

THE INFLUENCE OF PATIENT EXPERIENCE, ACCESSIBILITY, BRAND IMAGE ON THE INTEREST OF REPEAT VISITS OF MERIAL TOWER INPATIENTS AT PELNI HOSPITAL

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Abstrak

Minat Kunjungan Ulang dapat diartikan sebagai sikap pasien dalam memutuskan apakah rumah sakit akan kembali dipilih untuk kegiatan kesehatan di masa mendatang. Banyak variabel yang memengaruhi minat kunjungan ulang, namun dalam penelitian ini variabel-variabel tersebut dibatasi pada pengalaman pasien, aksesibilitas, dan citra merek. Tujuan dari penelitian ini adalah untuk menganalisis secara parsial maupun simultan pengaruh pengalaman pasien, aksesibilitas, dan citra merek terhadap minat kunjungan ulang pasien rawat inap di Merial Tower, Rumah Sakit Pelni. Penelitian ini dilakukan dengan menggunakan metode analisis kuantitatif pada populasi sebanyak 125 pasien rawat inap Merial Tower di RS Pelni. Dari populasi tersebut, teknik purposive sampling digunakan untuk menentukan jumlah sampel yang diteliti, yaitu sebanyak 95 responden. Kuesioner dibagikan kepada seluruh sampel, dan hasilnya dianalisis menggunakan SPSS versi 24. Berdasarkan hasil pengujian, ditemukan bahwa pengalaman pasien, aksesibilitas, dan citra merek secara simultan berpengaruh signifikan terhadap minat kunjungan ulang pasien rawat inap Merial Tower di Rumah Sakit Pelni. Secara parsial, masing-masing variabel pengalaman pasien, aksesibilitas, dan citra merek juga ditemukan memiliki pengaruh positif terhadap minat kunjungan ulang pasien rawat inap Merial Tower di RS Pelni.

Kata kunci: Pengalaman Pasien, Aksesibilitas, Citra Merek, Minat Kunjungan Ulang

Abstract

Revisit intention can be interpreted as the patient's attitude in deciding whether the hospital will be chosen again for health activities. Many variables influence revisit intention, but in this study the variables are limited to patient experience, accessibility, and brand image. The purpose of this study was to analyze partially and simultaneously the influence of patient experience, accessibility, and brand image on the revisit intention of inpatients at Merial Tower, Pelni Hospital. This study was conducted using a quantitative analysis method on a population of 125 Merial Tower inpatients at Pelni Hospital. From this population, a purposive sampling technique was used to determine the number of samples to be studied, which was 95 samples. Questionnaires were distributed to all samples, and the results were analyzed using SPSS 24. Based on the test results, it was found that patient experience, accessibility, and brand image had a significant simultaneous effect on the revisit intention of Merial Tower inpatients at Pelni Hospital. Partially, patient experience, accessibility, and brand image were each found to have a positive effect on the revisit intention of Merial Tower inpatients at Pelni Hospital.

Keywords: Patient Experience, Accessibility, Brand Image, Revisit Interest

1. INTRODUCTION

Hospitals as a health service industry are certainly required to have supporting health facilities in order to provide quality services so that they can retain existing consumers and find new consumers. The presence of hospital health facilities in the midst of society is not only built by the government, but there are also hospitals built by the private sector, this is because

hospitals have developed into a service industry, which cannot leave the commercial aspect in addition to its social role (Kotler & Armstrong, 2021). Given its significant contribution to economic development, it is important for academics and professionals to identify factors that contribute to increasing patient intention to revisit and to provide insight to hospital authorities by implementing effective hospital marketing (Isa, Lim and Chin, 2019).

Revisit intention can be interpreted as the intention to plan to perform an action. In the context of "Revisit intention", the Theory of Planned Behavior (TPB) can explain that the decision to revisit a place is influenced by an individual's attitude towards the place, social norms that influence the individual's perception of their actions, and the individual's perception of their ability to control their behavior (Ursavaş, 2022). In line with that, Lai, Zhang, Zhang, Tseng, and Shiau (2021) explained that revisit intention refers to the tendency of consumers to revisit the services they received on their previous visit.

Pruitt, Smith and Ruberte (2021) argue that patient experience is the patient's perception of the care they receive at a health facility which includes interactions with medical personnel, the physical environment and the health service system as a whole. According to Bull (2021) patient experience can be defined as "what" happens during an episode of care and "how" it happens from the patient's perspective, while patient satisfaction is more reflective of personal expectations and subjective opinions of the care received.

Technology accessibility is the ease of accessing information technology, accessibility describes the state in which a person's functional capacity and the functional demands of an environment are matched in such a way that an activity can be completed (Harniss, 2014). Moslehpur et al. (2018) said that technology accessibility refers to the user's perception that certain technologies and access to websites, the internet, and web interfaces are easy to use. It is about the elements of technology that are needed.

