



The Influence of Service Quality on Interest in Repeat Visits with Patient Satisfaction Intervening Variable

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Abstract. The large number of health facilities from time to time has made business in the health service industry an unavoidable business competition and a future challenge for business people. To face future competition and challenges, Dr. Marina seeks to improve service quality and patient satisfaction in the hope of maintaining and increasing the number of patient visits. The purpose of this study was to find out whether there is an influence between the variable of service quality on the variable of interest in repeat visits through the patient satisfaction variable at the Dr. Marina Sukabumi clinic. The number of respondents from a population of 130 respondents. Data were obtained directly through questionnaires to respondents at the Dr Marina Sukabumi clinic in January 2020. A total of 98 respondents fulfilled the number of samples according to the proportions. In analyzing the data, this research used a descriptive analysis method with a statistical approach to Structural Equation Modeling (SEM) with Lisrel software. The results showed that the service quality variable had a significant positive effect on patient satisfaction and intention to revisit. Patient satisfaction variable has a significant positive effect on intention to revisit. The variable of service quality has a positive and significant effect on the variable of interest in repeat visits through the patient satisfaction variable with its mediating nature, namely partial mediation.

Keywords: Service Quality · Interest In Repeat Visits · Patient Satisfaction

1 Preliminary

The number of existing health facilities from time to time makes this business in the health care industry an unavoidable business competition and a future challenge for business people. To face future competition and challenges, Dr. Marina seeks to improve service quality and patient satisfaction in the hope of maintaining and increasing the number of patient visits.

Quality is defined as a relative measure of goodness. Product/service quality is the overall combination of product and service characteristics resulting from marketing, engineering, production and maintenance that make the product/service usable to meet customer expectations [1]. The generic dimensions used by customers to evaluate the service quality of a clinic are *tangible*, including the appearance of physical facilities,

equipment, personnel, and communication materials; *reliability* includes the ability to perform the promised service, reliable, and accurate; *responsiveness* includes a willingness to help customers and provide services; *assurance* includes trust, honesty, freedom from harm, risk or doubt, having the necessary skills and knowledge to perform the service, courtesy, respect, consideration, and friendliness of service personnel; *empathy* includes being approachable and contactable, listening to customers, keeping them informed in understandable language, and making an effort to recognize customers and their needs [2].

Consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled. Meanwhile, according to Kotler and Keller (2014). Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (or results) of the product that is thought of against the expected performance (or results).

The benefits of creating customer satisfaction include the relationship between the company and its customers being harmonious and providing a good basis for repeat purchases. Purchase intention is part of attitudinal loyalty which can be followed up with repeat purchase behavior. Attitude loyalty is built based on the characteristics of commitment and purchase intention [3].

Loyalty is a condition where customers have a positive attitude towards a brand, have a commitment to a brand and intend to continue their purchases in the future (repurchase intention). In another concept, loyalty develops into three stages, namely cognition, affective, conation. Repurchase intention is at the affective loyalty stage, where at this stage the attitude that arises from the initial cognition of purchase (before consumption) is strongly influenced by the satisfaction factor (after consumption) which causes liking and makes objects a preference, so it can be concluded that customer satisfaction influence future repurchase intentions[4].

Several studies on service quality and customer satisfaction using modifications to the Servqual method in the health sector are research conducted by Taghreed Abu-Salim and Okey Peter Onyia (2017) [5] and Ehsan Sadeh (2017) [6]. As for research on repurchase intention, Kelvianto Kusuma et al. (2018) [7] and Eka Dewi Lestari (2017) [8] researched. Interest in repeat visits is positioned as the dependent variable, while customer satisfaction and service quality serve as antecedents for repeat visit intentions. The benefits of creating customer satisfaction include harmonious relations between the company and its customers and provide a good basis for repeat purchases. Purchase intention is part of attitude loyalty that can be followed up with repeat purchase behavior. Attitude loyalty is built based on the characteristics of commitment and buying interest [9]. This study aims to examine and analyze the effect of service quality and patient satisfaction on interest in repeat visits and to examine and analyze whether patient satisfaction is an intervening variable between service quality and interest in repeat visits at Dr. Marina.

