

ANALYSIS OF SERVICE QUALITY, BRAND IMAGE ON RETURN VISIT INTENTION THROUGH PATIENT ATTITUDE

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Abstract

Hospitals as a profit-oriented business unit need to increase the number of patient visits. Provision of quality health services and strengthening brand image can strengthen the patient's positive attitude so that there is an intention to revisit. This study aims to analyze the effect of service quality and brand image on intention to return through patient attitudes at Mekar Sari Hospital. This study involved 125 respondents who were patients at Mekar Sari Hospital, Bekasi who were collected by purposive sampling. Path analysis is performed to test the model as well as research hypotheses. Path analysis found the effect of service quality on intention to return through patient attitudes and brand image. Positive and significant influence of brand image on intention to revisit. Positive and significant influence of service quality on patient attitudes. Positive and significant influence of brand image on patient attitudes. Positive and significant influence of patient attitudes on intention to revisit. Positive and significant influence of service quality on brand image. The implications of the research results provide a good impression, a positive perspective for patients regarding MS Hospital which must improve the quality of its services for patients who visit the hospital. Implications for managers must pay attention to aspects of speed and responsiveness of service, officer attitude, brand image and promotion.

Keywords: brand image, patient attitude, intention to revisit.

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INTRODUCTION

A hospital is a health facility that is able to provide services in terms of health services using the resources available at the hospital

but still with a code of ethics that has been established effectively and efficiently in order to meet the level of health so that the patient can feel safe and satisfied after

receiving services at the hospital so that it will give rise to the intention to come back and remain loyal to the hospital.

If we look at statistical data about Indonesia's health in 2015-2019, it is known that hospitals in Indonesia have experienced an increase of 13.52%. Based on the figures in 2015, the number of hospitals was 2,488, increasing to 2,877 in 2019. The number of hospitals in Indonesia as of 2019 consisted of 2,344 General Hospitals (RSU) and 533 Special Hospitals (RSK) (Indonesia Health Profile, 2020). Therefore, people have many choices to determine which health service facility they will choose. The increasing number of hospitals creates a challenge for hospital managers because it can create quite tight competition. Companies in the service sector are very dependent on the quality of the services provided, the good brand image they have, and the attitude of their workers. Service quality measures how well the level of service provided meets the expectations and desires of consumers, so that it is hoped that consumers will take action to consume the product or service again. With the quality of service and good attitude of health workers as well as a brand image that is well known to the public, it will give rise to a sense of satisfaction in every hospital consumer, which will give rise to consumers' intention to come back to the hospital.

Lin and Chuang (2018) state that continuous buying behavior of the same brand product is considered consumer loyalty. Companies in the service sector are very dependent on the quality of the services provided, the good brand image they have, and the attitude of their workers. Service quality measures how well the level of service provided meets the expectations and desires of consumers, so that it is hoped that consumers will take action to consume the product or service again. With the quality of service and good attitude of health workers as well as a brand image that is well known to the public, it will

give rise to a sense of satisfaction in every hospital consumer, which will give rise to consumers' intention to come back to the hospital.

Kotler & Keller (2017) explain that service quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need. The quality of service is very important because it has an impact on the patient's intention to revisit after using the hospital's services. Usually patients will feel satisfied after they have experienced the service that meets their expectations, whether in terms of the staff or the completeness of the equipment or building facilities at the hospital.

Pighin et al., (2022) conducted a study on revisit intentions in healthcare providers in Argentina. Factors used as predictors include service quality, visitor/patient satisfaction, and trust in hospital services. Park et al., (2021) conducted a similar study on intention to return to dental clinic medical services. Factors used in this study include service quality, communication, service value, and patient satisfaction. Meesala and Paul (2018) conducted research on loyalty to hospital services by involving service quality and patient satisfaction factors.

Warsewicz (2022) analyzes the importance of brand or brand aspects in hospital services. Meta-analysis conducted from a number of similar studies shows the results of the importance of hospitals building a brand or brand. Cambra-Fierro et al., (2021) conducted research on the importance of building a brand in health services on patient loyalty to health services.

