

# Analysis of Health Service Quality and Patient Values on Revisit Interest Through Outpatient Satisfaction at Tamanan Health Center

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## ABSTRACT

**Objective :** This study aims to analyze the influence of service quality and perceived value on patient satisfaction and revisit intention in the context of outpatient services at Tamanan Community Health Center, Bondowoso. The research further examines the mediating role of patient satisfaction in the relationship between service quality, perceived value, and revisit intention. Understanding these relationships is critical to improving patient-centered care and fostering long-term patient loyalty. **Method :** This explanatory quantitative study involved 100 respondents, determined through Slovin's formula, with accidental sampling as the sampling technique. Data were collected using questionnaires, observations, and literature review, while both primary and secondary data were utilized. Structural Equation Modeling (SEM) with WarpPLS 8.0 software was employed to test hypotheses and evaluate the relationships between variables, including service quality, perceived value, patient satisfaction, and revisit intention. **Results :** The findings reveal that service quality and perceived value significantly influence patient satisfaction and revisit intention. Additionally, patient satisfaction serves as a significant mediating variable, strengthening the impact of service quality and perceived value on revisit intention. This indicates that improving service quality dimensions such as reliability, responsiveness, empathy, and ensuring patients perceive high value can enhance satisfaction and loyalty toward healthcare services. **Novelty :** This study offers a novel perspective by integrating service quality, perceived value, and patient satisfaction as predictors of revisit intention in a primary healthcare setting, particularly in a rural area with unique resource limitations. The findings highlight the importance of tailoring healthcare service strategies to address both tangible and emotional aspects of patient care, providing valuable insights for healthcare providers and policymakers.

## INTRODUCTION

Health services in Indonesia are one of the main focuses of national development. The government has initiated various policies, including the National Health Insurance (JKN), to improve access and quality of health services. However, challenges in equalizing access and strengthening health facilities remain significant obstacles. Jalias [1] noted that one of the main problems is the variation in the quality of services in various regions, which affects public trust in the health system. Gusmawan [2] added that limited infrastructure is also an obstacle in providing optimal services. Furthermore, Sangkot emphasized the importance of continuous evaluation to ensure services that meet the needs of the community [3]. This condition shows the need for greater efforts to create a fair and quality health service system, which is the basis for further discussion on the role of Puskesmas in this context.

Community Health Centers (Puskesmas) play a strategic role in providing primary health care services. As the frontline of health services, Puskesmas are expected to be able to provide affordable, quality, and equitable services. [4] Puteri noted that one of the causes of differences in service quality between Puskesmas is limited human resources,

which affects their operational capacity. Ginting [5] added that inadequate infrastructure often hinders optimal service delivery in many areas. In addition, Yassir [6] highlighted the importance of efficient management to improve overall service quality. These challenges indicate the need for an integrated strategy to overcome these obstacles and meet community expectations, which is the basis for discussing the problems at Puskesmas Tamanan.

Tamanan Health Center, located in Bondowoso Regency, is one of the health facilities that plays an important role in providing primary health services to the community. However, this health center still faces a number of obstacles that hinder efforts to achieve optimal services. Based on patient complaints, problems that often occur include long waiting times due to limited medical personnel, ineffective communication between health workers and patients, and inadequate facilities to support service needs. In addition, other challenges such as inefficient management and limited resource availability further complicate efforts to improve service quality. These problems indicate an urgent need to conduct a comprehensive evaluation of the performance of Tamanan Health Center. Strategic steps, such as increasing the capacity of medical personnel, providing more complete facilities, and training to improve communication between health workers and patients, are needed to increase patient satisfaction and build loyalty to the services provided.

Patient revisit intention is an important indicator of a health facility's success. Amly [7] shows that revisit intention is influenced by positive service experiences, which create trust in the health facility. [8] Latupapua added that patient loyalty is closely related to satisfaction gained from direct interaction with health workers. In addition, Sangkot highlighted that the value perceived by patients is also a significant factor in determining the desire to return [3]. These studies make it clear that understanding the factors that influence the intention to revisit, as will be discussed in relation to patient satisfaction, is an important step to ensure the sustainability of health services.