2 Method

This type of research is descriptive analysis research and causal research. This study is intended to explain the position of the variables to be studied and the influence between one variable and another or in other words to see the effect of the independent variable

(service quality) on the dependent variable, namely customer/patient satisfaction and purchase intention/revisit. The research variables used as the object of this thesis research are the independent variable (X), the dependent variable (Y) and the intervening variable (Z). In this study, the independent variable (X) is service quality, the dependent variable (Y) is the interest in repeat visits, and the intervening variable (Z) is patient satisfaction.

2.1 Population and Sample

The research subjects were clinical patients of Dr. Marina in Sukabumi who is doing a health check. The distribution of questionnaires was carried out for 1 month, namely in January 2022. The population in this study were Dr. clinic patients. Marina in Sukabumi who has carried out a health check. The total population to be studied is 130 people. The sampling technique used in this study is *simple incidental*. The inclusion criteria of the sample were patients who had had a medical examination at the Dr. clinic. Marina in the last 2 months. This study used a sample of 98 respondents.

2.2 Data Collection

Primary data was obtained by using a questionnaire. The type of questionnaire used is a closed question questionnaire. The questionnaire provided consists of 28 statement items, statements based on service quality indicators (X), customer satisfaction (Z) and interest in revisiting (Y). Collecting data to obtain secondary data obtained by reading books, and data on the theories used from literature in journals, libraries on marketing management, consumer behavior and other written sources.

2.3 Data Analysis

In analyzing the data, this research used a descriptive analysis method with a statistical approach to Structural Equation Modeling (SEM) with Lisrel software. The analytical technique used in this research is using the *Structural Equation Modeling method*. The size of the significance of the hypo significance of the hypothesis support can be used to compare the *T-table* and *T-statistic/T-value values*. If the *T-value* is higher than the *T-table value*, it means that the hypothesis is supported or accepted. In this study, the Rule of Tumbs from the support of a research hypothesis is that if the $T\text{-statistic}/T > 1.96$ (With an error rate of 5%) then it is significant and if it is not, it's not significant.

3 Results and Discussion

3.1 Respondent Profile

The results of data processing from the collected questionnaires showed that most of the respondents were women as many as 60 people (61.22%) and men as many as 38 people (38.78%). Respondents aged 18–40 years were 53 people (54.08%), those aged 41–60 years were 27 (27.55%) and those aged over 61 years were 18 people (18.36%). Respondent education for SMP/SLTP level is 16 people (16.32%), SMA/SMU/SMK is

68 people (69.38%), Diploma 3 is 16 people (16.80%), for Strata 1 is 11 people (10.92%) and Strata 2 totaling 2 people (1.70%). Respondents' occupations were 23 students (23.4%), 2 students (2%), civil servants (PNS) 5 people (5.1%), private employees 22 people (22.44%), housewives 20 people (20.40%), and other jobs as many as 26 people (26.53%). The monthly income of 18 people (18.68%) is IDR 1 000 000–IDR 1 500 000; 32 people (32.97%) with an income of Rp. 1,500,000–Rp. 2,000,000, 10 people (9.89%) with an income of Rp 2 000 000–Rp 2 500 000; 18 people (18.68%) with an income of IDR 2 500 000–IDR 3 000 000; 8 people (7.69%) with an income of IDR 3 000 000–IDR 3 500 000; 6 people (6.5%) with an income of IDR 3 500 000–IDR 4 000 000; 6 people (6.4%) with an income of more than IDR 4 000 000.

3.2 Service Quality Variables

Based on the responses and assessments of the answers to the questionnaire from the respondents, it shows that the respondents on average agree with all statements of *tangible indicators* of the quality of service provided by the researcher. Total score The highest score is an indicator statement regarding the location of the clinic that is easily accessible with a value of 414 and a mean of 4.22. The class interval in this case is in the category 4.20×5.00 . This shows that the respondents strongly agree with the statement of this indicator. These results are in line with research conducted by Lohafri *et al.* (2013) [10] at the Palopo Public Health Center. The lowest score is the indicator statement, i.e. I feel that this clinic building is adequate to serve patients, with a total score of 398, mean 4.06 and classified in the category 3.40×4.20 , indicating that respondents agree with the indicator statement. In a study conducted by Fadli *et al.* (2013) [11] showed that physical facilities were considered important by patients at the Delima Asih Sisma Medika Hospital Karawang. It can be concluded that the respondents agree with the statement of the three service quality indicators in the *tangible dimension*.