Ginter, Duncan and Swayne (2018) hospital brand image or hospital brand image is a perception formed in the minds of the public about the hospital. According to Wu (2011), brand image is used by consumers as a reference for the quality of a service or product, the stronger the brand image, the more consumers feel its quality. Keller (2013) stated that a brand that is able to form a perception in the memory of consumers which is reflected by brand associations is called a brand image. This means that brand image is the result of consumers' thoughts and feelings about a brand.

The provision of good health services is a mandate of the Republic of Indonesia Law No. 17 of 2023. It is stated in the law that everyone has the right to obtain safe and quality health services. Based on Law No. 47 of 2021 concerning the Implementation of the Hospital Sector, what is meant by a hospital is a health service institution that provides comprehensive individual health services that provide inpatient, outpatient, and emergency services. One of the hospitals that continues to be committed to providing the best service in order to achieve customer satisfaction is PT. Pelni Hospital. In order to improve services, Pelni Hospital officially opened a new facility by inaugurating the Merial Tower on May 11, 2023. Merial Tower is a building located in the Pelni Hospital complex on Jl KS Tubun Jakarta.

The advantage of Merial Tower is improving integrated cancer treatment services. The opening of this oncology center is expected to provide choices for the Indonesian people in cancer treatment. Especially those who require sophisticated equipment, such as radiotherapy and linac which are available at the Merial Tower of Pelni Hospital. In addition, the accessibility provided by Pelni Hospital is the IHC Telemed Application which provides solutions to obtain health services and medical needs that can be reached anywhere and anytime. In addition, there is also a service via the Whatsapp Hotline called "SPGDT

(Integrated Emergency Management System), namely the referral number between health facilities and Pelni Hospital.

Even with adequate facilities and adequate accessibility, according to data from PELNI Hospital, only 47% of consumers make repeat visits to seek treatment at PELNI Hospital. It is known that the proportion of patients in 2022 who use BPJS to seek treatment at Pelni Hospital reached 71.51% and those who receive treatment with Private Insurance reached 28.49%. One of the reasons why the interest in repeat visits of Merial Tower patients is not yet optimal is the price which tends to be expensive, so the target is upper middle class consumers. In addition, according to data from Merial Tower BPJS Top Up Executive Inpatient Patients, Pelni Hospital only reached 28.53% who made repeat visits to Pelni Hospital.

2. RESEARCH METHODS

This study was designed in a quantitative research design, which is an approach to testing theories through testing the relationship between variables. This study was conducted at the Pelni Petamburan Hospital located at Jl. Aipda KS Tubun 92-94, West Jakarta 11410. The study took place starting in June 2024. The population in this study were inpatients at the Merial Tower of the PELNI Petamburan Hospital, which each month consisted of an average of 125 patients.

The sample in this study was determined using the Slovin formula as follows (Bungin, 2017):

$$n = \frac{N}{N(d)^2 + 1}$$

Information;

n = number of samples sought

N = population size

d = precision value of 0.5

By using the formula above, the sample calculation obtained in this study is as follows:

$$n = \frac{125}{125(0,05)^2 + 1}$$

$$n = 95,23 = 95$$

By using the Slovin formula, the number of samples obtained was 95 patients, from an initial population of 125 patients.

The main data uses primary data obtained based on the distribution of questionnaires (surveys) through online surveys conducted to facilitate collection using Google forms. Then secondary data consists of journals, books and internet sites or other sources used to search for theoretical references, journals and supporting data needed by researchers.

This study uses a multiple linear regression model using the SPSS program version 24.00. Before conducting the multiple linear regression test, a validity and reliability test, descriptive statistical test, three-box method and classical assumption test were first carried out.

The relationship between variables can be made into the following regression equation.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Information:

Y : Interest in Repeat Visits α : Constant

b_1, b_2, b_3 : Regression coefficient

X_1 : Patient Experience

X_2 : Accessibility

X_3 : Brand Image

3. RESULTS AND DISCUSSION

1. Respondent Profile

Respondents' answers regarding the respondent profile based on gender showed that 53 respondents (55.8%) were female and 42 respondents (44.2%) were male. Based on age, patients aged over 40 years were known to be 35 respondents (36.8%). Respondents aged between 30 and 40 years were 32 respondents (33.7%). While respondents aged 25 to 35 years were 18 respondents (18.9%). And the remaining 10 respondents (10.5) stated that they were under 20 years old.

Based on the patient's education level, it can be seen that the majority of respondents had a high school education or equivalent, as many as 41 respondents (43.2%), followed by respondents who stated that they had a Bachelor's degree, as many as 33 respondents (34.7%), while those who stated that they had a Diploma education were 14 respondents (14.7%), and the remaining 7 respondents (7.4%) stated that they had a Postgraduate education.

