusses the competencies, knowledge, and skills that middle managers must have in order to overcome budget constraints which is related to patient revisit intention (Okkerman and Dankbaar, 2022). Thus, the following hypothesis is proposed in this study: H6: Experience has a significant and influential effect on Revisit Intention.

Influence of Care Quality on Satisfaction

Patient satisfaction, quality of service, perception of the care process, and work of medical staff were found to be specific medical-related factors. Other factors related to the management process, brand and patients were also identified. It is noted that the number and variety of medical and other determinants of HBE have increased in recent years. The results of this systematic literature review are relevant to the analysis of consumer/patient behavior in choosing a hospital or other health service facility because they provide a deeper understanding of increasingly differentiated patient needs and how the quality of health services is evaluated (Warsewicz, 2022). Therefore, online patient reviews, aided by machine learning technology, provide a pragmatic and feasible way to capture patient perceptions of care quality and complement conventional patient satisfaction surveys. These findings offer important information that will assist health authorities in utilizing POR by monitoring and evaluating service quality in real time (Rahim et al., 2021). Thus, the following hypothesis is proposed in this research: H7: Care Quality has a significant and significant effect on Satisfaction.

Influence of Care Quality on Revisit Intention

This is consistent with investigating the influence of healthcare quality on intention to revisit through the mediating effect of patient satisfaction in emergency room patients in Greece (Amarantou et al., 2019). The research was carried out with the results obtained in this research, the quality of care in the form of doctor services and nurse services had a significant positive effect on future return (Putri and Syah, 2022). Thus, the following hypothesis is proposed in this research: H8: Care Quality has a significant and significant effect on Revisit Intention.

The Influence of Satisfaction on Revisit Intention

This study recommends several implications for the management of suburban hospitals. Sub-urban hospital managers are advised to pay more attention and prioritize patient satisfaction because it has been empirically proven to increase Revisit Intention (Yuniarti, 2021). The aim of this study was to investigate satisfaction and to examine factors

influencing hospital revisit intentions of United Arab Emirates government-sponsored patients in Korea. The patient satisfaction obtained can increase the intention of repeat visits of patients sponsored by the United Arab Emirates government (Lee et al., 2017). Thus, the following hypothesis is proposed in this research: H9: Satisfaction has a significant and influential effect on Revisit Intention

The Positive Influence of E-Wom Mediates the Influence of Experience on Revisit Intention

The research results show the important role of eWOM in mediating the relationship between positive emotional experiences and revisit intention (Salah et al., 2023). Research shows that word of mouth (WoM) remains the most important acquisition channel in the medical sector. However, understanding of the factors that precede patient referral to e-WOM is still limited, this study found support for patient experience of service quality and perceived value as the main factors in WoM referral for patient intention to return (Taheri et al., 2021). Thus, the following hypothesis is proposed in this study: H10. Positive E-Wom mediates Experience and has a significant influence on Revisit Intention.

The Effect of Satisfaction Mediates the Effect of Experience on Revisit Intention

Patient satisfaction has an impact on the outpatient experience which is presented based on the order of doctor's practice services, the kindness and attention of medical personnel, and the physical environment of the hospital. Inpatient care begins in the order of kindness and attention of medical staff, nurse practice services, doctor practice services, and patient satisfaction to increase the intention to revisit (Woo and Choi, 2021). For healthcare providers, this research emphasizes the importance of creating consistent and differentiated experiences to increase patient satisfaction and foster Revisit Intention (Mandagi et al., 2023). Thus, the following hypothesis is proposed in this study: H11. Mediating Experience Satisfaction has a significant and influential effect on Revisit Intention.

The influence of care quality mediates the influence of experience on revisit intention

This research makes a significant contribution to understanding how users determine the quality of primary health care explaining the indirect pathways linking experience to revisit intentions (Pighin, et al., 2022). The results show that service quality makes well-being fully mediate the relationship between service quality experience and revisit intention (Abdul-Rahman et al., 2023). It is emphasized that patients' need for quality care must be recognized by hospitals, and 'customer-oriented' strategies must be put into practice, as a result of this initiation, patient experience is likely to be positively impacted towards return visit intentions (Cham et al., 2020). Thus, the following hypothesis is proposed in this study: H12. Mediating Care Quality Experience has a significant and influential effect on Revisit Intention

The Effect of Satisfaction Mediates the Effect of Care Quality on Revisit Intention

The results of this study show that patient satisfaction has a positive and significant effect on the relationship between trust in care quality and intention to visit again (Yuniarti, 2021). The research results showed that service quality has a very high influence on intention to revisit through the mediation satisfaction variable (Kusumawardani and Damayanti, 2020). Finding certainty of service quality, reliability, guarantee and empathy has a significant indirect influence through satisfaction with Revisit Intention which is considered a unique finding (Wandebori and Pidada, 2017). Thus, the following hypothesis is proposed in this study: H13. Mediating Care Quality satisfaction has a significant and influential effect on Revisit Intention.

The Positive Mediating Effect of Care Quality on E-Wom on Revisit Intention

Managers will emphasize quality health services to create positive word of mouth and patient intention to visit again (Siripipatthanakul, 2021). The results show that both the affective component (i.e. relationship marketing) and the behavioral component (i.e. word of mouth) are important in this regard. increase patient intention to revisit a private hospital in Penang, Malaysia. Trusting quality of care has a significant relationship with affective and behavioral components (Isa, Lim and Chin, 2019). Thus, the following hypothesis is proposed in this study: H14. Mediating Positive Care Quality E-Wom has a significant and influential effect on Revisit Intention.

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