Based on the responses and assessments of the answers to the questionnaire from the respondents, it shows that the average respondents agree with all statements on the indicators of *reliability/reliability* of the quality of service provided by the researcher. The highest total score is the indicator statement, namely the number of clinic employees who are sufficient, with a value of 392 and a mean of 4. The class interval in this case is in the category 3.40×4.20 indicating that the respondent agrees with the indicator statement. The lowest total score is the indicator statement, namely the waiting time required from registering to getting a fairly fast service. The total score obtained for the indicator statement is 375 and the mean is 3.82, which is included in the class interval category 3.40×4.20 . This shows that the respondents agree with the indicator statement. Based on the value of the indicator scores, the waiting time required from registration to receiving services needs to be considered in order to satisfy patients more because it is important for patients as found in the study of Nurba *et al.* (2012) [12] at the Loa Janan health center and research by Lohafri *et al.* (2013) [10]. It can be concluded that the respondents agree with the three statements of service quality indicators on the dimensions of *reliability/reliability*.

Based on the responses and assessments of the answers to the questionnaire from the respondents, it shows that the average respondents agree with all statements of the *responsiveness indicator/response* to the quality of service provided by the researcher.

The highest total score is the indicator statement, namely all employees/clinical officers are able to communicate well, with a score of 404 and a mean of 4.12. The class interval in this case is in the category 3.40×4.20 , this indicates that the respondent agrees with the indicator statement. The lowest total score is the indicator statement, namely employees/health workers are quick to respond to patient complaints. The total score obtained for the indicator statement is 402 with a mean of 4.10, in the category of class interval 3.40×4.20 . This shows that the respondents agree with the indicator statement. It can be concluded that respondents agree with both statements of service quality indicators on the *responsiveness*/response dimension.

Based on the responses and assessments of the answers to the questionnaire from the respondents, it shows that the respondents on average agree with all statements of the *responsiveness indicator*/response to the quality of service provided by the researcher. The highest total score is the indicator statement, namely the clinic can maintain the confidentiality of personal information, with a score of 410 and a mean of 4.18. The class interval in this case is in the category 3.40×4.20 , this indicates that the respondent agrees with the indicator statement. The lowest total score is the indicator statement, namely clinical health workers are able to handle patient's disease/complaints. The total score obtained for the indicator statement is 400 with a mean of 4.08. The class interval category is in the 3.40×4.20 category, this shows that the respondents agree with the indicator statement. It can be concluded that the respondents agree with the five statements of Service Quality indicators on the dimension of *assurance*.

Based on the responses and assessments of the answers to the questionnaire from the respondents, it shows that the respondents on average agree with all statements of the *empathy indicators*/attention to service quality provided by the researcher. The highest total score is the statement that the employee immediately apologizes when an error occurs directly to the patient and the employee gives individual attention to customers with each score of 413 with a mean of 4.21. The class interval in this case is in the category 4.20×5.00 and shows that the respondents strongly agree with the indicator statement. The lowest total score is the indicator statement, that is, all employees/health workers help solve patient problems/complaints. The total score obtained for the indicator statement is 407 with a mean of 4.15. The class interval category is in the 3.40×4.20 category, this shows that the respondents agree with the indicator statement. It can be concluded that the respondents agree with the three statements of service quality indicators on the dimensions of *empathy*/attention.

3.3 Customer/Patient Satisfaction

Based on the responses and assessments of the answers to the questionnaire from the respondents, it shows that the respondents on average agree with all statements of the customer/patient satisfaction variable indicators given by the researcher. The highest total score is an indicator statement, that is, I know/get information that this clinic is well-known, with a score of 417 and a mean of 4.25. The class interval in this case is in the category 4.20×5.00 and shows that the respondents strongly agree with the indicator statement. The lowest total score is an indicator statement, namely I am satisfied with the quality of service at this clinic. The total score obtained for the indicator statement is 390 with a mean of 3.97. The class interval category is in the 3.40×4.20 category,

this shows that the respondents agree with the indicator statement. It can be concluded that the respondents agree with the seven statements of customer/patient satisfaction indicators.

