



# “How to create patients revisit intention? A study on private hospitals in Indonesia”

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# HOW TO CREATE PATIENTS REVISIT INTENTION? A STUDY ON PRIVATE HOSPITALS IN INDONESIA

## Abstract

This study investigates the factors influencing the revisit intentions of female diabetes patients at private hospitals in Indonesia. The research explores the roles of complaint handling and social media promotion in building patient trust and satisfaction, and their impact on the intention to return. Utilizing a quantitative approach with a survey of 131 respondents, the study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the relationships among the factors. The findings reveal that while service quality significantly affects patient satisfaction, it does not directly influence revisit intentions. Effective complaint handling enhances patient trust, particularly for those with more complex diabetes cases, and social media promotion positively impacts both trust and revisit intentions. The implications of these findings suggest that hospitals should focus on improving operational efficiency, handling complaints effectively, and implementing robust social media strategies to strengthen patient loyalty and retention. This research provides valuable insights for healthcare providers aiming to boost patient satisfaction and revisit rates amidst competitive and resource-limited environments.

## Keywords

revisit intention, satisfaction, complaint handling, social media, hospital, diabetes

## JEL Classification

M31, I11

## INTRODUCTION

Diabetes is a chronic disease that has become a significant global concern, particularly in Indonesia, where its prevalence continues to rise among adult women. The Indonesian Ministry of Health highlights the urgent need to address this issue due to its negative impact on individual and societal health (Suastika et al., 2022). Diabetes patients often require long-term care and regular monitoring to prevent serious complications, such as organ damage and increased cardiovascular risk. Hospitals are crucial in providing high-quality, sustainable healthcare services for these patients.

The revisit intention of diabetes patients is particularly relevant, as their decisions to return to a hospital depend not only on the quality of care received but also on how they are treated and how their complaints are managed. The research indicates that patient satisfaction, trust in healthcare providers, and effective complaint handling significantly influence this decision. Despite existing studies, there is limited research on the revisit intentions of diabetes patients specifically in private hospitals in Indonesia.

In a competitive healthcare landscape, hospitals must prioritize maintaining positive relationships with diabetes patients. Strategies like ef-

fective complaint handling and social media promotion are essential for building trust and enhancing patient satisfaction. Understanding the factors influencing revisit intentions is vital for hospitals aiming to improve care quality and the overall patient experience.

## 1. LITERATURE REVIEW AND HYPOTHESES

Healthcare institutions need to adopt a holistic social approach, moving beyond a purely medical perspective. While accurate diagnosis and treatment are essential, they are not enough; patients increasingly value the overall performance of the services they receive (Alghamdi, 2014). In healthcare, a patient's intention to return is often shaped by the quality of care. High-quality services foster destination satisfaction and create a positive image, which in turn encourages patients to revisit (Soleimani & Einolahzadeh, 2018). Patients who perceive the quality of service to be excellent are more likely to return in the future (Manyangara et al., 2023). The research highlights that service quality encompassing healthcare professionals' competence and visible facilities is essential in building patient satisfaction (Woo & Choi, 2021). When patients feel their expectations are met, they are more inclined to continue using the service (Chatzoglou et al., 2022). Moreover, service quality plays a crucial role in shaping satisfaction; services that meet or exceed expectations significantly enhance customer satisfaction (Elizar et al., 2020; Fida et al., 2020). This satisfaction stems from delivering services that match promises and perceived benefits (Meesala & Paul, 2018).

However, service quality is not the only factor influencing customer satisfaction. Effective complaint handling also plays a significant role. When there is a mismatch between expectations and service performance, customers may file complaints (Jeanpert et al., 2021). Effective complaint handling can restore customer satisfaction and repair disrupted relationships (Awa et al., 2021). Research indicates that good complaint handling contributes positively to customer satisfaction (Jeanpert et al., 2021; Wattoo & Iqbal, 2022). Healthcare providers must be responsive in resolving patient complaints by offering clear and easily understandable information and taking swift and appropriate actions when needed. This approach fosters patient satisfaction with the ser-

vices provided (Dwijayanti et al., 2024). When patients feel dissatisfied with the services received, they may choose to switch to another service provider (Fatonah & Palupi, 2020).

