

INFLUENCE OF SERVICE QUALITY REGARDING INTENTION TO REVISIT INTENTION THROUGH PATIENT SATISFACTION AT THE WIYUNG HEALTH CENTER, SURABAYA CITY

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Abstrak Public health centers as institutions that provide health services need to have human resources capable of providing good quality services to the community. This research aims to analyze the influence of service quality on patient satisfaction at the Wiyung Health Center, to analyze the influence of service quality on the revisit intention, to analyze the influence of patient satisfaction on the revisit intention, and to analyze whether patient satisfaction mediates the relationship between service quality and revisit intention to Wiyung Health Center. The sampling method used in this research was a survey of patients using accidental sampling with a questionnaire. The population in this study were patients who visited the Wiyung Surabaya Health Center, with a total number of patients taken in December 2023 of 6,484 people, and samples were taken from the population using the Slovin formula of 377 people. Data analysis was carried out using descriptive statistics, with tools used in the research using the Structural Equation Model (SEM) method approach with Partial Least Squares (PLS). Based on the results of data analysis, it was obtained: 1) service quality has a positive and significant effect on patient satisfaction; 2) Service quality has a positive and significant effect on revisit intention; 3) Patient satisfaction has a positive and significant effect on revisit intention; 4) Patient satisfaction has a significant effect mediates the relationship between service quality and revisit intention to Wiyung Health Center. Suggestions for the Wiyung Health Center are: 1) needs to promote through social media and brochures the health equipment it has; 2) needs to conduct an analysis of material needs and plan the purchase of sufficient health equipment; 3) need to create a Customer Care service; 4) needs to carry out excellent service training.

Keyword: Service Quality, Revisit Intention, Patient Satisfaction

INTRODUCTION

Health development is one of the main pillars in enhancing public welfare and the competitiveness of human resources in Indonesia. This sector's development not only impacts individual quality of life but also plays a crucial role in maintaining social and economic stability. Thus, health can be viewed as a valuable asset that must be protected and maintained by both the government and

the community. In line with the national goals outlined in the preamble of the 1945 Constitution, which emphasizes general welfare and a decent standard of living, health development in Indonesia is a shared responsibility between the government and the public.

In the context of health development in Indonesia, the Community Health Center (Puskesmas) plays a central role as a provider of primary health

services. According to the health development concept outlined in the National Health System, Puskesmas holds a strategic position in delivering equitable and high-quality health services to all segments of society, especially those in peripheral or remote areas. Puskesmas not only provides treatment for the sick but also prioritizes promotive and preventive efforts to prevent disease and improve public health comprehensively. This aligns with the public health approach that emphasizes prevention over treatment (Norton, 2018).

One example of a Puskesmas in Surabaya actively fulfilling these roles is Puskesmas Wiyung. Located in the Wiyung Sub-district of Surabaya, which includes three urban villages: Wiyung, Jajar Tunggal, and Babatan, this health center serves a broad area and a population of over 59,000 residents. Puskesmas Wiyung faces significant challenges in providing equitable and high-quality health services. The services offered range from general health care, maternal and child health, and emergency care, to environmental health and nutrition services. Despite Puskesmas Wiyung's efforts to provide optimal services, challenges regarding service quality persist. Service quality in healthcare is a crucial indicator affecting patient satisfaction. Quality of service encompasses not only the competence of medical staff but also other aspects such as staff friendliness, facility cleanliness, waiting room comfort, service speed, and the availability of medications and medical equipment (Parasuraman, Zeithaml, & Berry, 1985). If any of these factors are not adequately addressed, patient satisfaction may decline, which can affect their intention to return to the health center. In 2023, Puskesmas Wiyung conducted a customer satisfaction survey to assess how

well the service quality met community expectations. The survey results indicated that patient satisfaction with the provided services was fluctuating. While most patients were satisfied with the medical care received some complaints regarding facility cleanliness, waiting room comfort, and service speed were still present. Additionally, issues with the attitude and responsiveness of health staff were noted, with patients finding them less friendly and not sufficiently responsive to complaints or inquiries. This suggests that, although medical services were generally adequate, some non-medical service aspects need improvement to enhance overall patient satisfaction.

