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FACTORS AFFECTING THE INTENTION OF INPATIENT REVISIT MEDIATED BY PATIENT TRUST

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Abstract. This study aims to examine the influence of health service quality and patient satisfaction on revisit intention, with patient trust as a mediating variable, among hospitalized patients at Ciawi Regional Hospital. A quantitative method with a causal-comparative design was employed, and primary data were collected through questionnaires distributed to 108 inpatients. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.0. The measurement model evaluation indicated that all indicators fulfilled validity and reliability requirements, including convergent and discriminant validity assessed through Fornell-Larcker criteria, cross-loadings, and HTMT ratio. In the structural model analysis, the model demonstrated strong explanatory power, with an R-square value of 74.4% for revisit intention and 40.7% for patient trust, and showed predictive relevance with a Q-square value of 0.668. Hypothesis testing revealed that both health service quality and patient satisfaction had positive and significant effects on revisit intention and patient trust. Furthermore, patient trust was found to have a positive and significant influence on revisit intention. Mediation analysis confirmed that patient trust significantly mediated the relationship between health service quality and patient satisfaction on revisit intention. These findings support the applicability of the Theory of Planned Behavior in healthcare services and highlight the critical role of patient trust in bridging service quality and satisfaction to promote revisit intention. The study offers practical recommendations for Ciawi Regional Hospital to enhance service quality and build patient trust as strategies to increase patient loyalty and revisit frequency.

Keywords: quality of health services, patient satisfaction, patient trust, revisit intention, Ciawi Hospital

I. INTRODUCTION

Service sector health is an essential pillar in system health a country. Hospitals, as one of the entity main provider service health, holding a very strategic role in effort increase degrees health public in a way comprehensive. In Indonesia, the dynamics development House Sick classified as rapidly, driven by an increase in significant in request service medical and various initiative regulation from government, including accreditation programs aimed at ensure standard quality (Ministry of Health, 2016). However, in the midst of rapid growth this, challenge in keep and continue increase quality service still become attention crucial for every facility health. Comprehensive service quality No only limited to sophistication facility or professionalism power medical, but also includes aspect security, comfort, speed handling, and effective communication, which ultimately will culminating in satisfaction patients (Rosyidi, 2020).

Satisfaction patient No only just measure measuring success service, but also a fundamental predictor for interest visit repeat patients. Patients who feel satisfied with experience maintenance they tend will develop strong loyalty, making they choice main For return to House same pain moment need service medical in the future. Phenomenon This become highlight main for the Ciawi Regional General Hospital (RSUD). Internal data from the Ciawi Regional General Hospital in 2022 shows number visit repeat patient take care relative stay low, namely only approximately 45% of the total patients who have ever undergo maintenance. This figure in a way clear indicates existence gap significant between level possible satisfaction felt patients and decisions current they For return seek treatment. This is show that although effort improvement quality and satisfaction has done, there is other factors that have not been identified optimally in push loyalty visit repeat patient. Condition This demand better understanding deep about factors booster interest visit repeat patients at Ciawi Regional Hospital so they can formulate a more comprehensive strategy effective in maintain patient base.

Study previous has Lots to study connection between quality service, satisfaction patients, and interests visit repeat. Studies by Zahro & Nurtjahjadi (2024) and Bakri et al. (2024) in particular consistent find that quality service medical influential positive and significant to interest get medical treatment return through satisfaction patients. Indrasari (2019) also emphasized that the more tall satisfaction patients, increasingly big trend they For return visit. However, even though connection causal This has Lots proven, still there is gap in literature that highlights role specific from trust patient as variable mediation. Some study Previously, such as Amanda (2022) and Khasanah & Mahendri (2023), indeed confess importance trust, but tend put it in place as variable independent or Not yet in a way explicit test his role as bridge

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connecting quality service and satisfaction with intention visit repeat.