Therefore, research is needed at Mekar Sari Hospital to analyze the influence of service quality and brand image on intention to revisit through patient attitudes. Therefore, the urgency of this research is important because building loyalty also requires building other aspects, such as service quality

and brand image in order to get positive patient attitudes.

The aim of this research is to analyze the influence of service quality, brand image and patient attitudes on intention to revisit;

The Influence of Service Quality on Patient Attitudes

Good service quality is provided by health service providers to satisfy patients who use services at the hospital (Pighin et al., 2022). Service quality can determine customer attitudes (Warsewicz, 2022; Cambra-Fierro et al., 2021). Service quality is a key aspect for service providers and this aspect is not only assessed by service providers but also by customers (Parasuraman et al., 1985).

H1: Service quality has a positive and significant effect on consumer attitudes.

The Influence of Brand Image on Patient Attitudes

Image is a belief, reminder and impression that someone has about something (Kotler & Keller, 2012). People's attitudes and actions towards an object are largely determined by the image of that object, in this case relating to hospitals (Keller, 2012). Warsewicz (2022) states that brand image has a positive and significant effect on patient attitudes.

H2: Brand image has a positive and significant effect on consumer attitudes.

The Influence of Service Quality on Brand Image

Good quality health services lead to a positive brand image (Keller, 2012). Research conducted by Warsewicz (2022), Yu-Shan et al (2020), Dan Khoi & Cuong (2019), Ain (2015) shows the positive influence of service quality on brand image.

analyzing service quality and brand image on patient attitudes; and analyze the influence of service quality and brand image on intention to revisit through patient attitudes.

H3: Service quality has a positive and significant effect on brand image.

The Influence of Patient Attitudes on Intention to Revisit

Attitude is an expression of a person's feelings that describes whether they are sincere or not, whether they are happy or not, whether they like or dislike an object, in this case it is related to the nurse's attitude (Peter & Olson, 2010; Cambra-Fierro et al., 2021). A patient's attitude of being happy and satisfied in his assessment of a hospital will bring profits (Eslami., 2020), in this case it can indirectly influence the patient's repurchase intention behavior towards health services, namely the hospital. Attitude has a positive, significant effect on repurchase intention, which means that the better the attitude, the higher the consumer's repurchase intention (Ferdinand, 2006).

H4: Consumer attitudes have a positive and significant effect on repurchase intentions.

The Influence of Service Quality on Intention to Revisit

Hospitals are institutions that operate in health services, thereby improving quality and service through various means (Pighin et al., 2022). Whether the quality of service is good or bad can determine a patient's repurchase intention to use their health services again or vice versa. Patients are expected to persist in continuing to use hospital services. Similar research has been conducted by Yu-Shan et al (2020) which states that corporate greenwashing negatively influences their consumers' environmentally friendly purchasing behavior. Oryza (2017)

stated that service quality has a direct and significant positive influence on repurchase intention. Service quality indirectly raises the patient's intention to come back to use hospital services (Ferdinand, 2006).

The Influence of Brand Image on Repeat Visit Intention

The brand image that a hospital has has an important role in providing patient health services (Kotler & Keller, 2012). Patients will choose health services with the brand image that they feel is the best (Warsewicz, 2022; Eslami, 2020). The patient's perception of the services provided by the hospital is good, so the patient's image of the hospital will be positive. So it will continue to increase the intention to repurchase when the patient needs it again (Ferdinand, 2006). Research conducted by Ondang et al., (2018) shows that hospital brand image significantly influences patient loyalty.

H6: Brand image has a positive and significant effect on repurchase intention.

METHODS

This research is a quantitative correlational study with a cross-sectional research design approach by looking at the effect of service quality and brand image on repurchase intentions through consumer attitudes. The exogenous (independent) variables are service quality (X1) and brand image (X2), then the endogenous (bound) variable is repurchase intention (Y) while the intervening variable is consumer attitudes (Z).