Patient satisfaction is a critical element in evaluating the performance of a healthcare facility, including Puskesmas. Satisfaction can be assessed by how well the services meet patients' expectations and needs. Satisfied patients are more likely to intend to use the services again in the future and provide positive recommendations to others. Conversely, dissatisfaction can affect the Puskesmas's reputation and reduce patient visits. This is contrary to the main goal of Puskesmas, which is to provide accessible healthcare services to the community and improve overall public health (Kotler & Keller, 2016).

Service quality in healthcare is a multidimensional construct that includes various aspects of patient care such as staff responsiveness, service reliability, the assurance provided by healthcare professionals, and the tangibility of healthcare facilities and equipment (Parasuraman, Zeithaml, & Berry, 1985). High service quality often leads to higher patient satisfaction, ensuring that patients' needs and expectations are properly

addressed. The relationship between service quality, patient satisfaction, and revisit intention can be analyzed using various theoretical frameworks. The SERVQUAL model is one prominent framework that evaluates service quality based on five dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1985). According to this model, higher scores in these dimensions generally result in greater patient satisfaction.

Research has demonstrated a strong relationship between service quality, patient satisfaction, and revisit intentions. High service quality enhances patient satisfaction, which in turn encourages patients to return to the service in the future. Conversely, low service quality leads to decreased patient satisfaction and may drive patients to seek alternative healthcare options. Therefore, improving service quality at Puskesmas is a priority to ensure that the community continues to receive the necessary healthcare services and that Puskesmas can fulfill its functions effectively.

This study aims to analyze the influence of service quality on revisit intentions through patient satisfaction at Puskesmas Wiyung, Surabaya. The research is expected to provide a deeper understanding of the factors affecting patient satisfaction and how this satisfaction impacts their intention to use healthcare services at Puskesmas Wiyung. By understanding these factors, the management of Puskesmas is expected to implement necessary improvements to enhance service quality and patient satisfaction.

Additionally, the study is anticipated to offer practical recommendations for Puskesmas managers in developing strategies to improve service quality. These

recommendations may address aspects that have been sources of patient complaints, such as facility cleanliness, waiting room comfort, and the attitude of health staff. With these improvements, it is hoped that patient satisfaction will increase and the intention of patients to return to Puskesmas Wiyung will also rise.

In the long term, enhancing service quality at Puskesmas is expected to contribute to overall improvements in community health. When the community is satisfied with the services provided, they are more likely to utilize healthcare services regularly for health checks, treatment, and disease prevention efforts. Thus, Puskesmas can function optimally as the frontline of public health services and support the achievement of national health development goals (Norton, 2018).

CONCEPTUAL FRAMEWORK

1. Service Quality

Service quality is a critical factor in healthcare that influences patient satisfaction and revisit intention. The concept of service quality was initially developed by Parasuraman, Zeithaml, and Berry (1988) through the SERVQUAL model, which identifies five key dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions are crucial in determining how well a service meets patients' expectations. In healthcare, service quality is often evaluated in terms of the physical environment of healthcare facilities, the reliability of medical services, the responsiveness of healthcare staff, their ability to assure patients of the quality of care, and the empathy shown by healthcare professionals (Zeithaml, Berry, & Parasuraman, 1996).

Several studies have highlighted the importance of service quality in the healthcare sector. Brady and Cronin (2001) introduced a hierarchical approach to conceptualizing service quality, where service interactions, service outcomes, and the physical environment are considered essential determinants. In healthcare settings, high-quality services not only focus on clinical outcomes but also the entire patient experience, including communication, care, and attention to patient needs (Dagger, Sweeney, & Johnson, 2007). Ensuring high-quality service at every level of interaction within healthcare organizations is crucial for meeting patient expectations and improving the overall healthcare experience.