Trust patient to House Sick is foundation crucial in build connection term long. Trust This formed from belief patient that House Sick capable give safe, effective, honest and welfare - oriented services patients (Gultom et al., 2020). The existence of trust this is very vital in reduce the uncertainty that often accompanies experience maintenance health, and can push patient For still choose House Sick certain although There is another alternative with more modern technology or more facilities sophisticated. Considering role strategic trust in build loyalty, and the existence of a gap in research that tests role mediation in a way specific in context House Sick area such as Ciawi Regional Hospital, research This become very relevant.

Based on phenomena that occur at Ciawi Regional Hospital and the gaps identified research, study This aiming For analyze in a way comprehensive influence quality service health and satisfaction patient to intention visit repeat, with trust patient as variable mediation. With adopt and integrate Theory of Planned Behavior (TPB) as framework theoretical main, research This expected No only give better understanding deep about mechanism psychology behind decision patient For return, but also give contribution new for literature management House sick. Contribution This focus on affirmation the vital role of trust patient as a mediator that strengthens connection between quality service and satisfaction with intention visit repeat, which in the end can helping Ciawi Regional Hospital in formulate improvement strategies loyalty more patients effective.

1. Quality of Health Services

Quality of service health refers to the level superiority services provided, measured based on standard professionalism, ethics and ability fulfil need as well as hope patient (Azwar in Herlambang, 2016). Dimensions quality covers professionalism, efficiency, safety, satisfaction, and other aspects social culture (Al-Assaf, 2019), or also known as dimensions Tangibles, Reliability, Responsiveness, Assurance, and Empathy (Parasuraman in Tjiptono, 2019). High quality of service expected can in a way direct influence intention visit repeat patient as well as become base formation trust.

2. Satisfaction Patient

Satisfaction patient is condition emotional positive that appears when service received fulfil or even beyond hope patients (Gerson, 2020). This is indicator important quality services and factors crucial in build loyalty (Nursalam, 2022). Dimension satisfaction covers connection doctor-patient, comfort, freedom choice, knowledge and competence technical, effectiveness, safety, and availability, fairness, continuity, accessibility, affordability, and efficiency service (Mangkunegara, 2019; Gerson, 2020). Satisfaction patient in a way consistent found influential positive and significant to interest visit return.

3. Trust Patient

Trust patient is belief that House Sick or provider service will fulfil hope, act with integrity, kindness, and competence (Kotler & Keller, 2021). Trust is foundation important in connection term long and influential attitude as well as decision consumers (Mowen & Minor, 2015). In the research this, trust expected can play a role as a mediator, bridging influence quality service and satisfaction to intention visit repeat.

4. Intensi Visit Repeat

Intention visit repeat is behavior customers who show intention For return use a service, is part from stages loyalty consumers (Tjiptono, 2019). This reflects dedication patient For in a way consistent subscribe return service medical in the future, driven by the perception quality high and satisfaction from visit previously. Indicators interest visit repeat covering intention visit repeat That alone, intention give recommendations, and intentions give promotion (Cheng & Lu, 2013).

II. RESEARCH METHODOLOGY

This study applies a quantitative approach with a causal-comparative design, which focuses on the analysis of causal relationships between variables based on observed numerical data (Azwar, 2017). The study population was inpatients at Ciawi Regional Hospital, with a sample of 108 respondents selected using a purposive sampling technique. Primary data were collected through a questionnaire developed based on indicators of health service quality variables, patient satisfaction, patient trust, and revisit intentions. All instruments have been tested for validity and reliability. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software, which includes evaluation of measurement models (validity and reliability), evaluation of structural models (predictive power and effect size), and hypothesis testing through bootstrapping procedures with a significance level of 0.05.