The research was conducted at Mekar Sari Hospital which is located on Jl. Mekar Sari No. 01, Bekasi, West Java, Indonesia. Implementation time is between September 2021 to November 2021. The sample in this study was a portion of outpatients who were selected as samples and had received treatment at least twice. The sampling

H5: Service quality has a positive and significant effect on intention to revisit.

technique uses purposive sampling, namely a sampling technique using certain criteria in determining the sample. The sample calculation method in this study uses the formula from Hair et al (2014), namely that if the sample size is too large it will be difficult to obtain a suitable model and it is recommended that an appropriate sample size be between 100-200 respondents. Determining the minimum sample size in this study is adjusted to the number of statement indicators used in the questionnaire, with the assumption of $n \times 5-10$ observed variables (indicators). In this study, the number of questionnaires was set at 17 multiplied by 5 = 85 respondents, up to 17 multiplied by 10 = 170 respondents. So this research required 125 respondents.

RESULT AND DISCUSSION

Demographic Description

The description of the respondent's demographic data in Table 1 illustrates that visitors to Mekar Sari Hospital have an age range between 30.1 years to 50 years. This age range is the age range that already requires intensive health services. The education group with the most Masters and Bachelors degrees shows that visitors to Mekar Sari Hospital have high knowledge and of course have a good understanding of service quality and determinants. The job categories of the various respondents show that visitors at Mekar Sari Hospital come from various backgrounds. The income group shows that visitors at Mekar Sari Hospital are mostly from the lower middle income class, with the financing of health services mostly using BPJS insurance services.

Table 1
Description of Respondent Demographics

Variable	Category	Number	%
Age	< 20 Years old	25	20
	20 - 30 Years old	23	18.4
	30,1 - 40 Years old	29	23.2
	40,1 - 50 Years old	30	24
	> 50 Years old	18	14.4
Education	High School	19	15.2
	Diploma	23	18.4
	Bachelor degree	32	25.6
	Postgraduate Masters	49	39.2
	Doctoral	2	1.6
Occupation	Student	16	12.8
	Housewife	26	20.8
	Entrepreneur	26	20.8
	Government employees	31	24.8
	Private employees	26	20.8
Income per month	< 5 million	25	20
	5,1 - 10 million	57	45.6
	10,1 - 15 million	27	21.6
	> 15 million	16	12.8
Insurance	Own Cost	23	18.4
	BPJS	95	76
	Others Insurance	7	5.6

Variable Data Description

Based on the description in Table 2, it is known that the rate for making repeat visits is only 45.6%, while the remaining 54.4% do not necessarily want to visit again. The majority of service quality assessments at Mekar Sari Hospital were rated at medium

and low levels with a total percentage of 54.4%. The brand image assessment of Mekar Sari Hospital is still at a medium to low level with a total percentage of 66.4%. Consumer attitudes are also at medium and low levels with a total percentage of 64.8%.

Table 2
Variable Data Description

Variable	Low (0-50)%	Moderate (50,01-75,00)%	High (75,01 - 100)%
Revisit Intention	25 (20%)	43 (34.4%)	57 (45.6%)
Patient's Attitude	23 (18.4%)	58 (46.4%)	44 (35.2%)
Service Quality	23 (18.4%)	45 (36%)	57 (45.6%)
Brand Image	29 (23.2%)	54 (43.2%)	42 (33.6%)

Prerequisite Test

Validity and Reliability

The validity test results show that all items in all research variables have an r coefficient > 0.361. Thus all research variable items are valid. The Cronbach's Alpha value for each variable shows a value > 0.6, which means all variables are reliable.

Normality

Table 3 shows the results of the normality test using Kolmogorov-Smirnov analysis. The patient's attitude has a K-S Stat value of 0.062 ($p = 0.200 > 0.05$), which indicates a normal distribution. Brand image has a K-S Stat value of 0.053 ($p = 0.200 > 0.05$), which indicates a normal distribution. Revisit intention has a K-S Stat value of 0.057 ($p = 0.200 > 0.05$), which shows a normal distribution.