2. Customer Satisfaction

Satisfaction is a key outcome measure in healthcare quality and is closely linked to service quality. According to Kotler and Keller (2016), Customer satisfaction reflects the customer evaluation of the healthcare services they received about their expectations. In essence, when the perceived quality of service exceeds or meets the patient's expectations, satisfaction is achieved; otherwise, dissatisfaction occurs (Zeithaml, Bitner, & Gremler, 2018).

Research on patient satisfaction has shown that it is influenced by several factors, including the quality of medical treatment, interpersonal relationships with healthcare providers, and the quality of facilities (Andaleeb, 2001). In addition, personal factors such as patient demographics and past healthcare experiences play significant roles in shaping satisfaction levels. Studies suggest that satisfied patients are more likely to comply with medical advice,

continue seeking care from the same provider, and recommend the healthcare provider to others (Donabedian, 2005).

In healthcare, patient satisfaction is often measured through surveys or questionnaires that assess various dimensions, such as waiting times, the behavior of healthcare staff, and the overall comfort and cleanliness of the healthcare environment (Cleary & McNeil, 1988). Improving patient satisfaction requires continuous assessment and improvement of service delivery processes, which ultimately leads to better health outcomes and stronger patient-provider relationships.

3. Revisit Intention

Revisit intention refers to the likelihood of patients returning to the same healthcare provider for future services. This concept is crucial in healthcare management as it reflects patient loyalty and the success of healthcare providers in maintaining long-term relationships with their patients. Revisit intention is influenced by both patient satisfaction and the perceived quality of service (Oliver, 1999).

Studies have demonstrated that high levels of patient satisfaction lead to increased loyalty and a greater likelihood of repeat visits to the same healthcare provider (Andaleeb, 2001; Zeithaml, Berry, & Parasuraman, 1996). Revisit intention is also linked to the overall trust patients have in their healthcare providers. Trust is built through consistent, high-quality service, empathy, and effective communication (Hennig-Thurau, Gwinner, & Gremler, 2002). If a patient trusts their healthcare provider and feels that their needs are being met,

they are more likely to return for future healthcare needs.

Furthermore, empirical evidence suggests that revisit intention is not solely dependent on the quality of care but also on the perceived value of the service, accessibility, and convenience of the healthcare facility (Cronin, Brady, & Hult, 2000). Healthcare providers, therefore, need to ensure that they offer not only high-quality medical services but also convenience and a positive overall patient experience to encourage return visits.

METHODOLOGY

The methodology employed in this research is a quantitative approach designed to assess the relationship between service quality, patient satisfaction, and the intention to revisit Puskesmas Wiyung, Surabaya. The population for this study consists of patients who visited Puskesmas Wiyung, with a sample size of 377 patients.

Data collection was conducted through surveys distributed to the selected patients. The survey instrument was structured around key indicators of service quality, patient satisfaction, and intention to revisit, with responses measured on a Likert scale.

The data obtained from the questionnaires were then analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) through the SmartPLS software. SEM-PLS is a robust statistical technique used to analyze complex relationships between variables and is particularly suited for exploring theoretical models with multiple variables and constructs (Hair, Hult, Ringle, & Sarstedt, 2016). This method allowed for the assessment of direct and indirect relationships between service quality,

patient satisfaction, and revisit intentions, providing insights into how these factors interact with one another.

RESULT AND DISCUSSION

Result

Discriminant validity

Discriminant validity is measured through cross-loading or by comparing the square root of the AVE of each construct with the correlation between constructs. A model has good discriminant validity if the square root of the AVE is greater than the correlation between constructs, with an AVE value > 0.50 (Chin & Todd, 1995):

Table 1. AVE

	AVE	√AVE
Service Quality	0.575	0.7584
Customer Satisfaction	0.728	0.8531
Revisit Intention	0.769	0.8768

Composite Reliability

Salisbury et al., as cited in Jogiyanto (2011), state that composite reliability measures the true reliability of a construct. It is also mentioned that for a construct to be considered reliable, the rule of thumb is a composite reliability value greater than 0.7. The results of the reliability test in this study can be seen as follows:

Table 2. Composite Reliability

	Composite Reliability
Service Quality	0.935
Revisit Intention	0.902
Service Satisfaction	0.908

R-Squared and Communalities

Salisbury et al., as cited in Jogiyanto (2011), state that composite reliability measures the true reliability of a construct. It is also mentioned that for a construct to be considered reliable, the rule of thumb is

a composite reliability value greater than 0.7. The results of the reliability test in this study can be seen as follows:

Table 3. R-Squared and Communalities

	R ²	Communalities
Service Quality		0.7585
Revisit Intention	0.531	0.8768
Customer Satisfaction	0.725	0.8531
	0.629	0.8295

From the table above, the calculated average AVE value is 0.8295, while the average R-square value is 0.629. Thus, $GoF = \sqrt{0.629 \times 0.8295} = 0.7223$ (high GoF). Based on these results, it can be concluded that the performance between the measurement model and the structural model has a high GoF, which is 0.7223 (above 0.36). This indicates that the combined performance of the measurement model and the structural model is strong.

The next test can be performed by examining the path coefficients or inner model values, which indicate the significance level in hypothesis testing. To assess the significance of relationships between constructs, the T-test analysis of the path coefficients is used. The relationship between variables is considered significant if the T-statistics value is greater than 1.96.

Path Coefficient

In hypothesis testing, the significance can be determined by the t-statistic value. A hypothesis is accepted if the t-statistic value is greater than 1.96. Conversely, if the t-statistic value does not meet this threshold, the hypothesis is rejected.

Table 4. Composite Reliability

	Original sample (O)	T statistics (O/STDEV)	P values
Customer Satisfaction -> Revisit iNtention	0,494	5,558	0,000
Service Quality -> Customer Satisfaction	0,852	38,722	0,000
Service Quality -> Revisit Intention	0,261	3,004	0,003

Discussion

1. Service Quality Positively Affects Customer Satisfaction

The analysis shows a positive effect of service quality on customer satisfaction, indicating that as service quality improves, patient satisfaction also increases. Key aspects of service quality at Puskesmas Wiyung include staff politeness and friendliness, which significantly impact patient trust and satisfaction. Observations reveal that polite and friendly staff receive the highest ratings. Upon arrival, patients are greeted and assisted by staff, including the use of an online appointment system via eHealth for efficient service management.

The online system, accessible via Google without app download, simplifies patient registration for clinics and hospitals in Surabaya, providing queue numbers that patients can display on their devices. This system improves fairness in service delivery, ensuring timely and equitable treatment.

Respondents express that quality service at Puskesmas Wiyung is crucial for patient satisfaction, reflecting the facility's role as a primary health service provider. The clinic's cost-effectiveness and the free service for BPJS patients, combined with

affordable rates for general patients, contribute to high patient satisfaction. Services are provided by 11 general doctors working in shifts, ensuring continuous care, which enhances patient contentment.

Patients also value the cleanliness and physical condition of the facility, including the availability of necessary medical equipment. Staff responsiveness, such as assisting patients with disabilities and providing prompt medical care, further supports patient satisfaction.

The high level of patient satisfaction, driven by effective service quality and competent staff, aligns with Sholeh and Chalidyanto (2021), who found a significant positive effect of service quality on patient satisfaction in their study. The research confirms that service quality positively impacts customer satisfaction, with a t-statistic of 38.722 (>1.96), demonstrating that high service quality results in higher patient satisfaction.

2. Service Quality Positively Affects Revisit Intention

Employee performance is crucial for service sector success, requiring high levels of knowledge, competence, and professionalism. Data indicates a positive effect of service quality on revisit intention, meaning that good service quality increases the likelihood of patients returning. If service quality falls short of expectations, patients may feel disappointed and less likely to return.

Politeness and friendliness are highly valued, as shown by respondents' feedback. Despite the lack of recent training due to the pandemic, ongoing staff development is necessary to maintain service quality and encourage repeat visits. Efficient and responsive medical care also contributes to the intention to revisit.