Furthermore, effective complaint handling can enhance patients' intentions to revisit. The process of addressing complaints should be simplified, including the methods and timing of complaint resolution. This allows complaints to serve as a source for future service improvement. Good complaint handling influences customers' attitudes towards the quality of service they experience, ultimately impacting their intention to return in the future (Rb & Artina, 2024). Empathetic responses and effective compensation can help maintain positive relationships and encourage patients to return (Ryynänen & Harisalo, 2018; Widiyastutik et al., 2022). Handling customer complaints is a form of care from the service provider that customers will remember, thereby influencing their intention to make repeat purchases (Saputro, 2023). The research shows that optimal complaint handling can significantly increase patients' intentions to revisit (Istanbulluoglu & Sakman, 2022; Quang & Thuy, 2023).

In the context of hospitals, professional complaint handling can significantly strengthen patients' trust in service providers. Responsiveness refers to the ability to effectively serve patients, while guarantee represents the assurance patients have in the services they receive, alleviating any doubts (Musyawir, 2022). Fair complaint handling is crucial for restoring patients' trust in healthcare and renewing their commitment to the healthcare provider or organization (Friele et al., 2008). Effective complaint handling demonstrates the provider's concern for patient dissatisfaction, thereby fostering trust (Javadikasgari et al., 2018; Joung et al., 2019).

Patients with diabetes, who frequently face chronic health issues, may be particularly attentive to how their complaints are managed. Thus, effective complaint handling is essential for increasing

trust among diabetic patients compared to other patients (Quang & Thuy, 2023). Additionally, social media promotion plays a vital role in building customer trust. Content that highlights the hospital's image, featuring employees, and shared through the hospital's social media channels has garnered significant attention from customers. This, in turn, has gradually increased patient visits to the hospital, driven by the trust built through positive content featuring hospital staff (Dzakiyya & Hijrah Hati, 2024).

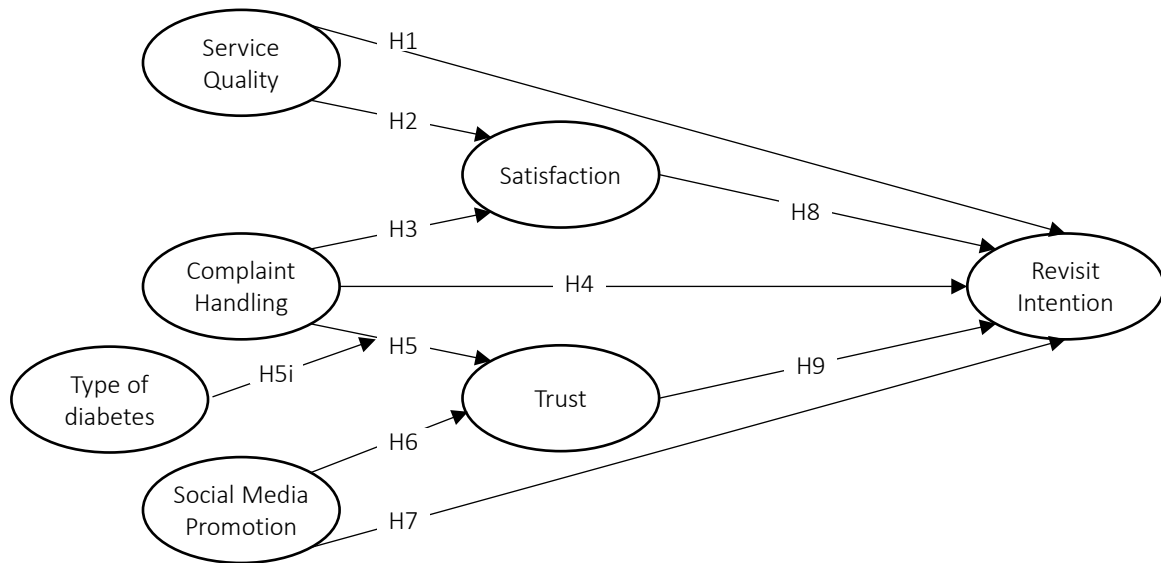
Social media also serves as a platform for interacting with customers and sharing testimonials about their experiences after receiving services (Jamil et al., 2021; Latha et al., 2020). These testimonials can significantly influence customers' perceptions of brand credibility and enhance their trust in the service (Hatamleh et al., 2023). Moreover, social media promotion affects patients' intentions to revisit. Testimonials and product information posted on social media can sway customers' decisions to remain loyal or switch to other brands (Gao et al., 2021; Wibowo et al., 2021). The research indicates that social media promotion can increase customers' repurchase intentions by reinforcing their confidence in products or services (Al-Dmour et al., 2023). When patients encounter positive content and information, the social media factor emerges as a significant variable influencing their intention to revisit (Maarif et al., 2023). Ultimately, a person's decision to return to a place they have previously visited largely depends on their overall feelings about that place (Hidayah & Astuti, 2023).