Table 3
Normality Test Results

Variable	K-S Statistics	p	Description
Patient's Attitude	0.069	0.200	Normal
Brand Image	0.053	0.200	Normal
Revisit Intention	0.057	0.200	Normal

Path Analysis

Path analysis was carried out using smartPLS 0.3 software. The results of the path analysis of the influence on the research model are shown in Table 4. The effect of brand image on intention to revisit has a beta coefficient of 0.315 with a t-statistic of 2.659 ($p = 0.008 < 0.01$). These results indicate that brand image has a significant positive effect on the intention to revisit, where the better the brand image, the higher the intention to revisit.

The effect of brand image on patient attitudes has a beta coefficient of 0.289 with a t-statistic of 2.499 ($p = 0.013 < 0.05$). These results indicate that brand image has a significant positive effect on patient attitudes, where the better the brand image, the better the patient attitude.

The influence of service quality on brand image has a beta coefficient of 0.635 with a t-statistic of 9.192 ($p = 0.000 < 0.001$). These results indicate that service quality has a

significant positive effect on brand image, where the better the service quality, the better the brand image.

Table 4
Path Analysis Results

Variable Relations	Beta's	T Statistics	P Values
Brand Image -> Revisit Intention	0.315	2.659	0.008
Brand Image -> Patient Attitude	0.289	2.499	0.013
Service Quality -> Brand Image	0.635	9.192	0.000
Service Quality -> Revisit Intention	0.234	1.983	0.048
Service Quality -> Patient Attitude	0.493	4.096	0.000
Patient Attitude -> Revisit Intention	0.375	2.885	0.004

The influence of service quality on intention to revisit has a beta coefficient of 0.234 with a t-statistic of 1.983 ($p = 0.048 < 0.05$). These results indicate that service quality has a significant positive effect on repeat visit intentions, where the better the service quality, the higher the repeat visit intention. The effect of service quality on patient attitudes has a beta coefficient of 0.493 with a t-statistic of 4.096 ($p = 0.000 < 0.001$). These results indicate that service quality has a significant positive effect on patient attitudes, where the better the service quality, the better the patient's attitude. The influence of patient attitudes on intention to revisit has a beta coefficient of 0.375 with

a t-statistic of 2.885 ($p = 0.004 < 0.01$). These results indicate that the patient's attitude has a significant positive effect on the intention to visit again, where the better the patient's attitude, the higher the intention to visit again.

The influence of service quality on brand image has the highest beta coefficient among the beta coefficients of the influence of other variables. Service quality is the dominant factor in patient attitudes, compared to brand image variables. The patient attitude variable is the dominant factor in the intention to revisit, compared to the service quality and brand image variables.

Table 5
Results of Indirect Effects of Path Analysis

Indirect Effect	Beta's	T Statistics	P Values
Service Quality -> Brand Image -> Revisit Intention	0.200	2.450	0.015
Brand Image -> Patient Attitude -> Revisit Intention	0.108	1.850	0.065
Service Quality -> Brand Image -> Patient Attitude -> Revisit Intention	0.069	1.706	0.089
Service Quality -> Patient Attitude -> Revisit Intention	0.185	2.300	0.022
Service Quality -> Brand Image -> Patient Attitude	0.183	2.161	0.031

Table 5 shows the indirect effect of the path analysis model. The indirect effect of service quality on intention to return through brand image has a beta coefficient of 0.200 with a t statistic of 2.450 ($p = 0.015 < 0.05$). This means that service quality has a significant indirect influence on intention to revisit through brand image. Thus, the intention to revisit depends on the quality of service which can strengthen the hospital's brand image.

The indirect effect of brand image on intention to revisit through consumer attitudes has a beta coefficient of 0.108 with a t statistic of 1.850 ($p = 0.065 < 0.1$). This means that brand image has a significant indirect influence on repeat visit intentions through consumer attitudes. However, the significant level of indirect effect of brand image on intention to revisit through consumer attitudes is weak because it is only at the 10% level of significance. Thus, the intention to revisit depends on the brand image which is able to strengthen consumer attitudes.