3.4 Revisit Interest

Based on the responses and assessments of the answers to the questionnaire from the respondents, it shows that the respondents on average agree with all the statements of the indicator variables of interest in repeat visits given by the researcher. The highest total score is the indicator statement, namely I chose this clinic because of the ability of its medical personnel (doctors), with a score of 406 and a mean of 4.14. The class interval in this case is in the category 3.40×4.20 and indicates that the respondent agrees with the indicator statement. The lowest total score is the indicator statement, namely I still choose this clinic because I like the services provided by the medical personnel (doctors). The total score obtained for the indicator statement is 397 with a mean of 4.05. The class interval category is in the 3.40×4.20 category, this shows that the respondents agree with the indicator statement. It can be concluded that the respondents agree with the five indicator statements of the variable interest in revisiting.

3.5 The Influence of Service Quality on Customer/Patient Satisfaction

From the results of the study, it was found that the latent variable of service quality had a positive and significant effect on customer/patient satisfaction at Dr. Marina clinic, Sukabumi. From these results it can be interpreted that if Dr. Marina always improves the quality of service it will increase customer satisfaction with Dr. Marina clinic and vice versa, if Dr. Marina does not improve the quality of service, so patient satisfaction with Dr. Marina clinic will be reduced.

From the average assessment of each indicator of the latent variable statement of service quality, there are 3 statement indicators that get a value above 4.20 or with an assessment of strongly agree. The first is from the *tangible* dimension with the KPL3 symbol the average value is 4.22 where the form of the statement is that the clinic location is easily accessible. This means that the patients who were respondents in this study were very happy with the location of Dr. Marina's clinic which was close to their area of residence so that it could be easily reached and reduced costs for transportation. It is also what makes Dr. Marina clinic is still the choice of consumers even though it has not collaborated with BPJS Health.

Two statement indicators that get an average value above 4.20 are from the *empathy dimension* with the symbol KPL15 (4.21) where the form of the statement is that the employee immediately apologizes if an error occurs and the symbol KPL16 (4.21) where the form of the statement is that the employee gives individual attention to customers. From the two statements it can be interpreted that the patients who were respondents in this study were satisfied with the quality of services provided by Dr. Marina clinic employees where it is certainly able to increase patient satisfaction with Dr. Marina clinic. The results of this study are in accordance with the research of Adhitya Rinaldi and Suryono Budi Santoso, 2018 [13]; Kelvianto Kusuma *et al.* 2018 [7]; Eka Dewi

Lestari *et al.* 2017[8]; Taghreed Abu-Salim and Okey Peter Onyia, 2017[5]; Ehsan Sadeh, 2017[6]; Nuri Mahdi Arsyanti and Sri Rahayu Tri Astuti, 2016 [14].

3.6 The Effect of Patient Satisfaction on Interest in Returning

From the results of the study it was found that the latent variable of patient satisfaction had a positive and significant effect on the interest in visiting Dr. Marina. This means that the more patients feel satisfied with Dr.'s clinic. Marina will then make the patient interested in visiting again to do a health check at Dr. clinic. Marina. On the other hand, if the patient is dissatisfied with Dr. Marina, the patient will not be interested in returning to Dr. Marina if experiencing health problems and will look for another clinic. Interest in buying/visiting is related to feelings and emotions, if someone feels happy and satisfied in buying goods or services then it will strengthen interest in buying/visiting, dissatisfaction usually eliminates interest [15].

From the average assessment of each indicator of the statement of the latent variable of patient satisfaction, there is 1 statement indicator that gets a value above 4.20 or with an assessment of strongly agree, namely the KPS5 symbol (mean 4.25) where the form of the statement is that I know that this clinic is well known. This means that the patients who were respondents in this study knew/heard that Dr. Marina is already well known so that is what makes patients choose to visit Dr. clinic. Marina to do a health check. The results of this study are in accordance with research conducted by Adhitya Rinaldi and Suryono Budi Santoso, 2018 [13]; Kelvianto Kusuma *et al.* 2018 [7]; Eka Dewi Lestari *et al.* 2017 [8]; Ehsan Ahadmotlaghi, 2017 [4]; Nuri Mahdi Arsyanti and Sri Rahayu Tri Astuti, 2016[14]; Triana Helmawati and Siti Dyah Handayani, 2014 [3].