The latest information obtained by researchers from respondents, that as many as 31 respondents (32.6%) patients have visited Merial Tower RS Pelni 3-6 times, then 30 respondents (31.6%) stated that they have visited Merial Tower RS Pelni 7-10 times, then 19 respondents (20.0%) stated that they have visited > 10 times to Merial Tower RS Pelni, and the remaining 15 respondents (15.8%) stated that they have visited Merial Tower RS Pelni < 3 times.

2. Descriptive Statistical Test

Based on the descriptive statistical test conducted, the results obtained are that the Patient Experience variable has a minimum value of 2.41 and a maximum value of 4.76, then producing an average value (mean) of 3.8538 and a standard deviation of 0.72554. Furthermore, it is known that the Accessibility variable obtains a minimum value of 1.75 and a maximum value of 4.50. The average value (mean) shows 3.7274 and a standard deviation of 0.71509.

For the Brand Image variable, the minimum value is 1.62 and the maximum is 4.62, in addition, the average value (mean) shows 3.7092 and a standard deviation of 0.73660. Furthermore, it is known that the Return Visit Interest variable has a minimum value of 1.00 and a maximum value of 4.50. The average value (mean) shows 3.2553 and a standard deviation of 0.87745.

3. Analisis *Three Box Method*

The purpose of the three box method analysis is to see the condition of the instrument which is formed into three quality interval ranges with the following calculations (Sugiyono, 2016):

Index value: $\{(F1 \times 1) + (F2 \times 2) + (F3 \times 3) + (F4 \times 4) + (F5 \times 5)\} / 5$

Information :

F1 = Frequency of respondents who answered 1

F2 = Frequency of respondents who answered 2

F3 = Frequency of respondents who answered 3

F4 = Frequency of respondents who answered 4

F5 = Frequency of respondents who answered 5

$$Upper\ range = \frac{95 \times 5}{5} = 95$$

$$Lower\ range = \frac{95 \times 1}{5} = 19$$

The calculation results show a lower range score of 19 and an upper range of 95. From these results, the upper range is then subtracted from the lower range: $95 - 19 = 76$. By using the three box method, the value of 76 is divided into 3 parts, resulting in a range of 25.33 for each part, which will be used as a list of index interpretations as follows.

Table 1
Three Box Method 2 Quality Interval

No.	Index	Category	Code
1.	25,33 – 50,66	Low	R
2.	>50,66 – 76	Currently	S
3.	>76 – 95	High	T

The results of the three box method test can be explained in Table 2 below.

Table 2
Merial Tower RS Pelni Respondent Response Matrix

No	Variables	Respondent Response Position			
		Low	Currently	High	Behavior
1	Patient Experience		73,2		Satisfying
2	Accessibility		70,8		Pretty good
3	Brand Image		70,5		Believe
4	Return Visit Interest		61,8		High enough

Descriptive analysis with three box method shows that Patient Experience at Merial Tower RS PELNI is satisfactory with the respondent's response position of 73.2%. Meanwhile, for the Accessibility variable, the results of the three box method show quite good results with the respondent's response position of 20.8%. Furthermore, for the Brand Image variable, the results of the three box method show trust results with the respondent's response position of 70.5%. And for the Returning Interest variable, the results of the three box method show quite high results with the respondent's response position of 61.9%.

4. Multiple Linear Regression Test Results

Multiple linear regression test is shown in Table 3 below:

Table 3

Multiple Regression Test Results

Independent Variables	Unstandardized Coefficients Beta
Constant	-5,352
<i>Patient Experience</i>	0,111
Accessibility	0,289
<i>Brand Image</i>	0,052

Based on the test output above, the following regression equation can be created:

$$\text{MK} = -5,352 + 0,111\text{PE} + 0,289\text{ET} + 0,052\text{BI} + e$$

The results of the regression equation on the significance of the coefficients and the interpretation of the regression equation are as follows:

- Constant Value (a) = -5.352; which states that if the existence of Patient Experience, Accessibility, and Brand Image does not exist or has a value of 0, then the Interest in Returning Visits will have a value of -5.352.
- Patient Experience* (PE) = 0.111; which means that if there is an increase in the Patient Experience variable by one unit, then the Interest in Returning Visits will increase by 0.111 or 11.1%.
- Accessibility (ET) = 0.289; which means that if there is an increase in the Accessibility variable by one unit, then the Interest in Returning Visits will increase by 0.289 or 28.9%.
- Brand Image* (BI) = 0.052; which means that if there is an increase in the Brand Image variable by one unit, then the Interest in Returning Visits will increase by 0.052 or 5.2%.