Patients' positive experiences at Puskesmas Wiyung, including the

convenience of its location and the availability of online transportation options, support the theory that easily accessible services influence patients' decisions to return. Patient satisfaction with service quality, including affordable treatment costs and competent staff, also plays a role in revisit intention. The study found a significant effect of service quality on revisit intention, with a t-statistic of 3.004 (>1.96), supporting Nguyen Viet et al. (2020) and Fatimah et al. (2021). High-quality service leads to positive revisit intentions, reinforcing the importance of maintaining service standards to encourage patient return.

3. Customer Satisfaction Positively Affects Revisit Intention

Patient satisfaction is a valuable asset, with satisfied patients more likely to continue using services and recommend them to others. Since becoming a BLUD in 2022, Puskesmas Wiyung has aimed to enhance service quality. Patient satisfaction is a key measure of healthcare quality and influences repeat visits. Data shows that satisfied patients are more likely to revisit, as their positive experiences lead to continued patronage. The communication between healthcare providers and patients enhances satisfaction, with clear information and responsiveness to complaints.

Respondents appreciate the improved speed and responsiveness of services compared to previous years, reinforcing their intention to return. The commitment of Puskesmas Wiyung to timely service, including compensating for delays, and fairness in treatment contributes to overall patient satisfaction.

The study confirms a positive relationship between patient satisfaction and revisit intention, with a t-statistic of 5.558 (>1.96), consistent with Nguyen Viet

et al. (2020). Satisfied patients are likely to return, supporting the notion that high satisfaction levels drive repeat visits.

4. Customer Satisfaction Partially Mediates the Relationship Between Service Quality and Revisit Intention

Service quality has a positive and significant effect on patient satisfaction, which, in turn, affects revisit intention. The study at Puskesmas Wiyung shows that quality service improves satisfaction, leading to higher intentions to revisit.

The BLUD model at Puskesmas Wiyung enhances service quality, leading to satisfied patients who are more likely to return. Good service, including friendly staff and clean facilities, boosts patient satisfaction and encourages repeat visits.

The mediation analysis indicates that patient satisfaction partially mediates the relationship between service quality and revisit intention, with a mediation value of 0.553. This finding aligns with Rumengan et al. (2015), showing that high service quality results in satisfaction, which then positively influences the likelihood of returning.

CONCLUSION

Based on the analysis of the data processing results, the following conclusions can be drawn:

The first hypothesis is accepted. Service quality has a positive and significant effect on customer satisfaction. This means that as service quality improves, patient satisfaction increases.

The second hypothesis is accepted. Service quality has a positive and significant effect on revisit intention. This indicates that if the quality of service is good, the likelihood of patients wanting to revisit is higher.

The third hypothesis is accepted. Customer satisfaction has a positive and significant effect on revisit intention. This implies that if patient satisfaction is achieved, the intention to return will be created.

The fourth hypothesis is accepted. Customer satisfaction partially mediates the relationship between service quality and revisit intention. This means that if service quality is high, it results in patient satisfaction, which in turn increases the intention to revisit. Conversely, if the service quality falls below expectations, patients will be highly disappointed and unlikely to return.

Suggestions

Based on the research conducted on patients at Puskesmas Wiyung and the hypothesis testing results for each variable, the following steps are recommended to enhance service quality and improve revisit intention through patient satisfaction:

Puskesmas Wiyung should promote its health equipment through social media and brochures, such as ECG for early detection of heart disease and ultrasound for early detection of pregnancy abnormalities, to increase public awareness and utilization. Front office staff should also engage in promoting these services to patients, which may boost the number of visits to Puskesmas Wiyung.

Puskesmas Wiyung should conduct a needs analysis for medical supplies and plan the acquisition of adequate health equipment to ensure sufficient resources are available.

Puskesmas Wiyung should establish a Customer Care service to follow up on patient conditions after their visit. This can be done randomly with several

patients, focusing on the most frequently visited departments.

Puskesmas Wiyung should implement a rotating service excellence training program to ensure that staff members are consistently polite and friendly.

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