III. RESULTS AND CONCLUSIONS

Evaluation of Measurement Model (*Outer Model*)

Evaluation *measurement model* or *outer model* done For evaluate validity and reliability instrument research. Stages This aiming For ensure that indicators used capable measure latent constructs in accurate and consistent.

a. Validity Convergent

Testing validity convergent done with inspect mark *outer loadings* of each indicator construct. Based on Chin's (2015) criteria states that mark loading *factor* above 0.70 indicates good validity, results analysis show that all indicator variable study This declared valid. The *Outer Loadings value* of each indicator more big of 0.7, which indicates that each statement item can measure variables used in a way appropriate.

b. Validity Discriminant

Validity discriminant evaluate to what extent each latent construct has clear difference from construct other in the model (Hair et al., 2014). Validity This tested through *Fornell-Larcker criterion, cross-loadings,* and HTMT.

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1. *Fornell-Larcker Criterion* Measurement model it is said own validity good discriminant If mark root square from *Average Variance Extracted* (AVE) for every more latent variables big than correlation between variable the with other latent variables (Hair et al., 2014). The results of the analysis in Table 1 show that criteria This fulfilled, indicating that construct in the estimated model own validity good discriminant.

Table 1. Discriminant Validity Test Results *(Fornell Larcker Criterion)*

	Intensi Kunjungan Ulang	Kepercayaan Pasien	Kepuasan Pasien	Mutu Pelayanan Kesehatan
Intensi Kunjungan Ulang	0,842			
Kepercayaan Pasien	0,806	0,863		
Kepuasan Pasien	0,659	0,561	0,839	
Mutu Pelayanan Kesehatan	0,658	0,553	0,484	0,816

2. Analysis *cross-loading* aiming For evaluate validity discriminant at the indicator level, ensuring that every indicator more strong measure the construct it attributes to compared to with other constructs. Analysis results show that part big indicator fulfil criteria validity discriminant with good. Indicators of Health Service Quality and Satisfaction Patient in a way consistent show *loading* highest in its construction alone and far away more low on other constructs. Although a number of indicator Intention Visit Repeat and Trust Patient show relative *cross-loading* high on construction other, value *loading* main every indicator remains the highest on the construct it should be measured. Therefore that, in a way overall, validity discriminants at the item level are still considered fulfilled, even though There is correlation close between a number of constructs, in particular between Intention Visit Repeat and Trust Patient.

3. *Heterotrait-Monotrait Ratio* (HTMT) The HTMT test is used as method addition For evaluate validity discriminant between construct. The general criteria used is HTML value must be more low of 0.85 or 0.90. The results of the analysis in Table 2 show that all reported HTMT value be under conservative threshold of 0.85. This confirms that validity discriminant between construct in the research model has fulfilled with Good.

Table 2.HTMT Results

	Heterotrait-monotrait ratio (HTMT)
Kepercayaan Pasien <-> Intensi Kunjungan Ulang	0,832
Kepuasan Pasien <-> Intensi Kunjungan Ulang	0,676
Kepuasan Pasien <-> Kepercayaan Pasien	0,572
Mutu Pelayanan Kesehatan <-> Intensi Kunjungan Ulang	0,665
Mutu Pelayanan Kesehatan <-> Kepercayaan Pasien	0,555
Mutu Pelayanan Kesehatan <-> Kepuasan Pasien	0,475

c. Average Variance Extracted (AVE)

Average Variance Extracted (AVE) *Average Variance Extracted (AVE)* Value measure level variation a construct that can explained by its indicators. The minimum recommended AVE value is 0.50 (Ghozali, 2015). The results of the analysis in Table 3 show that AVE value for all construct more big from 0.50. This indicates that every construct own adequate capability For explain variance from the indicators, ensuring quality measurements that can be reliable.

Table 3. Average Variance Extracted (AVE)

	Average variance extracted (AVE)
Intensi Kunjungan Ulang	0,709
Kepercayaan Pasien	0,746
Kepuasan Pasien	0,704
Mutu Pelayanan Kesehatan	0,666

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d. Reliability

Testing reliability instrument done with use *Composite Reliability* and *Cronbach's Alpha values*. A construct it is said reliable If mark *Composite Reliability* and Cronbach *'s* Alpha more big from or The same with 0.70. Based on results analysis in Table 4, all latent variables have Composite Reliability and Cronbach's Alpha values exceed 0.70. This indicates that questionnaire used as tool study This has reliable and consistent in a series measurement.