The indirect influence of service quality on intention to revisit through brand image and consumer attitudes has a beta coefficient of 0.069 with a t statistic of 1.706 ($p = 0.089 <$

0.1). This means that service quality has a significant indirect effect on intention to revisit through brand image and patient attitudes. However, the level of significance of the indirect influence of service quality on intention to revisit through brand image and consumer attitudes is weak because it is only at the 10% level of significance. Thus, the intention to revisit depends on the quality of service that can strengthen the brand image and patient attitudes.

The indirect influence of service quality on intention to revisit through patient attitudes has a beta coefficient of 0.185 with a t statistic of 2.300 ($p = 0.022 < 0.05$). This means that service quality has a significant indirect influence on intention to revisit through patient attitudes. Thus, the intention to revisit depends on the quality of service that can strengthen the patient's attitude.

The indirect influence of service quality on patient attitudes through brand image has a beta coefficient of 0.183 with a t statistic of 2.161 ($p = 0.031 < 0.05$). This means that service quality has a significant indirect influence on patient attitudes through brand image. Thus, the patient's attitude depends on the quality of service that can strengthen the brand image of the hospital.

Table 6
Path Analysis R Square Results

Variable	R Square
Brand Image	0.403
Revisit Intention	0.650
Patient Attitude	0.507

Table 6 shows the R square value for the variable brand image, consumer attitudes and intention to revisit. Brand image has an R square value of 0.403, meaning that the contribution given by the influence of service quality on brand image is 40.3%. Consumer attitude has an R square value of 0.507, meaning that the contribution given by the

influence of service quality and brand image on consumer attitude is 50.7%. Intention to revisit has an R square value of 0.650, meaning that the contribution given by the influence of service quality, brand image and consumer attitudes on intention to revisit is 65%.

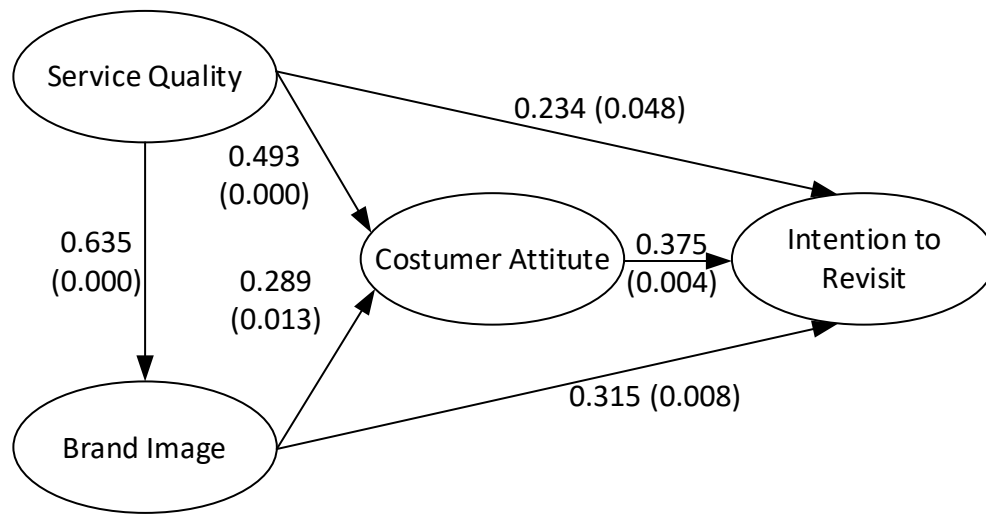


Figure 1
Path Analysis Models

Table 7 shows the goodness of fit model path analysis of intention to revisit. The SRMR parameter has a value of 0.058 which is still in the range of the 95% and 99% confidence level, thus this parameter is fit. The d_ULS parameter has a value of 3.405 which is still in the range of the 95% and 99% confidence

level, so this parameter is fit. The d_ULS parameter has a value of 3.405 which is > 95% confidence level, thus this parameter is fit. The three goodness of fit parameters in the path analysis model show that all parameters are fit.