Patient satisfaction plays a crucial role in determining the success of health services. [9] Rohmah showed that patient satisfaction is closely related to the comfort of the facilities provided, which is one of the main factors in increasing patient loyalty. Soulisa and Hidayat emphasized that the friendliness of health staff can create a positive experience for patients, which ultimately encourages interest in returning [10]. In addition, research by Djuwa revealed that speed of service contributes significantly to patient satisfaction [11]. This support is reinforced by Akbar et al. and Haeruddin et al., who both found a positive relationship between patient satisfaction and interest in revisiting [12], [13]. Thus, strategies to improve patient satisfaction, as will be discussed further in the context of service quality, are important steps to improve the performance of Puskesmas.

Quality of health services is also a key factor influencing patient loyalty. [14] showed that good service quality can increase patient trust in health facilities, which in turn encourages repeat visit interest. Mendrofa et al. highlighted that consistent service quality can create a positive experience that increases patient satisfaction [15]. [16], [17],

[18] also emphasized the importance of service quality in building patient loyalty by improving the quality of interactions with health workers. In addition, [19] they found that improving service quality significantly contributed to patient trust, which is the basis for discussing patient perceived value in this context.

The perceived value of patients towards health services also plays an important role in encouraging repeat visit interest. Adawiyah revealed that high value can increase patient loyalty to certain health facilities [20]. Damanik and Yusuf [21] added that positive perceptions of the benefits of services received compared to the sacrifices made are key to building patient trust. Ginting et al. [22] highlighted that positive patient experiences also strengthen the perceived value of services. Cham et al. and Surahman et al. strengthened this finding by stating that high value contributed significantly to patient satisfaction and loyalty [23], [24]. In addition, Nguyen et al. emphasized that understanding patient values is an essential aspect in improving the sustainability of health services [19]. Thus, understanding and managing patient values is an important step in supporting the improvement of service quality at Tamanan Health Center.

In the context of this study, the Customer Satisfaction Theory by Oliver [25] through the *Expectation-Confirmation Theory* (ECT) is the basis for understanding how patient expectations of health service quality compared to perceived experiences affect their level of satisfaction. This satisfaction, in turn, becomes the main determinant of patient interest in making repeat visits. In addition, the Service Quality Theory by Parasuraman, Zeithaml, and Berry [26] through the SERVQUAL model explains that dimensions such as reliability, responsiveness, empathy, assurance, and physical evidence play an important role in shaping the perception of health service quality. The Customer Value Theory by Holbrook [27] is also an important framework for understanding how patient perceptions of benefits and sacrifices affect their loyalty to health services.

This study contributes novelty by integrating three main elements—healthcare quality, patient-perceived value, and patient satisfaction—as determinants of revisit intention at Tamanan Health Center. Different from previous studies, this study holistically analyzes the relationship between these factors in the context of primary health care facilities in rural areas, which have unique challenges related to resource constraints. This is expected to provide strategic recommendations to improve the quality of health services based on local needs.

## RESEARCH METHOD

This study uses a quantitative approach with an explanatory design to explain the relationship between health service quality, patient perceived value, patient satisfaction, and revisit intention at Tamanan Health Center. The explanatory approach was chosen because this study aims to test the influence between variables that have been determined based on theoretical basis.

### Population and Sample

The population in this study were all outpatients at the Tamanan Health Center who were registered as BPJS participants at level 1 health facilities, with a total of 31,926

people according to data obtained from BPJS. Determination of the number of samples was carried out using the Slovin formula, with a tolerance level of 10%. Based on the calculation, the number of samples taken was 100 respondents. The sampling technique used accidental sampling, namely patients who happened to come to the Tamanan Health Center during the study period and were willing to fill out the questionnaire.

### **Data Types and Sources**

This study uses two types of data:

1. Primary data, obtained directly through respondents filling out questionnaires. This questionnaire contains structured questions designed to measure respondents' perceptions of service quality, perceived value, satisfaction, and repeat visit interest.
2. Secondary data, obtained from documents, Tamanan Health Center reports, and relevant literature, such as patient number data, visit statistics, and health service policies.

### **Data collection technique**

Data was collected using several methods:

1. Observation, to understand the service process at Tamanan Health Center directly.
2. The questionnaire, designed with a 5-point Likert scale to measure the research variables, ranged from strongly disagree (1) to strongly agree (5).
3. Literature study, to support the conceptual framework and research methodology with references from related literature.

