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Research Article

The Effect of Service Quality and Promotion on Patient Revisit Interest and Decisions, Mediated by Patient Satisfaction

(Study in the ENT Clinic Area of Linggajati Regional Hospital, Kuningan, West Java)

Genggam Jagad Agami[1*], Muryati[2], Irfany Rupiwardani[3]

[1-3] Postgraduate Program, Master of Management, Widya Gama University, Indonesia
* Corresponding Author: e-mail: jagad25agami@gmail.com

Abstract: This research aims to analyze and empirically test the influence of Service Quality and Promotion on Patient Revisit Intention and Decision, with Patient Satisfaction as the mediating variable. This study was specifically conducted on patients at the Ear, Nose, and Throat (ENT) Polyclinic Area of Linggajati Regional General Hospital (RSUD Linggajati), Kuningan, West Java. This research employed an explanatory quantitative approach using a survey method. The research population was patients who had visited the ENT Polyclinic of RSUD Linggajati. The sample was taken using the accidental sampling technique, with a total sample size of 114 respondents. Primary data were collected through questionnaires. The data analysis technique used was Structural Equation Modeling (SEM) based on Partial Least Square (PLS), utilizing the SPSS version 26 software. The research findings indicate that service quality and promotion are significant and positive factors directly influencing patient satisfaction, patient intention, and revisit decision. Patient satisfaction was proven to significantly mediate the effect of promotion on both intention and revisit decision. Specifically, good service quality and promotion will enhance patient satisfaction, which in turn will strengthen the patients' intention and decision to seek treatment again.Therefore, the management of RSUD Linggajati is advised to focus on improving the dimensions of service quality, especially the aspects of service speed, accuracy of diagnosis, and the friendliness of medical staff, as well as ensuring that the promotion carried out is able to create positive expectations that can be met and converted into patient satisfaction, thereby leading to sustained visit loyalty.

Keywords: Patient Revisit Decision; Patient Satisfaction; Promotion; Revisit Intention; Service Quality.

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1. Introduction

Hospitals face increasingly fierce competition, so success is determined not only by the number of new patients but also by patient interest and decisions to revisit. The literature shows that service quality (reliability, responsiveness, assurance, empathy, and tangibles) and promotions are key factors influencing patient loyalty, with patient satisfaction acting as a mediating variable. Research by Nurhayati & Wiyono (2014) and Khadijah & Purnamasari (2020) demonstrates that service quality significantly influences revisit intention, both directly

and through patient satisfaction. Furthermore, Putra & Iswari (2019) confirm that patient satisfaction strengthens the influence of service quality on revisit intention.

Promotion also plays a strategic role in shaping patient decisions. Siti Khadijah & Murniati (2020) found that educational and persuasive health promotions influenced the decision to reuse healthcare services, while Wahyudi & Syafi'i (2021) showed that promotions, both directly and through brand image, influenced patient loyalty. However, these findings were not entirely consistent. Due et al. (2023) found that service quality had no direct effect on revisit intention and was only influenced through patient satisfaction, while Rahayu et al. (2022) showed that promotions had no effect on satisfaction or revisit intention through satisfaction. These differences in results indicate a research gap regarding the mediating role of patient satisfaction.

In the context of Linggajati Kuningan Regional General Hospital, a gap remains between expected service standards and the reality of service, particularly in the ENT Clinic, which encompasses aspects of service speed, staff empathy, information clarity, and facility conditions. Furthermore, hospital promotion is considered suboptimal, particularly in digital promotions that are inconsistent and do not emphasize competitive advantages. Although internal surveys indicate relatively good patient satisfaction levels, public reviews on social media are dominated by complaints, potentially weakening the hospital's image and decreasing the likelihood of repeat visits.