Table 7
Goodness of Fit Path Analysis

Fit Parameters	Value	Level of Convidence		Description
		95%	99%	
SRMR	0.058	0.068	0.076	Fit
d_ULS	3.405	4.604	5.659	Fit
d_G	14.291	9.199	-	Fit

Discussion

The Effect of Service Quality on Repeat Visit Intentions

The test results on the variable service quality on intention to return through patient attitudes and brand image show that patient attitudes and brand image mediate the relationship between service quality and intention to return.

The patient's attitude towards the quality of service greatly influences the patient's decision to consider reusing health services. The findings of this study regarding the effect of service quality on intention to return through patient attitudes are in line with the findings of Pighin et al., (2022). Good service quality will raise the patient's attitude, especially in the patient's confidence in returning to using the service.

According to Kotler and Keller (2017) quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need. Service is a form of system, procedure or certain method that is provided to other people, in this case customers, so that their needs can be met in accordance with their expectations. Service is a very important factor, especially for companies engaged in services. Where this is a physical product usually supported by various kinds of product initials. The core product in question is usually a particular service. Lin & Chuang (2018) stated that continuous purchasing behavior of the same brand of product is considered consumer loyalty, therefore behavioral purchasing intention has a strong relationship with loyalty. Meanwhile, attitude is defined as a comprehensive evaluation of concepts carried out by someone (Peter J. Paul and Jerry Olson, 2013). Image can take the form of positive responses in the form of support, participation, active role and other positive actions and negative responses in the form of rejection, hostility, hatred or other negative

forms. A brand is a name, term, sign, symbol or design or a combination of these that shows the identity of a product or service from one seller or a group of sellers and differentiates that product from competitors' products (Philip Kotler & Armstrong, 2018). Hasil penelitian ini juga mendukung penelitian sebelumnya yang dilakukan oleh beberapa peneliti terdahulu, diantaranya adalah Yu-Shan et al (2020) dan Oryza (2017).

It is not an easy thing for a hospital to be able to provide good service and quality of service to its patients, because this will be felt directly by the patient so that if an error occurs in treating the patient it will have bad consequences for both the patient and the service provider. Whether the quality of service is good or bad can determine the attitude of patients who use its services as well as the brand image of the hospital, which will ultimately influence the patient's repurchase intention to use their health services again or vice versa.

The Influence of Brand Image on Revisit Intention

The test results of the brand image variable on repeat visit intention show that there is a positive and significant influence between brand image and repeat visit intention.

According to Zeithaml, et al (2006) that the intention to repurchase (purchase intention) emphasizes the importance of measuring customer repurchase intention to determine the desire of customers who remain loyal or leave a service. Brand image according to Agmeka, Wathoni, & Santoso (2019) is one of the most important intangible assets that has an impact on consumer perceptions in companies. Image is a view or perception and the process of accumulation of trust given by individuals will experience a process sooner or later to form a broader and abstract public opinion.

The results of this study also support research conducted by Ondang et al., (2018) which shows that hospital brand image significantly influences patient loyalty. And Khoi & Cuong (2019) revealed that brand image has a significant positive effect on customer satisfaction and customer loyalty. Chen, Huang, Wang, & Chen (2020) found that their consumers' eco-friendly brand loyalty will positively influence their consumers' eco-friendly buying behavior. The existence of a strong brand image fosters a positive image in the mind of the patient so that the patient is convinced by only hearing the name or characteristics of the hospital. The quality aspects built by a hospital can become the characteristics of the hospital brand. Hospitals can strengthen their brand image through what is in the hospital, such as strengthening the performance of personnel, appearance and physical aspects of the hospital, even forms of service that are different from other hospitals that have a positive effect on the attitude of patients who come for treatment.

The brand image that is already owned by a hospital has an important role in providing patient health services. If the patient already perceives a brand and has a good image then it can provide added value for him. It is certain that patients will choose health services with the brand image that they feel is the best. So it can be said that a good brand image will have a positive influence on repurchasing decisions.