### **Data Analysis Techniques**

Data analysis was conducted using the Structural Equation Modeling (SEM) method with WarpPLS 8.0 software. SEM was chosen because of its ability to test causal relationships between variables simultaneously, both directly and indirectly. The analysis process includes several stages [28]:

1. Validity and reliability tests to ensure that the questionnaire instrument used meets good measurement standards.
2. Structural model analysis, to test the influence between latent variables, namely quality of health services, patient perceived value, satisfaction, and intention to revisit.
3. Goodness of Fit (GoF), to evaluate the feasibility of the research model based on data processing results.

## **RESULTS AND DISCUSSION**

### **Results**

#### **Validity Test**

Validity Test aims to ensure that each indicator used in the study is in accordance with the theory that defines its construct. In the evaluation of the outer model, validity is tested through factor loadings and Average Variance Extracted (AVE). An indicator is considered valid if the factor loading value is more than 0.70 and AVE is more than 0.50. Discriminant validity is evaluated by comparing the root of AVE to the correlation between latent variables, where the AVE value must be higher. Based on WarpPLS 7.0 analysis, all indicators meet the convergent validity criteria, with AVE values for the

service quality variables (X1), patient value (X2), patient satisfaction (Z), and patient revisit interest (Y) each above 0.5, so that all instruments are declared valid.

**Reliability Test**

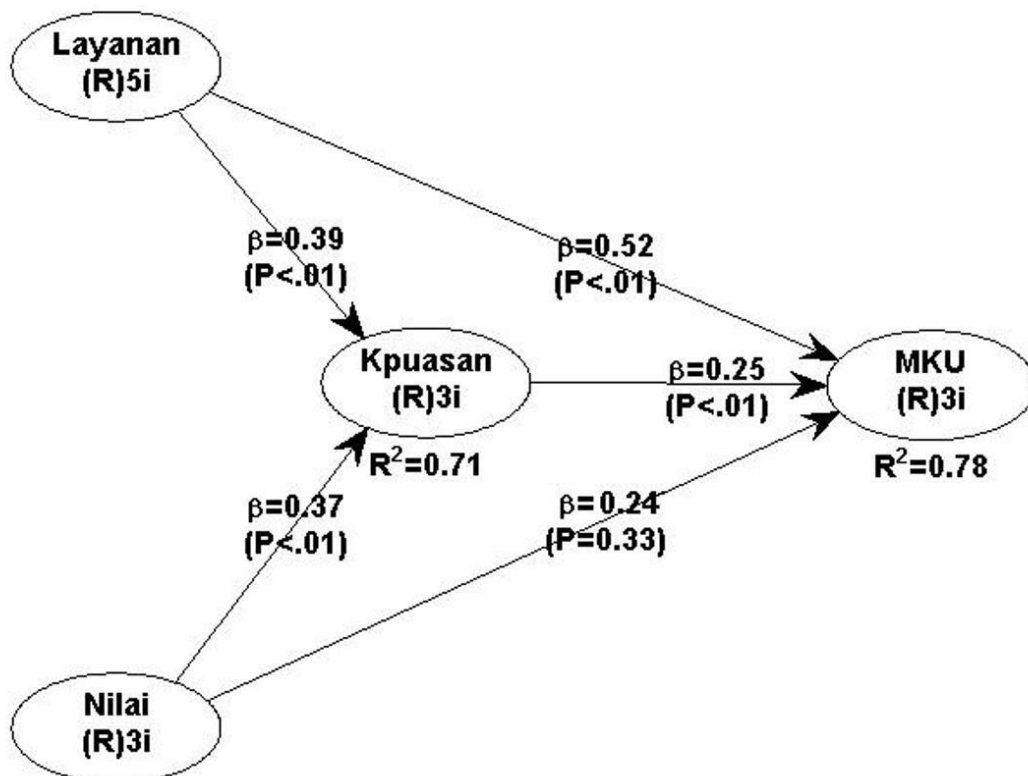
Reliability testing is conducted to ensure the consistency of the instrument in measuring concepts without bias. The test uses Composite Reliability Coefficients and Cronbach's Alpha, with a minimum value of 0.70 as a reliable criterion. Based on the results of WarpPLS 7.0, all research variables have reliability values that meet the standards, such as service quality (X1) with Composite Reliability of 0.873 and Cronbach's Alpha of 0.817. These results indicate that the instrument used can be relied on to measure the variables in this study consistently.