Finally, customer satisfaction and trust significantly affect intentions to revisit. According to Um et al. (2006), revisit intention is viewed as an extension of satisfaction. High levels of customer satisfaction following a service experience will likely increase the intention to return (Rajput & Gahfoor, 2020). When customers have positive feelings from a service, they are more likely to feel satisfied with that place, which in turn heightens their intention to revisit (Nguyen Viet et al., 2020). Moreover, trust established through quality service also influences customers' decisions to continue using the service in the future (Jeon et al., 2021; Liu et al., 2021). Once patients convince them-

selves that a private hospital is trustworthy – often based on past experiences – they may set aside concerns about trustworthiness and focus on other characteristics of the hospital when determining their intention to revisit (Isa et al., 2019). Guassora and Gannik (2010) confirm that trust is built when doctors and patients establish a strong bond. Patients are more inclined to revisit a hospital if they are confident that the medical professionals and staff are competent and friendly (Isa et al., 2019).

Based on this literature review, this study aims to analyze the influence of service quality, complaint handling, social media promotion, satisfaction, and trust on the revisit intentions of female diabetes patients in private hospitals in Indonesia. Additionally, the study seeks to examine whether the type of diabetes moderates the impact of complaint handling on patient trust. Based on the aims of this research and the research background, the hypotheses are as follows:

- H1: Service quality positively affects revisit intentions.*
- H2: Service quality positively affects patient satisfaction.*
- H3: Complaint handling positively affects patient satisfaction.*
- H4: Complaint handling positively affects revisit intentions.*
- H5: Complaint handling positively affects patient trust.*
- H5i: The type of diabetes strengthens the effect of complaint handling on patient trust.*
- H6: Social media promotion positively affects patient trust.*
- H7: Social media promotion positively affects revisit intentions.*
- H8: Satisfaction positively affects revisit intentions.*
- H9: Trust positively affects revisit intentions.*



**Figure 1.** Conceptual model

## 2. METHODOLOGY

This study utilizes a quantitative research design with a cross-sectional survey approach, which is effective for exploring relationships among various variables in the context of social sciences. The target population consists of outpatient patients at private hospitals in Indonesia, specifically focusing on those with degenerative diseases, such as diabetes. Data were collected through a structured questionnaire adapted from previously validated research instruments. The questionnaire includes several independent variables: service quality, satisfaction, complaint handling, trust, social media promotion, and the type of degenerative disease, with the dependent variable being revisit intention.

A 4-point Likert scale was used for measurement, with responses ranging from 4 (strongly agree) to 1 (strongly disagree). This design was chosen to avoid ambiguity from a neutral midpoint and to reduce neutral responses from participants uncertain about the provided indicators. The degenerative disease variable was categorized, with type 1 diabetes coded as 1 and type 2 diabetes as 2.