Data on visits to the ENT Clinic at Linggajati Regional Hospital shows an increase from 2,122 patients in 2023 to 2,385 patients in 2024 (an increase of approximately 12.4%). However, it is uncertain whether this increase is driven by satisfied patient loyalty or short-term external factors. Therefore, this study aims to empirically examine the influence of service quality and promotion on patient interest and decision to revisit, with patient satisfaction as a mediating variable, at the ENT Clinic at Linggajati Regional Hospital, Kuningan, to provide theoretical contributions and more contextual managerial implications.

2. Literature Review

Service quality (X1)

In the hospital context, service quality relates to how well the service meets or exceeds patient expectations. According to Parasuraman et al. (1988), service quality is defined as a customer's global assessment or attitude toward overall service excellence. They developed the SERVQUAL model, which measures five dimensions of service quality:

a. Tangibles: The physical appearance of facilities, equipment, personnel, and communication materials. In the context of Linggajati Regional Hospital, this might include the cleanliness of the waiting room, the tidiness of the staff, and the facilities in the ENT Clinic.
b. Reliability: The ability to deliver promised services accurately and consistently. For example, the doctor's punctuality and the accuracy of the diagnosis.
c. Responsiveness: The willingness and readiness of staff to assist patients and prvide prompt service.
d. Assurance: The knowledge, courtesy, and credibility of staff, which can instill co nfidence and trust in patients. This includes the competence of doctors and nurses.
e. Empathy: The personal attention and compassion shown by staff to patients.
f. Research by Lovelock & Wirtz (2011) and Kotler & Keller (2016) also emphasizes the importance of service quality in retaining customers, including in the healthcare industry.

Promotion (X2)

Promotion refers to a series of activities designed to communicate the benefits of a service to customers. In the hospital context, this can include various forms of communication, such as:

a. Personal Selling: Direct interaction between hospital staff and patients.
b. Public Relations: Activities to build a positive image, for example through media coverage of a hospital's social activities or innovations in the ENT Clinic.
c. Advertising: Advertisements in print, online, or social media that promote the ENT Clinic's services.
d. Digital Marketing: Using websites, social media, and other digital platforms to interact with patients and disseminate information.

Studies by Bateson & Hoffman (2011) and Tjiptono (2014) emphasize that well-planned promotions can increase brand awareness and directly influence purchasing intention or decisions to use services.

Patient Interest and Decision to Revisit (Y1) (Y2)

Repurchase intention is a patient's intention to make a repeat purchase or reuse a service after a specific experience (Zeithaml, Bitner, & Gremler, 2009). The supporting theories are as follows:

a. Customer Loyalty Theory: This theory asserts that loyalty is not only about repeat visits, but also includes the patient's willingness to recommend the facility to others (word-of-mouth). Strong loyalty is formed from positive and consistent experiences (Oliver, 1999).
b. Service Quality Theory: Repurchase intention is strongly influenced by the patient's perception of service quality. When service quality exceeds expectations, satisfaction increases, which directly impacts repurchase intention (Parasuraman et al., 1988).

Patient Satisfaction (Z)

The decision to seek treatment is a patient's choice to use healthcare services at a particular facility (Tjiptono, 2011). From the perspective of consumer behavior theory, patients are positioned as consumers who evaluate service alternatives based on perceived value, namely the comparison between expected benefits such as healing and speed of service with the costs incurred, including medical costs, waiting time, and labor. The final decision is influenced by this perceived value (Kotler & Keller, 2016).

Furthermore, the Theory of Planned Behavior (Ajzen, 1991) explains that the decision to seek treatment is influenced by behavioral intentions, which are formed by three main components: the patient's attitude toward the outcome of treatment at the healthcare facility, subjective norms derived from social influences from those closest to them, and perceived behavioral control, which reflects ease of access and the availability of resources to obtain healthcare services.

3. Research Method

Theoretically, service quality (Zeithaml, Parasuraman, & Berry) is a crucial factor shaping patient perceptions of a service. High-quality service tends to increase patient satisfaction, which in turn influences their decision to choose that service and their intention to return in the future. Similarly, effective promotion (Kotler & Armstrong, 1997) that communicates the value and excellence of a hospital's services will increase patient awareness and positive perceptions. Appropriate promotion can entice patients to try the service, and if the initial experience is satisfactory, this will strengthen their interest and decision to revisit.