**Inner Model Evaluation**

Inner model aims to determine and test the relationship between *exogenous* and *endogenous constructs* that have been hypothesized. The presentation of the structural equation analysis table (*inner model*) can be seen as follows:

**Hypothesis Testing**

The research hypothesis test aims to determine whether there is an influence of the independent variable on the dependent variable by analyzing regression. Regression analysis is used to measure the strength of the relationship between two or more variables, also to show the direction of the relationship between the independent variable and the dependent variable [29]. The structural model test image in PLS is presented as follows:



Source: Data processed by researchers (2025)

**Figure 1.** PLS structural model test results.

Based on the image above, the results of the hypothesis test using the Warp PLS application are presented in a table as follows:

**Table 1.** Direct influence path coefficient values.

No	Hypothesis	Path coefficients	P values	Information
1	The Influence of Service Quality (X1) on Patient Satisfaction (Z)	0.392	0.001	Significant
2	The Influence of Patient Values (X2) on Patient Satisfaction (Z)	0.372	0.001	Significant
3	The Influence of Service Quality (X1) on Patient Revisit Interest (Y)	0.523	0.001	Significant
4	The Influence of Patient Values (X2) on Patient Revisit Interest (Y)	0.243	0.034	Significant
5	The Influence of Patient Satisfaction (Z) on Patient Revisit Intention (Y)	0.250	0.004	Significant
6	The indirect effect of service quality (X1 ) on the variable of patient repeat visit interest (Y) through the <i>intervening variable</i> of patient satisfaction.	0.098	0.017	Significant
7	The indirect effect of the Patient Value variable (X2) on patient repeat visit interest (Y) through the <i>intervening variable</i> Patient Satisfaction (Z)	0.093	0.019	Significant

Source: Data processed by researchers (2025)

## Discussion

### 1. Service quality has a significant effect on patient satisfaction

The results of the study showed that service quality has a significant effect on patient satisfaction at Tamanan Health Center. This indicates that service quality is a crucial factor in shaping positive patient experiences, which ultimately increases their satisfaction. In this context, the reliability of health workers, responsiveness in responding to patient needs, and cleanliness of the service environment are important elements that influence patient perceptions of service quality. When patients feel that health workers are able to provide consistent and fast service, and physical facilities support their comfort, the level of patient satisfaction increases significantly.

On service quality indicators, the dimensions of reliability *and* responsiveness are the two most relevant aspects. Reliability reflects the ability of health workers to provide services that meet patient expectations consistently, while responsiveness highlights the willingness of medical personnel to immediately respond to patient needs. In addition, the cleanliness and comfort of physical facilities also play an important role in forming the patient's initial impression of the quality of service provided. The empathy of medical personnel in communicating with patients also strengthens the emotional connection between patients and service providers, so that patients feel valued and supported.

This finding is in line with the research of Jalias et al. [1], which shows that service quality contributes greatly to increasing patient satisfaction through elements of service speed and personal attention. Gusmawan et al. [2] also revealed that the dimensions of empathy and environmental cleanliness are dominant factors that influence the level of patient satisfaction. Haeruddin et al. [30] support that good service quality includes the ability of health workers to convey information clearly and provide comfort during the service process. Rahman [31] noted that the availability of adequate facilities also determines the level of patient satisfaction in health facilities. Munthe et al. [32] added that speed of service is one of the main indicators that increases patient satisfaction in primary health care services.

## **2. The value perceived by patients has a significant influence on patient satisfaction**

The results of this study also show that the value perceived by patients has a significant effect on their level of satisfaction. Patients who feel they get more benefits from the service, both economically, emotionally, and socially, tend to feel more satisfied with the services provided. In the context of Tamanan Health Center, the value perceived by patients can be in the form of affordable service costs, positive emotional experiences during service, and social interactions that support patient comfort. Patients' perceptions of the equivalence between the sacrifices they make and the benefits they receive are key factors in determining their satisfaction with the service.

Patient value indicators include economic benefits, emotional benefits, and social benefits. Economic benefits refer to patients' perceptions of the cost efficiency incurred to obtain quality services. Meanwhile, emotional benefits are reflected in the psychological comfort felt by patients, such as feeling calm, supported, and appreciated while receiving services. Social benefits reflect how patients feel connected to health workers, the service environment, or the community that uses the same facilities. When these three aspects are met, patients tend to give a positive assessment of their health service experience.