Each variable was measured using the following approaches:

- 1) revisit intention was measured based on Pighin et al. (2022), comprising 9 statements;

- 2) service quality was measured with reference to Shie et al. (2022) using 15 statements;
- 3) complaint handling was assessed using an instrument from Jeanpert et al. (2021) consisting of 11 statements;
- 4) social media promotion was evaluated according to Chen et al. (2021) with 10 statements;
- 5) satisfaction was measured using Zhou et al. (2021) with 12 statements; and trust was evaluated based on Shie et al. (2022) with 9 statements.

The total number of statements in the questionnaire was 57.

To ensure the quality of the research instrument, validity and reliability tests were conducted on a pilot sample of 30 respondents. Validity was assessed through factor analysis using the Kaiser-Meyer-Olkin (KMO) measure and Anti-Image Matrices, with indicators considered valid if KMO > 0.5 and Anti-Image Matrices > 0.5 (Hair et al., 2013). Reliability was evaluated using Cronbach's alpha, with values above 0.5 indicating acceptable reliability (Hair et al., 2013). Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through Smart PLS software. This analytical method was employed to evaluate the interrelationships among the variables and to test the hypotheses.

### 3. RESULTS

From the 400 questionnaires links distributed, only 131 responses met the criteria required for the study. Among these 131 respondents, 96 have type 2 diabetes, and 35 have type 1 diabetes. Additionally, most respondents are over 50 years old, totaling 53 individuals, while only 3 respondents fall within the 17 to 30 age group, representing a minority.

Hasan et al. (2021) state that the minimum threshold for factor loading is set at 0.70, as shown in the construct validity diagram, indicating a high standard in measuring how well the variables in the research model influence each other. Factor loading represents the strength of the relationship between latent variables (constructs) and their indicators. If a factor loading value is below 0.70, it may suggest that the indicator is not sufficiently effective in measuring the intended construct.

Meanwhile, the minimum reliability thresholds for AVE (Average Variance Extracted), construct composite reliability (CR), and Cronbach’s  $\alpha$  are set at 0.50, as shown in the construct reliability and validity table. These thresholds establish standards for assessing the consistency and accuracy of measurement instruments or tools in evaluating the constructs in question.

Overall, the statements (indicators) for each variable have been proven to be valid and reliable. Therefore, it can be concluded that all statements (indicators) for each variable in this study are well-understood, appropriately used as measurement tools, and consistently stable for use in this research context.

**Table 1.** Construct reliability and validity

Construct	Cronbach’s alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)
CHD (Complaint Handling)	0.834	0.842	0.900	0.750
RID (Revisit Intention)	0.827	0.836	0.896	0.742
SD (Satisfaction)	0.821	0.837	0.883	0.655
SMPD (Social Media Promotion)	0.908	0.913	0.932	0.733
SQD (Service Quality)	0.918	0.922	0.939	0.755
TD (Trust)	0.889	0.901	0.931	0.819

**Table 2.** R-squared

Construct	R-squared	R-squared adjusted
RID (Revisit Intention)	0.668	0.655
SD (Satisfaction)	0.607	0.601
TD (Trust)	0.734	0.726

Based on the R-squared results, one can understand the extent to which the variability in Revisit Intention (RID) is explained by the variables of Service Quality, Complaint Handling, Social Media Promotion, Trust, and Satisfaction. The analysis indicates that 66.8% of the variation in Revisit Intention is explained by these five variables, while the remaining 33.2% is influenced by other factors not included in this research model. Additionally, the variable Satisfaction (SD) is influenced by Service Quality and Complaint Handling to the extent of 60.7%, with the remaining 39.3% affected by factors outside the scope of this study. Lastly, the variable Trust (TD) is affected by Complaint Handling, Social Media Promotion, and Type of Diabetes, accounting for 73.4% of its variation, while the remaining 26.6% is influenced by other variables not covered in the research model.