Patient satisfaction is seen as a key variable mediating the relationship between service quality and promotion and patient behavioral outcomes. When patients are satisfied with the service they receive (whether due to good service quality or honest and engaging promotion), they are more likely to make the decision to return and have a strong intention to revisit the hospital.The conceptual framework and formulation of research hypotheses are presented as follows:

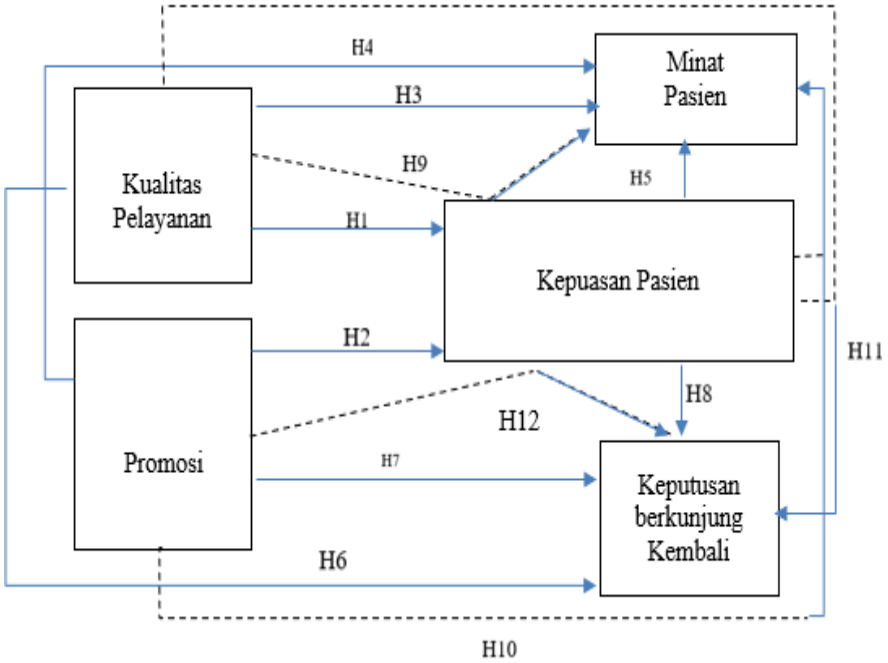

Figure 1. Concetual Framework

Hypotheses:

H1: Service quality has a positive effect on patient satisfaction.

H2: Promotion has a positive effect on patient satisfaction.

H3: Service quality has a positive effect on patient interest.

H4: Promotion has a positive effect on patient interest.

H5: Patient satisfaction can mediate the influence of patient interest in returning to the ENT Clinic at Linggajati Regional Hospital.

H6: Service quality has a positive effect on the decision to revisit.

H7: Promotion has a positive effect on the decision to revisit.

H8: Patient satisfaction can mediate the influence of the decision to revisit.

H9: Service quality has a positive effect on patient interest through patient satisfaction.

H10: Promotion has a positive effect on patient interest through patient satisfaction.

H11: Service quality has a positive effect on the decision to revisit through patient satisfaction.

H12: Promotion has a positive effect on the decision to revisit through patient satisfaction.

4. Results and Discussion

Result

This study used a questionnaire as an instrument. Therefore, before distributing the questionnaire to all respondents, it was first piloted on 30 respondents. The data from the questionnaires completed by these 30 respondents were then tested using validity and reliability tests to ensure that the questionnaire, which would be used as a research instrument, was valid and reliable in measuring the research variables.

This study involved 114 respondents, all of whom were patients at the ENT Clinic at Linggajati Regional Hospital, Kuningan Regency. Based on the data collected in this study, the following is a description of the respondents' characteristics, including age, gender, highest level of education, occupation, and frequency of visits. The results of the analysis of respondent characteristics are described as follows:

Table 1. Respondent Characteristics.