This finding is consistent with Adawiyah's research [20], which states that emotional and economic benefits directly affect patient satisfaction in health services. Tuncer et al. [33] showed that emotional values, such as feeling appreciated and understood, strengthen patients' positive perceptions of services. Soulisa and Hidayat emphasized the importance of social benefits in building patient trust and satisfaction during the pandemic. Jeaheng et al. [34]) found that patient-perceived value was a significant predictor in increasing patient satisfaction in primary healthcare facilities. Surahman et al. [24] also supported that economic value plays a major role in creating patient loyalty and satisfaction.

## **3. Service quality has a significant influence on repeat visit interest**

This study also revealed that service quality has a significant influence on patient interest in revisiting. This finding indicates that patients who are satisfied with the quality of service received are more likely to return to use the service in the future. Aspects of reliability, empathy, responsiveness, and cleanliness of the facility are key elements that influence patients' decisions to return. When patients feel that the health services provided are in accordance with their expectations, trust in the Puskesmas increases, which ultimately builds loyalty.

In the study of service quality indicators, speed and accuracy of service are the main factors that encourage repeat visits. Patients who receive fast and accurate service tend

to feel that the Health Center is able to meet their needs efficiently. In addition, personal attention provided by medical personnel, such as friendly communication and empathy for patient complaints, creates a positive experience that increases patient intention to return. Cleanliness of the service environment also contributes to creating a sense of comfort, which strengthens patient loyalty to the health service.

These results are in line with the findings of Djuwa et al. [11], which showed that good service quality increases patient trust in health facilities and encourages their loyalty. Gusmawan et al. [2] found that quality dimensions such as empathy and responsiveness are the main drivers of repeat visits. Haeruddin et al. [35] noted that the cleanliness of the service environment is an important attraction for patients to return. Putra et al. [36] also emphasized that superior service quality, especially in terms of communication and empathy of health workers, increases patient interest in revisiting. Rustam et al. [37] supports that positive experiences with service quality have a direct impact on loyalty.

#### **4. The value perceived by patients has a significant influence on the interest in repeat visits**

The results of the study showed that the value perceived by patients significantly influenced their interest in returning to use the Tamanan Health Center services. Patients who felt they received more value, both in terms of economic, emotional, and social benefits, tended to have a greater intention to revisit. Patients' perceptions of the suitability between the sacrifices made and the benefits received were the main factors in building their loyalty to health facilities.

Patient value indicators include economic, emotional, and social benefits, all of which contribute to a patient's decision to return. Economic benefits reflect the patient's perception that the service received is worth the cost. Meanwhile, emotional benefits relate to positive experiences, such as feeling appreciated and supported during the service process. Social benefits are also important because patients who feel connected to health workers or a comfortable service environment tend to have a greater desire to return. These three dimensions, if managed well, will create high loyalty among patients. This finding is in line with Suhartanto's research [38], which shows that positive perceptions of service value have a significant impact on patient revisit intentions.

[39] Dam T, also noted that emotional benefits, such as feeling appreciated, increase loyalty. Mranani et al. [40] emphasized that social benefits are the main driver of revisit interest in various service contexts. Surahman et al. found that economic value plays an important role in creating patient loyalty to health services. [19], [41] also supports that the combination of economic and emotional benefits can strengthen revisit intentions at health facilities.

#### **5. Satisfaction has a significant influence on the interest in repeat visits**

The results of this study also show that patient satisfaction has a significant influence on their interest in returning to use the services of Tamanan Health Center. Patients who are satisfied with their previous service experience tend to have high loyalty to the health facility. In this case, patient satisfaction reflects the success of the Health Center in meeting their expectations, both in terms of service quality, communication, and comfort of the facility.

Satisfaction indicators include fulfillment of expectations, quality of service, and comfort of facilities. Patients who feel that their expectations are met, both in terms of medical and non-medical services, will give a positive assessment of the services received. In addition, the quality of interaction with medical personnel, such as friendliness and the ability to explain the diagnosis, also strengthens patient satisfaction. Comfortable and clean facilities are also important factors that increase patients' desire to return to the Puskesmas.

This finding is supported by research by Rohmah et al., which shows that patient satisfaction directly affects their intention to revisit primary health care services. Haeruddin et al. noted that satisfaction derived from service quality has a significant impact on patient loyalty. Djuwa et al. emphasized that satisfied patients tend to recommend services to others, which strengthens their loyalty. Soulisa and Hidayat found that satisfaction is the main factor mediating the relationship between service quality and intention to revisit. Sangkot et al. support that positive patient experiences with services are an important basis for creating long-term loyalty.