The Influence of Service Quality on Patient Attitudes

The test results of the service quality variable on patient attitudes show that there is a positive and significant influence between service quality and patient attitudes.

The attitude of patients towards health services is highly dependent on the quality of services provided to patients. Service quality reflects the performance of the hospital in

providing health services to patients. The quality of service is assessed by the patient according to the patient's expectations. The results showed that service quality has a positive influence on patient attitudes. This result is the same as the findings of Ateke and Didia (2018) where service quality has a positive effect on patient attitudes. The findings of Nguyen et al., (2021) also found that service quality had a positive effect on patient attitudes. The patient's attitude encourages the formation of perceived value which ultimately leads to patient loyalty to the hospital.

Goetsch and Davis (2011), state that: service quality is something related to the fulfillment of customer expectations/needs, where service is said to be quality if it can provide products and services (services) in accordance with customer needs and expectations. Attitude is a reaction that is still closed from someone against a stimulus or object. Attitude is readiness or willingness to act. Attitude is not yet an action or activity, but a predisposition to the action of a behavior (Notoadmodjo, 2014).

The results of this study also support research conducted by Christine Nya-Ling Tan et al (2016). In maintaining good quality health services, the hospital management must meet predetermined service standards, so that every patient will get quality service quality. So that it will be able to influence the patient's attitude in the assessment of the hospital.

The Influence of Brand Image on Patient Attitudes

Consumer attitudes towards products are strengthened by a strong brand image. In health services, patient attitudes are determined by the strength and weakness of the hospital's brand image. Patient satisfaction, service quality, perception of the service process, and health staff performance are determining factors in forming a health service brand. Brand is one of the

considerations for patients and visitors when choosing health services (Warsewicz, 2020). The results of this research show the positive influence of brand image on patient attitudes, where the stronger the brand image causes the patient's attitude to use health services to also be stronger. The results of this study are supported by the findings of Warsewicz (2020) who found similar results. Other studies that have the same results as this study are Cambra-Fierro et al., (2021) and Eslami (2020).

Brand experience has a significant effect on perceived quality. Perceived quality has a significant effect on brand awareness. Brand image has a significant effect on brand loyalty. Brand awareness has a significant effect on brand loyalty. Perceived quality has a significant effect on brand loyalty. The brand has a significant influence on the brand's brand equity. Perceived quality is related between brand loyalty and brand experience and has a significant mediating effect on the relationship between experience and brand loyalty and brand awareness significantly mediates the relationship between brand loyalty and brand experience as a significant mediator (Eslami, 2020).

The Effect of Patient Attitudes on Revisit Intentions

The test results on the patient's attitude variable towards the intention to return showed that there was a positive and significant effect between the patient's attitude and the intention to return.

According to P Kotler & Keller (2017), intention to come back or purchase intention is a behavior that appears where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or wanting a product to make a repeat purchase, which This will then form loyalty in consumers. Attitude also influences purchasing decisions. According to Robbins (2016) attitudes are statements or

evaluative judgments related to objects, people or an event.

The results of this research also support research conducted by Ni Putu, et all (2016) which states that the attitude variable has a positive, significant effect on repurchase intention, which means that the better the attitude, the higher the consumer's repurchase intention.

If a patient's attitude is happy and satisfied in his assessment of a hospital, it will bring profits, in this case it can indirectly influence the patient's repurchase intention towards behavior towards health services, namely the hospital.

The Effect of Service Quality on Brand Image

The test results on the service quality variable on brand image show that there is a positive and significant influence between service quality and brand image.

Brand image is formed and comes from quality, whether in the form of goods or services. This research shows that service quality has a positive effect on brand image. This shows that the quality of health services provided by the hospital can strengthen the brand image of the hospital. Brand image can come from perceptions of quality, price and value (Marlien et al., 2020). Brand image can also be formed from the performance of hospital personnel in providing the best service for their patients (Warsewicz, 2022). Building a patient-based brand has a direct and positive impact on patient satisfaction and patient reputation and an indirect impact on patient engagement (Cambra-Fierro et al., 2021). This means building a quality service-based hospital brand as desired by patients has an impact on strengthening the brand image of the hospital. The findings of service quality having a positive effect on brand image are the same as research conducted by Warsewicz (2022).