Characteristics	Category	Frequency	Percentage (%)
Age	Less than 20 years	7	6.1
	21–30 Years	31	27.2
	31–40 Years	31	27.2
	41–50 Years	24	21.1
	Over 51 years	21	18.4
Gender	Male	42	36.8
	Female	72	63.2
Last education	SD	22	19.3
	SMP	16	14.0
	SLTA/SMA/SMK/Sederajat	50	43.9
	D-3	11	9.6
	S-1	13	11.4
	S-2	2	1.8
Work	ASN	3	2.6
	Private sector employee	13	11.4
	Self-employed	14	12.3
	Students	8	7.0
	Others	76	66.7
Frequency of Visits	First time	54	47.4
	2–3 visits	34	29.8
	4–5 visits	26	22.8

Source: Processed primary data (2025).

Based on the table above, regarding the description of the characteristics of the respondents, it can be seen that this study involved 114 respondents, all of whom were patients of the ENT Polyclinic at Linggajati Regional Hospital, Kuningan Regency. Based on age groups, the majority of respondents were in the range of 21–30 years and 31–40 years, each at 27.2 percent, followed by the age group of 41–50 years at 21.1 percent, over 51 years at 18.4 percent, and under 20 years at 6.1 percent. This indicates that most of the patients were in their productive age.

Table 2. Results of the Analysis of the Research Description of Service Quality Variables.

Code	Statement	STS	TS	N	S	SS	Mean
Tangibles (Mean = 4,45)							
X1.1	Poly waiting room facilities	0	0	7	59	48	4,36
X1.2	ENT complete and functional inspection equipment	0	0	2	55	57	4,49
X1.3	Appearance of medical staff (doctors, nurses) and non-medical staff clean	0	0	4	49	61	4,50

Code	Statement	STS	TS	N	S	SS	Mean
Reliability (Mean = 4,39)							
X1.4	The service provided is correct	0	0	11	59	44	4,30
X1.5	Information and schedule provided by the hospital accurate	0	1	7	59	47	4,34
X1.6	The doctor gives a diagnosis and appropriate action according to my complaint	0	2	49	63	—	4,53
Responsiveness (Mean = 4,41)							
X1.7	Medical personnel responded	0	0	3	56	55	4,45
X1.8	Registration process and administration at the ENT Polyclinic	0	0	12	52	50	4,35

Source: Processed primary data (2025)

Based on the descriptive analysis, respondents rated the quality of ENT Clinic services as very good, with all dimensions ranked high. The Tangibles dimension received a mean score of 4.45, indicating excellent facilities, equipment, and staff appearance. The Reliability dimension received a mean score of 4.39, reflecting satisfactory timeliness of service, accuracy of information, and accuracy of diagnosis. The Responsiveness dimension recorded a mean score of 4.41, indicating responsive medical personnel, prompt administrative processes, and clear procedural information delivery.

Furthermore, the Assurance dimension received a mean score of 4.46, indicating excellent staff competence, courtesy, and a sense of patient safety. The Empathy dimension received the highest score, with a mean score of 4.54, reflecting the attentiveness, communication skills, and friendliness of doctors and staff. Overall, these results confirm that the quality of ENT Clinic services consistently ranks very good across all service dimensions.

Table 3. Results of the Analysis of the Promotion Variable Research Description.

Code	Statement	STS	TS	S	SS	Mean
Oral Communication Indicators						3,96
X2.1	Hospital staff convey service information clearly	0	4	64	46	4,36
Digital Advertising and Promotion Indicators						3,90
X2.2	I found out about the ENT Polyclinic from advertisements or brochures.	3	21	24	41	3,55
X2.3	I learned about the ENT Polyclinic service from social media or the Linggajati Kuningan Regional Hospital website.	2	20	18	47	3,66

Source: Processed primary data (2025).