#### **6. Service quality has a significant influence on the intention to revisit through satisfaction as an intervening factor**

The results of the study showed that service quality also had a significant effect on patient re-visit interest through satisfaction as an intervening variable. This shows that the relationship between service quality and patient loyalty is influenced by the level of satisfaction felt. Patients who receive high-quality services, such as fast service, empathy from medical personnel, and adequate facilities, will feel satisfied, which ultimately increases their interest in using the service again.

Dimensions of service quality, such as reliability and empathy, play an important role in building patient satisfaction. When patients feel they are served with care and professionalism, they will rate the experience positively. This high level of satisfaction is a determining factor in influencing their decision to return to the Puskesmas. In other words, satisfaction acts as a bridge connecting service quality with patient loyalty.

This finding is supported by research by Jalias et al. (2020), which shows that patient satisfaction mediates the relationship between service quality and revisit intention. Gusmawan et al. (2020) also noted that patient loyalty to health services is influenced by the quality of interactions that provide satisfaction. Haeruddin et al. (2021) emphasized that good service quality increases satisfaction, which ultimately strengthens patients' desire to return. Sangkot et al. (2022) found that patient satisfaction is a key factor in creating a long-term relationship between service quality and loyalty. Adawiyah (2024) also supports that positive perceptions of service quality strengthen the impact of satisfaction on revisit intention.

#### **7. The value perceived by patients has a significant influence on the intention to revisit through satisfaction as an intervening factor**

The results of the latest study show that patient perceived value has a significant effect on revisit intention through satisfaction as an intervening variable. Patients who feel that the services received provide more benefits, both economically, emotionally, and socially, tend to feel satisfied, which then increases their intention to return to use the service in the future.

The patient value dimension, such as economic and emotional benefits, greatly influences satisfaction. When patients feel that the costs they incur are commensurate with the services received and have a positive emotional experience, their satisfaction will increase. This satisfaction is the basis for patients to decide to return to the Puskesmas. Thus, perceived value not only influences the intention to revisit directly but also through satisfaction as a bridge.

This result is supported by Hasan's research [42], who noted that perceived value increases patient satisfaction, which ultimately strengthens their loyalty. Sianipar et al. [43] also showed that the emotional benefits perceived by patients strengthened the relationship between satisfaction and revisit intention. Sungkana [44] supports that satisfaction is a significant mediating factor between perceived value and patient loyalty. Ramadania et al. [45] found that patients' value experiences contributed greatly to their intention to return through high satisfaction. Aslami., et al [46] also emphasized that perceived value is a key element in creating patient loyalty in healthcare facilities.

## CONCLUSION

**Fundamental Finding :** The fundamental findings of this study underscore the critical relationship between service quality, perceived value, patient satisfaction, and revisit intention in the context of primary healthcare services. These findings highlight the significance of service quality dimensions such as reliability, responsiveness, and empathy, alongside perceived value dimensions such as economic, emotional, and social benefits, in shaping patient satisfaction and loyalty. The study provides strong empirical evidence that satisfaction acts as a crucial mediating variable, amplifying the impact of service quality and perceived value on revisit intention. These insights emphasize the importance of continuously improving the quality of care and understanding patient perceptions to foster trust and loyalty. **Implication :** Implications from this study extend to both theoretical and practical domains. Theoretically, it enriches the literature on healthcare service management by validating the mediating role of satisfaction within a specific healthcare setting. Practically, it offers actionable strategies for healthcare providers to enhance service quality and optimize patient experiences, ultimately promoting sustainable utilization of primary healthcare facilities. **Limitation :** However, limitations of this research must also be acknowledged, including its reliance on a single geographic location, which may limit the generalizability of the findings. Additionally, the cross-sectional nature of the study limits the ability to observe long-term effects. **Future Research :** Future research should consider a longitudinal design to better capture the evolving dynamics of patient satisfaction and revisit intention. Expanding the study to include diverse healthcare settings across different regions or countries would also provide a broader perspective and enhance the applicability of the findings. Ultimately, this study lays a robust foundation for further exploration and development of patient-centered healthcare models, paving the way for improved patient retention and health outcomes globally.

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