**Table 3.** Model fit

Construct	Saturated model	Estimated model
SRMR	0.081	0.092
d_uls	1.948	2.542
d_g	1.232	1.340
Chi-squared	841.099	873.379
NFI	0.728	0.718

In this study, the research model exhibits several indicators of good quality. One such indicator is the SRMR (Standardized Root Mean Square Residual) value, which is less than 0.10 (Malhotra, 2013). SRMR measures model fit by indicating

how well the theoretical model aligns with the observed data. A lower SRMR value signifies a better model fit. Additionally, in the Chi-Square analysis, it was observed that the Chi-squared value increases as the number of respondents in the study grows. This indicates that the model has good sensitivity to changes in sample size. Although a high Chi-squared value does not always indicate a good model fit, an increase in this value can provide insights into the model's fit with larger datasets.

Lastly, the NFI (Normed Fit Index) value approaches 1 (Malhotra, 2013). NFI measures model fit by comparing how well the model fits the data relative to a null model (a model with no relationships among variables). The closer the NFI value is to 1, the better the model fit. With these quality indicators, the research model can be considered robust, demonstrating a high level of fit with the observed data. This suggests that the model effectively explains the relationships among variables in the study and that the results can be relied upon to provide valuable insights within the context of the research.

This study explored the complex dynamics between service quality, complaint handling, trust, and revisit intentions among female diabetes patients. The findings challenge the common assumption that service quality directly influences revisit intentions; instead, it was discovered that while high-quality services enhance patient satisfaction, practical factors such as cost, accessibility, and recommendations from close acquaintances play a more significant role in their decisions to return to the hospital.

Hypothesis testing using bootstrapping in PLS-SEM revealed that hypotheses *H1* (service quality positively affects revisit intention), *H4* (complaint handling positively affects revisit intention), and *H9* (trust positively affects revisit intention) are rejected, as all three hypotheses have t-statistics values less than 1.96 and p-values greater than 0.05. Therefore, the rejection of these hypotheses indicates that there is no significant relationship between Service Quality (SQD), Complaint Handling (CHD), and Trust (TD) with Revisit Intention (RID) within the research model.

Conversely, the data supported the hypotheses *H2*, *H3*, *H5*, *H5i*, *H6*, *H7*, and *H8*. Specifically, *H2* confirmed that service quality has a positive impact on patient satisfaction (SAD), emphasizing the importance of friendly medical staff, prompt services, and attention to the patients' health conditions. Similarly, *H3* demonstrated that effective complaint handling significantly enhances patient satisfaction, aligning with the need for hospitals to address patients' concerns promptly to foster a sense of being valued.

Moreover, *H5* affirmed that complaint handling positively affects trust, highlighting the role of hospitals in building trust through effective complaint management. Hypothesis *H5i* indicated that the type of diabetes strengthens the impact of complaint handling on trust, suggesting that patients with more serious complications are particularly sensitive to how their complaints are addressed. This underscores the necessity for healthcare providers to demonstrate care and expertise in managing diabetes-related concerns.

The positive influence of social media promotion on trust was supported by hypothesis *H6*, indicating that hospitals that actively engage with patients online can significantly enhance trust through positive testimonials and timely responses. Furthermore, *H7* confirmed that social media promotion positively affects revisit intentions, illustrating how online recommendations play a crucial role in patient decision-making. Finally, hypothesis *H8* reinforced that patient satisfaction directly influences revisit intention, asserting that satisfied patients are more likely to return for future care and recommend the hospital to others.

Overall, while patient satisfaction, trust, and revisit intentions are interrelated, it is essential to understand the nuances and unique contexts of patient experiences. Future research should further explore how these various factors interact and how both emotional and practical elements influence patient behavior, particularly in chronic disease management. Gaining deeper insights into these dynamics can enable hospitals to improve patient loyalty and enhance overall service quality in an increasingly competitive healthcare environment. Table 4 summarizes the hypothesis testing results.