The descriptive analysis results showed that the ENT Polyclinic service promotion variables at Linggajati Kuningan Regional General Hospital were rated well by respondents, with an average score in the high category for both dimensions. The oral communication

dimension obtained a mean of 3.96, indicating that service information delivered by officers was quite clear, although delivery through conventional media such as advertisements or brochures was still relatively low (mean 3.55). Meanwhile, the advertising and digital promotion dimension recorded a mean of 3.90, indicating that promotion through digital and print media was considered informative and easily accessible, with information access via the internet receiving the highest rating. Overall, the promotion has been running quite effectively, but still needs to be strengthened in conventional media.

Table 4. Results of the Analysis of the Research Description of Patient Satisfaction Variables.

Code	Statement	STS	TS	S	SS	Mean
Z1	I am satisfied with the quality of service provided by the ENT Polyclinic of Linggajati Kuningan Regional Hospital.	0	4	55	55	4,44
Z2	I am satisfied with the promotion carried out by Linggajati Kuningan Regional Hospital	0	18	49	47	4,25
Z3	Overall, the experience of receiving treatment at the ENT Polyclinic was satisfactory.	0	9	54	51	4,36
Z4	I feel comfortable with the hospital facilities and environment.	0	13	51	50	4,32

Source: Processed primary data (2025)

The results of the descriptive analysis showed that the level of patient satisfaction with the ENT Polyclinic services at Linggajati Kuningan Regional Hospital was in the high category with an overall average of 4.34. The highest satisfaction was related to service quality (mean 4.44), followed by treatment experience (mean 4.36), comfort of hospital facilities and environment (mean 4.32), and service promotion (mean 4.25). Overall, patients assessed the service and treatment experience at the ENT Polyclinic positively, indicating good service quality and an environment that supports patient comfort.

Table 5. Research Descriptive Analysis Results of the Return Visit Intention Variable.

Code	Statement	STS	TS	N	S	SS	Mean
Y1.1	I am interested in using the ENT Polyclinic services again	0	1	7	57	49	4,35
Y1.2	I am interested in using the service again because the service provided is very good.	0	0	12	50	52	4,35
Y1.3	I am interested in trying other medical services at Linggajati Regional Hospital	1	3	22	53	35	4,04
Y1.4	I am willing to recommend the hospital to others.	0	0	25	52	37	4,12

Source: Processed primary data (2025).

The results of the descriptive analysis showed that the variable of patient intention to revisit the ENT Clinic of Linggajati Kuningan Regional Hospital was in the high category with an overall average of 4.21. Intention to revisit due to satisfaction with services and promotions each had a mean of 4.35, interest in trying other medical services was 4.04, and willingness to recommend the hospital was 4.12. Overall, patients showed a high interest in revisiting, which was supported by positive experiences and satisfaction with services.

Table 6. Results of Analysis of Research Description of Patient Decision Variables.

Code	Statement	STS	TS	N	S	SS	Mean
Y2.1	I firmly decided to return to the ENT Polyclinic at Linggajati Regional Hospital for treatment because the quality of service provided was very good.	0	0	6	61	47	4,35
Y2.2	I firmly decided to return to the ENT Polyclinic at Linggajati Regional Hospital for treatment because the promotion given was good.	0	0	11	55	48	4,32
Y2.3	I chose to return to Linggajati Regional Hospital because of the adequate facilities.	0	0	11	58	45	4,29
Y2.4	I chose this hospital again because of recommen-dations from family/friends who were satisfied with the service at Linggajati Regional Hospital.	0	0	9	61	44	4,30
Overall average							4,32

Source: Processed primary data (2025).

The results of the descriptive analysis showed that the variable of patient decisions to return to the ENT Polyclinic services at Linggajati Kuningan Regional Hospital was in the high category with an overall average of 4.32. The decision to return was most influenced by service quality (mean 4.35), followed by service promotion (4.32), recommendations from family/friends (4.30), and adequate facilities (4.29). Overall, patients felt confident and firm in their decision to return, driven by a combination of service quality, promotion, facilities, and social recommendations.