Table. 4*Composite Reliability* and *Cronbach's Alpha* Test Results

	Cronbach's alpha	*Composite reliability (rho_a)*	*Composite reliability (rho_c)*
Intensi Kunjungan Ulang	0,962	0,964	0,967
Kepercayaan Pasien	0,969	0,970	0,972
Kepuasan Pasien	0,984	0,985	0,985
Mutu Pelayanan Kesehatan	0,973	0,977	0,975

Structural Model Evaluation (*Inner Model*)

Evaluation of the structural model (*Inner Model*) was carried out after measurement model fulfil criteria validity and reliability. Testing This aiming For analyze connection between latent variables (exogenous and endogenous) as well strength predictive model.

a. *R-Square Value* (R2)

The R2 value is used For evaluate strength model explanation (*Goodness of Fit*). The results in Table 5 show that :

- Variables Intention Visit Repeat own The adjusted R2 value is 0.744. This means that 74.4% of the variation in Intention Visit Repeat can explained in a way collectively by the variables of Health Service Quality, Satisfaction Patients, and Trust Patient, indicates strength very strong (substantial) explanation. The rest 25.6 % is explained by variables outside the model.
- Variables Trust Patient own The adjusted R2 value is 0.407. This shows that that 40.7% of the variation in Trust Patient can explained by the variables of Health Service Quality and Satisfaction Patients, who are classified as as strength explanation moderate. The rest 59.3 % is influenced by other factors outside the model.

Table. 5*R-Square (R2)* Value Test Results

	R-square	*R-Square adjusted*
Intensi Kunjungan Ulang	0,751	0,744
Kepercayaan Pasien	0,418	0,407

b. f2 *Effect Size*

The f2 value indicates big influence partial of each variable predictor to endogenous variables. Interpretation f2 value follows criteria Ghozali (2014): strong (≥0.35), medium (0.15≤f2<0.35), and weak (0.02≤f2<0.15). The results of the analysis in Table 6 show :

- Trust Patient → Intention Visit Repeat : f2=0.674 (strong).
- Quality of Health Services → Intention Visit Repeat : f2=0.157 (medium).
- Quality of Health Services → Trust Patient : f2=0.178 (medium).
- Satisfaction Patient → Trust Patient : f2=0.193 (medium).
- Satisfaction Patient → Intention Visit Repeat : f2=0.148 (weak).

Table 6. f2 Effect Size Test Results

	f-square
Kepercayaan Pasien -> Intensi Kunjungan Ulang	0,674
Kepuasan Pasien -> Intensi Kunjungan Ulang	0,148
Kepuasan Pasien -> Kepercayaan Pasien	0,193
Mutu Pelayanan Kesehatan -> Intensi Kunjungan Ulang	0,157
Mutu Pelayanan Kesehatan -> Kepercayaan Pasien	0,178

c. Q2 (*Predictive Relevance*)

Testing *predictive relevance* (Q2) assesses model capabilities in predicting observation data. The model is said to own relevance predictive If Q2 value more big from 0. The results in Table 7 show Q2 value for Intention Visit Repeat of 0.523 and Trust Patient of 0.304. The total Q2 value for this model is 0.668. Because the value This Far more big from 0, can concluded that the research model own relevance strong predictive (large), which means the structural model woke up very well and had high *goodness of* fit.