5. HYPOTHESIS TESTING

a) *Simultaneous Hypothesis (Uji F)*

In the F test, it shows that the results of the simultaneous hypothesis test or F test produce a calculated F value of 253.897 and a significant value of 0.000 which is smaller than 0.05. Thus, Ho4 is rejected and Ha4 is accepted. This means that the variables Patient Experience, Accessibility, and Brand Image simultaneously (together) have a significant effect on Return Visit Interest.

b) *Partial Hypothesis (Uji t)*

The partial hypotheses are presented in Table 4.

Table 4

Partial Hypothesis Test Results (T)

No	Path	T Statistik	Sig.	Conclusion
1	Patient Experience → Return Visit Interest	5,982	0,000	H1 Accepted
2	Accessibility → Return Visit Interest	6,870	0,000	H2 Accepted
3	Brand Image → Return Visit Interest	2,180	0,032	H3 Accepted

Based on the table above, Patient Experience on Revisit Interest produces a T statistic value of 5.982 with sig. $0.000 < 0.05$. These results prove that Patient Experience has a significant effect on Revisit Interest. While Accessibility on Revisit Interest produces a T statistic value with sig. $0.000 < 0.05$. These results prove that Accessibility has a significant effect on Revisit Interest. Furthermore, Brand Image on Revisit Interest produces a T statistic value of 2.180 with sig. $0.032 < 0.05$. The results prove that Brand Image has a significant effect on Revisit Interest.

c) *Coefficient of Determination Test*

Based on the results of the determination coefficient test, the R-Square value was obtained at 0.893 or 89.3%. This means that Patient Experience, Accessibility, and Brand Image together have an influence of 89.3% on Return Visit Interest. While the remaining 10.7% is influenced by other variables outside the research model.

6. DISCUSSION OF RESEARCH RESULTS

In the determination coefficient test, it was proven that Patient Experience, Accessibility, and Brand Image simultaneously had a significant effect on Revisit Interest of 89.3% and the remaining 10.7% of Revisit Interest was influenced by other factors that were not examined in this study.

The results of the first hypothesis test show that Patient Experience has a positive effect on the Return Visit Intention of inpatients at Merial Tower, Pelni Hospital. These results show that the better the patient's experience at the hospital, the higher the patient's desire to return

for treatment in the future. These results are in accordance with the statement of Brandão & Ribeiro, (2023) which states that a good patient experience means that the individual's perception of all interactions in health services has met expectations so that it can encourage the desire to reuse health services in the same place. The results of this study are in line with research conducted by Nawawi, Ramoo, Chong, Zehan and Ahmad (2022) which states that a positive experience in inpatient care and feeling the quality of service provided by the hospital according to expectations has a positive and significant effect on the intention to revisit the hospital.

The results of the second hypothesis test show that Accessibility has a positive effect on the Return Visit Intention of inpatients at Merial Tower, Pelni Hospital. These results indicate that the better the accessibility of the hospital, the higher the interest of inpatients to return to Merial Tower, Pelni Hospital. Kruse, Krowski, Rodriguez, Tran, and Vella (2017), explained that easy access to technology allows patients to communicate about health needs electronically from the comfort of their homes, avoiding unnecessary trips to the hospital, saving travel time and costs. The results of this study are in line with research conducted by Alexander, Ogle, Hoberg, Linley and Bradford (2021) which proves that access to hospital technology can influence increased return visit interest.

The results of the third hypothesis test show that Brand Image has a positive effect on the Return Visit Intention of inpatients at Merial Tower Pelni Hospital. These results indicate that the stronger the brand image owned by Pelni Hospital, the higher the likelihood of patients to use their health services in the future. These results are in line with the statement of Lim et al. (2018) explaining that a positive hospital image plays an important role in creating and maintaining positive behavioral intentions of customers towards companies in health services. health in the same hospital.

7. CONCLUSION

Patient Experience has a positive effect on the Return Visit Intention of inpatients at Merial Tower Pelni Hospital. These results indicate that the better the patient experience at the hospital, the higher the patient's desire to return for treatment in the future.

Accessibility has a positive effect on the Return Visit Interest of inpatients at Merial Tower Pelni Hospital. These results indicate that the better the accessibility of the hospital, the higher the interest of inpatients to return to Merial Tower Pelni Hospital.

Brand Image has a positive effect on the Return Visit Interest of inpatients at Merial Tower Pelni Hospital. These results indicate that the stronger the brand image owned by Pelni Hospital, the higher the possibility of patients to use their health services in the future.

8. SUGGESTION

It is recommended to the Management of Merial Tower PELNI Hospital to pay attention to Patient Experience, because the experience received by the patient will determine whether the patient will return to the hospital. In addition, accessibility with good quality also affects the interest of patients to return to the hospital. Finally, the hospital must provide a good Brand Image, with a good brand image will make patients want to return to the company.

The researcher also suggests that further researchers who will research the Interest in Returning Visits add other variables apart from Patient Experience, Accessibility and Brand Image.

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