Table 7. Outer Loading

Item	X1	X2	Y1	Y2	Z
X1.1	0,740	0,563	0,549	0,546	0,563
X1.2	0,681	0,390	0,432	0,433	0,460
X1.3	0,826	0,464	0,482	0,617	0,591
X1.4	0,770	0,577	0,688	0,677	0,651
X1.5	0,802	0,603	0,678	0,681	0,629
X1.6	0,863	0,521	0,559	0,654	0,653
X1.7	0,901	0,566	0,601	0,730	0,721
X1.8	0,739	0,472	0,594	0,626	0,543
X1.9	0,800	0,557	0,632	0,755	0,676
X1.10	0,844	0,550	0,637	0,722	0,744
X1.11	0,841	0,571	0,564	0,644	0,628
X1.12	0,845	0,593	0,583	0,618	0,648
X1.13	0,774	0,473	0,456	0,553	0,536
X1.14	0,826	0,558	0,596	0,645	0,657
X1.15	0,834	0,515	0,552	0,587	0,580

X2.1	0,681	0,710	0,630	0,600	0,672
X2.2	0,409	0,775	0,482	0,409	0,390
X2.3	0,356	0,755	0,379	0,344	0,360
X2.4	0,416	0,804	0,569	0,506	0,460
X2.5	0,588	0,832	0,638	0,634	0,633
Y1.1	0,675	0,586	0,846	0,739	0,616
Y1.2	0,678	0,627	0,854	0,783	0,768
Y1.3	0,463	0,610	0,809	0,602	0,509
Y1.4	0,556	0,593	0,835	0,626	0,562
Y2.1	0,785	0,645	0,784	0,921	0,789
Y2.2	0,711	0,645	0,790	0,930	0,801
Y2.3	0,736	0,627	0,755	0,935	0,770
Y2.4	0,664	0,540	0,706	0,877	0,667
Z1	0,769	0,532	0,613	0,721	0,880
Z2	0,601	0,669	0,710	0,739	0,888
Z3	0,733	0,569	0,634	0,721	0,883
Z4	0,656	0,656	0,691	0,770	0,910

Source: Processed primary data (2025)

The cross-loading test results show that all indicators have the highest loading values on their respective latent variables compared to other variables, indicating that each item represents its variable accurately and consistently. This finding confirms that the research model has met discriminant validity based on the cross-loading criteria..

Table 8. Heterotrait – Monotrait Ratio (HTMT).

Variabel	X1	X2	Y1	Y2	Z
X1	1	0,698	0,774	0,825	0,820
X2	0,698	1	0,818	0,721	0,737
Y1	0,774	0,818	1	0,916	0,828
Y2	0,825	0,721	0,916	1	0,893
Z	0,820	0,737	0,828	0,893	1

Source: Processed primary data (2025).

The HTMT test results showed that all heterotrait-monotrait ratio (HTMT) values between variables were below the threshold of 0.90, indicating that the discriminant validity criteria were met. The highest HTMT value was found between the Patient Decision (Y2) and Return Visit Intention (Y1) variables, at 0.916, but still within acceptable tolerance limits.

Table 9. R-Square.

	R-square	Category
Interest in Returning	0,660	*strong*
Patient Decision	0,752	*strong*
Patient Satisfaction	0,652	*strong*

Source: Processed primary data (2025).

The R-square test results indicate that all endogenous variables in the model have high coefficients of determination and are categorized as strong. The R-square value of 0.660 for the Revisit Intention variable indicates that 66% of the variation in this variable can be explained by exogenous variables in the model. Meanwhile, Patient Decision has the highest R-square value of 0.752, meaning 75.2% of its variance can be explained by the related construct. Patient Satisfaction, with an R-square value of 0.652, also indicates a strong influence from its constituent variables. Thus, this research model has good and stable predictive ability.