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Table. 7*Q-Square* Test Results

	SSO	SSE	Q² (=1-SSE/SSO)
Intensi Kunjungan Ulang	1296,000	617,648	0,523
Kepercayaan Pasien	1296,000	901,607	0,304

Test Results Hypothesis (Estimation) Path Coefficient)

Testing hypothesis done through procedure *bootstrapping* For determine significance influence between variables. Criteria significance set at α=0.05, where the higher t - statistic value big from 1.96 or higher p- value small from 0.05 indicates significant relationship. All the hypothesis proposed in study This accepted (influential positive and significant).

a. Influence Direct

Test results hypothesis direct presented in Table 8

Table. 8Test Results Hypothesis Direct

	Original sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*
Kepercayaan Pasien -> Intensi Kunjungan Ulang	0,536	0,538	0,103	5,213	0,000
Kepuasan Pasien -> Intensi Kunjungan Ulang	0,239	0,236	0,079	3,035	0,002
Kepuasan Pasien -> Kepercayaan Pasien	0,383	0,386	0,080	4,806	0,000
Mutu Pelayanan Kesehatan -> Intensi Kunjungan Ulang	0,245	0,248	0,081	3,018	0,003
Mutu Pelayanan Kesehatan -> Kepercayaan Pasien	0,368	0,370	0,082	4,463	0,000

- Trust Patient → Intention Visit Repeat : Found influence positive and significant (coefficient path = 0.536; t- statistic = 5.213; p-value = 0.000).
- Satisfaction Patient → Intention Visit Repeat : Found influence positive and significant (coefficient path = 0.239; t- statistic = 3.035; p-value = 0.002).
- Satisfaction Patient → Trust Patient : Found influence positive and significant (coefficient path = 0.383; t- statistic = 4.806; p-value = 0.000).
- Quality of Health Services → Intention Visit Repeat : Found influence positive and significant (coefficient path = 0.245; t- statistic = 3.018; p-value = 0.003).
- Quality of Health Services → Trust Patient : Found influence positive and significant (coefficient path = 0.368; t- statistic = 4.463; p-value = 0.000).

b. Indirect Influence (Mediation)

Test results influence No direct (mediation) is presented in Table 9

Table. 9Test Results Indirect Hypothesis

	Original sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*
Kepuasan Pasien -> Kepercayaan Pasien -> Intensi Kunjungan Ulang	0,205	0,208	0,062	3,296	0,001
Mutu Pelayanan Kesehatan -> Kepercayaan Pasien -> Intensi Kunjungan Ulang	0,197	0,199	0,058	3,409	0,001

- Satisfaction Patient → Trust Patient → Intention Visit Repeat : Variable Trust Patient proven in a way significant mediate connection this (coefficient track No direct = 0.205; t- statistic = 3.296; p-value = 0.001). This shows that influence Satisfaction Patient to Intention Visit Repeat also happens in a way No direct through improvement Trust Patient.
- Quality of Health Services → Trust Patient → Intention Visit Repeat : Variable Trust The patient was also shown to in a way significant mediate connection this (coefficient track No direct = 0.197; t- statistic = 3.409; p-value = 0.001). This indicates that Improving the Quality of Health Services can increase Intention Visit Repeat in a way No direct through development Trust Patient.

1. Influence Trust Patient to Intention Visit Repeat

Research result show that Trust Patient influential positive and significant to Intention Visit Repeat. Findings this is very strong (coefficient path 0.536), indicating that trust is booster main for intention patient For back. Consistent with *Theory of Planned Behavior* (TPB), belief patients — which includes belief to integrity, kindness, and competence House sick (Bachman & Akbar, 2019; Kotler & Keller, 2021) — direct to form intention behave. When the patient trust Ciawi Regional Hospital can fulfil promise safe and effective service, confidence This become motivation strong For back. Trust, as foundation connection term length (Kanuk & Schiffman, 2018), encouraging loyalty conative (Pohan, 2019) and intention For recommend (Cheng & Lu, 2013), strengthen findings relevance trust implied by Amanda (2022) in patients.