Wyekof (2010) explains that service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires. Keller (2012), has defined brand image as "consumers' perceptions and preferences of a brand, as reflected in various types of brand associations stored in consumers' memories.

The results of this study also support research that has been conducted by Yu-Shan et al (2020), Dan Khoi & Cuong (2019), Ain (2015) and Ni Putu, et al (2016). Previous research has examined the impact of service quality on patient satisfaction, as well as brand image and loyalty, such as research conducted by Tan, Ojo, Cheah, & Ramayah (2019) which found that hospital image, patient safety, personnel quality, and responsibility Social responsibility is a significant predictor of patient satisfaction.

The quality of service provided by the hospital is good and has a positive brand image in the eyes of the patients and this is felt by the patient, so the attitude or behavior of the patient who is happy and satisfied with everything he feels or receives will mutually influence the intention to repurchase. a patient towards the hospital that the patient feels in terms of quality and brand image. So that these patients will not hesitate to return to using the hospital's services. He doesn't even hesitate to promote it to his family, relatives and even friends around him.

CONCLUSION, IMPLICATION & SUGGESTION

Conclusion

Based on the results of the research that has been carried out, the following conclusions are obtained:

1. There is an influence of service quality on intention to revisit through patient attitudes and brand image

2. There is a positive and significant influence of brand image on intention to revisit.
3. There is a positive and significant influence of service quality on patient attitudes.
4. There is a positive and significant influence of brand image on patient attitudes
5. There is a positive and significant influence on the patient's attitude towards the intention to return.
6. There is a positive and significant influence of service quality on brand image.

Implication

From the research results, it was found that the influence of service quality on patient attitudes was greater than the partial influence of other variables. This shows that to give a good impression, a positive perspective to patients regarding MS Hospital must improve the quality of service to patients who visit the hospital.

The research results show that the indicator that has the most influence on service quality is that employees at MS Hospital are always quick and responsive in providing services. Human Resources at MS Hospital, both employees and health workers, seem to be very good at handling existing problems, whether in the form of questions or complaints from patients.

The results of the research show that the indicator that has the most influence on patient attitudes is that I am happy with the attitude of the MS Hospital health workers who are very friendly and friendly towards all consumers. In line with service quality indicators, providing a fast and responsive response to existing problems is also accompanied by the attitude of the staff who appear friendly and friendly so that they are

able to provide a positive response to the patient.

The research results show that the indicator that has the most influence on brand image is that doctors at MS Hospital always listen carefully to patient complaints. There are several hospitals that receive complaints that the doctors at the hospital rarely speak when examining patients and always seem to be in a rush to treat their patients so that this can make the patient disappointed with the services provided by the doctor, but at MS Hospital this is different because The doctors at MS Hospital are able to provide good service even if they just listen to the patient's complaint until it is resolved, so this can be a plus in itself at this MS Hospital.

The research results show that the indicator that has the most influence on intention to revisit is that if family or friends ask about the hospital, I always direct them to the MS Hospital. Here it can be seen that patients prefer to promote MS Hospital to their family, relatives and friends. They always indirectly promote MS Hospitals so that they can share in the services that these patients have experienced.

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Suggestion

It is hoped that Mekar Sari Hospital can be even better in improving its service time management so that it can always be on time and not back off from the previously set service hours.

It is hoped that future researchers can conduct further similar studies and examine more sources and references related to service quality, patient attitudes, brand image and intention to return or other variables, by taking a wider research area, more samples and using a more complex research design so that more optimal results are found and can be generalized to a wider area.

Research Limitation

Research on the influence of service quality on intention to revisit through patient attitudes and brand image at Mekar Sari Hospital has limitations. The limitations of this research are mainly the data collection which takes quite a long time before it can be analyzed.

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