Table 10. Hypothesis Test.

Hypothesis	Coefficient	T Statistics	P Values	Results
Service quality matters	0,580	8,147	0,000	Accepted
Promotion has an effect on Service Quality Influences	0,296	4,593	0,000	Accepted
Return Visit Intention by 0.242	0.242	2,256	0,025	Accepted
Promotions influence Return intention	0,340	4,118	0,000	Accepted
Service Quality Influences Patient Decisions	0,350	3,585	0,000	Accepted
Promotion influences patient decisions	0,112	2,027	0,043	Accepted
Patient Satisfaction Influences Return Visit Intention	0,323	2,966	0,003	Accepted
Patient Satisfaction Influences Patient Decisions	0,480	4,561	0,000	Accepted
Service Quality Influences Return Intention by Return through Patient Satisfaction	0.188	2,700	0,007	Accepted
Promotion has an impact on Return intention Through patient satisfaction	0.096	2,402	0,017	Accepted
Service Quality Influences Patient Decisions by Through Patient Satisfaction	0.278	3,531	0,000	Accepted
Promotion influences Patient decisions by Patient satisfaction	0.142	3,307	0,001	Accepted

Source: Processed primary data (2025).

Discussion

This study tested 12 hypotheses regarding the influence of Service Quality, Promotion, and Patient Satisfaction on Patient Intention and Revisit Decisions at the ENT Clinic. The analysis results showed that all hypotheses were accepted, confirming that all three variables have a significant influence, both directly and through mediation on patient satisfaction.

a. The influence of Service Quality and Promotion on Patient Satisfaction was proven significant. Service Quality had a path coefficient of 0.379 ($p = 0.000$), while Promotion had a path coefficient of 0.330 ($p = 0.000$). These findings indicate that improving service

quality and effective promotional strategies can directly increase patient satisfaction levels.

b. The direct influence of Service Quality, Promotion, and Patient Satisfaction on Patient Intention was also significant. Service Quality had a path coefficient of 0.199 (p = 0.021), Promotion 0.302 (p = 0.001), and Patient Satisfaction 0.390 (p = 0.000). This indicates that patient interest in returning can be increased through good service quality, effective promotions, and positive satisfaction experiences.
c. Furthermore, the direct effect on the decision to revisit was also significant. Service quality influenced the decision to revisit with a path coefficient of 0.185 (p = 0.025), promotion with a path coefficient of 0.227 (p = 0.022), and patient satisfaction with a path coefficient of 0.415 (p = 0.000). These results confirm that a patient's decision to revisit depends not only on service and promotion, but also on the perceived satisfaction experienced.
d. Finally, the mediation test for patient satisfaction showed that patient satisfaction played a significant role in mediating the relationship between service quality and promotion, intention to revisit, and the decision to revisit. The path coefficient for mediation varied between 0.129 and 0.157, with a p-value of 0.001, confirming that patient satisfaction is a key variable that strengthens the influence of service quality and promotion on patient loyalty.
e. Overall, the results of this study confirm that improving Service Quality and Promotion, both directly and indirectly through patient satisfaction, can encourage patient interest and decisions to revisit, thus providing clear managerial implications for strategies to improve service quality and promotion at Linggajati Regional General Hospital.

5. Conclusion

The results of the study indicate that service quality and promotion have a positive and significant impact on patient satisfaction, intention to revisit, and the decision to revisit at the ENT Clinic at Linggajati Regional Hospital. Directly, improvements in service quality and promotional strategies are associated with increased patient satisfaction, interest, and decisions to revisit services.

Furthermore, patient satisfaction plays a key role as a mediator, with good service quality and promotion first creating satisfaction, which then strengthens patient interest and decisions to revisit. These findings also emphasize the need for further strengthening of promotion as a primary stimulus, as optimal promotional strategies will be more effective in increasing patient satisfaction and strengthening decisions to revisit.

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