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2. Influence Satisfaction Patient to Intention Visit Repeat

Study This find that Satisfaction Patient influential positive and significant to Intention Visit Repeat, though with size weak effect (f2=0.148). This is consistent with definition satisfaction as feeling like when hope fulfilled (Kotler, 2021) and its role as indicator qualities that form loyalty (Nursalam, 2022). Satisfied patients tend own intention For back, in tune with various study previous such as Zahro & Nurtjahjadi (2024), Bakri & Batara (2024), Amanda (2022), Khasanah & Mahendri (2023), and Diki Prakoso & Ahmad Tanjung (2024). Although influence directly No as big as trust, satisfaction still become prerequisite important in to form intention patient For return visit.

3. Influence Satisfaction Patient to Trust Patient

Found that Satisfaction Patient influential positive and significant to Trust Patient with size medium effect (f2=0.193). This confirms that a satisfying experience in a way significant build and improve trust patient to House sick. When the patient feel satisfied, they perceive existence integrity (promise) fulfilled), kindness (caring) welfare), and competence (services) effective) from Ciawi Regional Hospital (Bachman & Akbar, 2019). Experience consistent positive this is what fosters belief patient, forming trust as element key connection term long.

4. The Influence of the Quality of Health Services on Intention Visit Repeat

Analysis results show that the Quality of Health Services has an effect positive and significant to Intention Visit Repeat, with size medium effect (f2=0.157). Findings This in line with theory quality service health which states that service quality high — reliable, responsive, guarantee security, and show empathy — will to form attitude positive patients and in general direct push intention they For back (Parasuraman, 2014). This is also consistent with findings Prakoso & Tanjung (2024) who emphasized impact direct quality to interest visit repeat. Good service quality in a way direct to communicate value and effectiveness to patient, push decision they For return.

5. The Influence of the Quality of Health Services on Trust Patient

Study This prove that the Quality of Health Services has an effect positive and significant to Trust Patients, with size medium effect (f2=0.178). Consistency in give service quality high — meet standard professional and ethical (Minister of Health Regulation No. 30 of 2022) — inherent build integrity, kindness, and competence House pain in the eye patient (Bachman & Akbar, 2019). Trust is results logical from consistent and positive experience provided by quality excellent service. Findings This confirm that For build trust, Ciawi Regional Hospital must always maintain and improve standard its quality.

6. **Trust Patient in a way significant mediate connection between Satisfaction Patients and Intentions Visit Repeat**

(β=0.205; p=0.001). This means satisfaction patient No only push intention visit repeat in a way directly, but also indirectly No direct through strengthening trust. satisfaction give experience positive that forms belief, and confidence this is what establishes intention patient For back. In the TPB framework, satisfaction can increase attitude positive, which then strengthen trust, which ultimately influence Intention. Findings This give outlook new that trust is the vital bridge that changes satisfaction become loyalty visit repeat more sturdy.

7. **Trust Patient in a way significant mediate connection between Quality of Health Services and Intention Visit Repeat**

(β=0.197; p=0.001). This shows that quality high service will increase intention visit repeat in a way No directly. Good service quality in a way consistent will build trust patient — reflects integrity and competence House Sick. Trust is formed from quality this is what it is booster main for patient For own intention strong return visiting. In other words, the quality is foundation, trust is bridge, and intention visit repeat is the result. This is contribution important study this, highlights that improvement quality service need followed with effort build trust For maximize the impact to loyalty patient.

IV. CONCLUSIONS

Based on results analysis, research This conclude that quality service health and satisfaction patient own positive and significant influence to intention visit repeat patient take care hospitalization at Ciawi Regional Hospital. More continue, trust patient proven in a way significant mediate connection between quality service health to intention visit repeat, and satisfaction patient to intention visit repeat. Findings This confirm that besides give service quality and ensure satisfaction, building as well as look after trust patient is factor crucial that strengthens intention they For return utilise service House sick. With Thus, the increase quality service and satisfaction patient will in a way effective push intention visit repeat, especially when accompanied by with awakening solid trust.

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