3.7 The Influence of Service Quality on Revisit Interests

From the results of the study, it was found that the latent variable of service quality had a positive and significant effect on the interest in visiting Dr. Marina. This means that the better the quality of services provided by Dr. clinic. Marina then makes patients feel that if they want to check the health problem again then they will be interested in visiting Dr. Clinic again. Marina. On the other hand, if the quality of service perceived by the patient is not good, the patient will not have the interest to return to Dr. Marina if they have health problems.

From the average assessment of each statement indicator, the latent variable of patient satisfaction there is 1 statement indicator that gets a value of 4.14, namely a statement with the MKU5 symbol where the form of the statement is that I chose this clinic because of the ability of the medical personnel (doctors). This can be interpreted, patients who are respondents in this study already know that Dr. Marina has a good reputation with supportive medical personnel so they still choose Dr. clinic. Marina as a place to do health checks. The results of this study are in accordance with research conducted by Eka Dewi Lestari *et al.* 2017 [8] who conducted research at the Mandai Health Center with a sample of 94 outpatients, obtained research results in the form of data there were 65 respondents (80.2%) with good service quality with good return visit interest. And research from Triana Helmawati and Siti Dyah Handayani (2014) [3], employees are

willing to help and the friendliness of administrative officers affects patient satisfaction which in turn can lead to interest in repeat visits.

3.8 Service Quality Affects Revisit Interests Through Customer/Patient Satisfaction

Based on the results of testing and discussion of data that has been carried out, it was found that the quality of service was proven to have a significant and significant effect on the interest in revisiting with patient satisfaction as an *intervening variable*, as evidenced by the estimated value of 0.18 and *the T-Value* of 2.11.

1.96. And because the direct influence between the latent variable of service quality on interest in revisiting is influential and significant, this mediation is said to be partial mediation, meaning that the independent variable (latent service quality) is able to directly influence the dependent variable (latent interest in revisiting) without going through/involving the mediator variable (latent patient satisfaction).

The quality of services provided by the clinic Dr. Marina well, it will increase the satisfaction of visiting patients, so that if the patient feels the need for a medical examination, the patient will not hesitate to return to visit Dr.'s clinic. Marina. According to Fandy Tjiptono (2015) [16] customer satisfaction is a feeling of pleasure or disappointment that a person gets from comparing it between the perceived performance (or results) of the product and his expectations. If someone feels happy and satisfied in buying goods or services, it will strengthen their interest in buying/visiting, dissatisfaction will eliminate interest [15]. The results of this study are in accordance with the research conducted by Kelvianto Kusuma *et al.* 2018 [7]; Triana Helmawati and Siti Dyah Handayani [3] found that the variable of customer/patient satisfaction acts as an intervening variable between the variable of service quality and interest in buying/revisiting. Patient satisfaction acts as a partial mediator on each dimension of service quality with interest in repeat visits.

4 Conclusion

The service quality variable has a positive and significant effect on patient satisfaction at Dr.'s clinic. Marina. This is in line with research by Eka *et al.* 2017 [8]. Then for the patient satisfaction variable it has a positive and significant influence on the variable interest in returning patients to Dr.'s clinic. Marina. This is in line with the research of Triana and Siti Dyah (2014) [3]. As for the service quality variable, it has a positive and significant effect on the interest variable for repeat visits to Dr.'s clinic patients. Marina. This is in line with the research of Triana and Siti Dyah (2014) [3]. So that the service quality variable has a positive and significant influence on the latent variable of interest in repeat visits through the intervening variable patient satisfaction at the clinic Dr. Marina. This is in line with Triana and Siti Dyah's research (2014) [3].

5 Suggestion

From the research results obtained findings that can be input for Dr. Marina clinic so that in terms of service quality, patient satisfaction and interest in revisiting Dr. Marina clinic patients is getting better, namely in terms of service quality and the waiting time

for patients to be examined by doctors is still quite long. It is hoped that Dr. Marina can add medical personnel, especially during busy days, so that the examination service process becomes faster.

Some things that can be given as suggestions for conducting research on the concept of service quality, patient satisfaction and interest in revisiting in the future according to the practical suggestions above include the need for further research by increasing the research observation period which is not only within 1 month and the need for further research. Further by increasing the number of research samples in order to be able to generalize the research results to be more adequate.

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