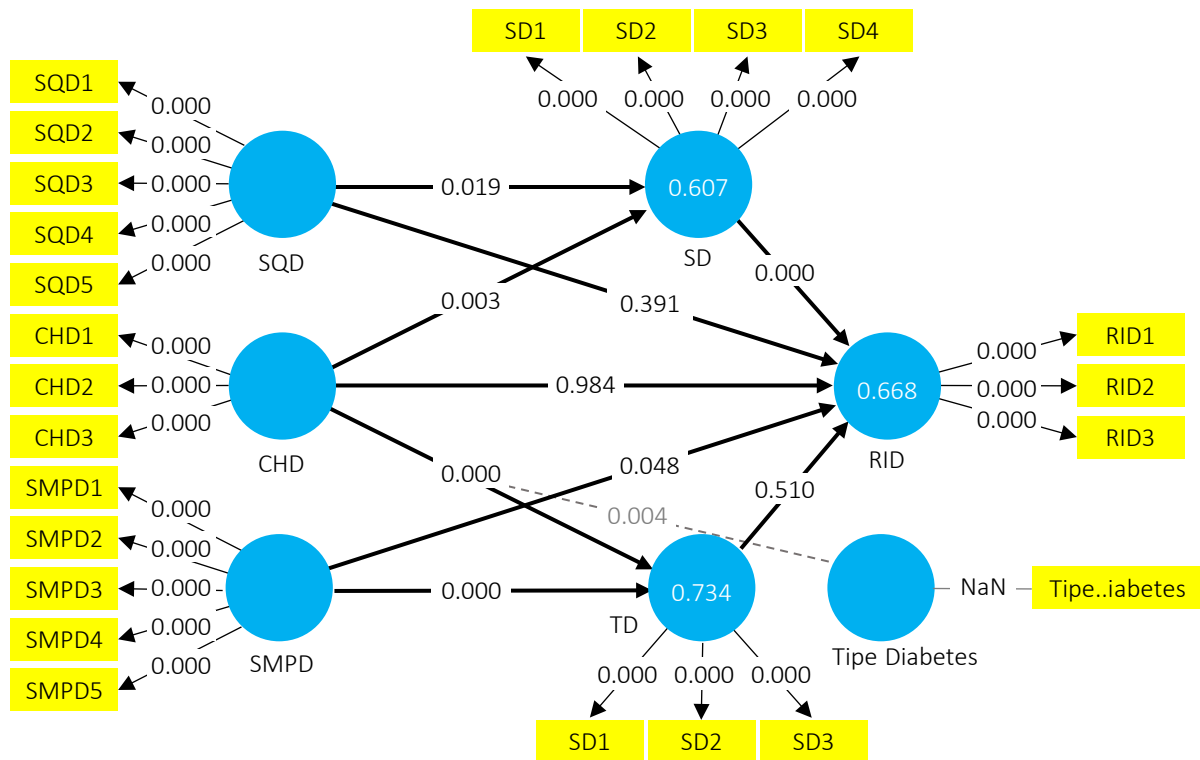


Figure 2. Structural model analysis results

Table 4. Hypothesis testing

	Hypothesis	t-statistics ( O/STDEV )	p-values	Information
H1	Service quality positive affects revisit intention	0.858	0.391	No significant effect
H2	Service quality positive affects satisfaction	2.350	0.019	Significant influence
H3	Complaint handling positive affects satisfaction	3.020	0.003	Significant influence
H4	Complaint handling positive affects revisit intention	0.020	0.984	No significant effect
H5	Complaint handling positive affects trust	7.085	0.000	Significant influence
H5i	Diabetes strengthens the impact of complaint handling on trust	2.857	0.004	Significant influence
H6	Social media promotion positive affects trust	3.125	0.002	Significant influence
H7	Social media promotion positive affects revisit intention	1.974	0.048	Significant influence
H8	Satisfaction positive affects revisit intention	4.194	0.000	Significant influence
H9	Trust positive affects revisit intention	0.659	0.510	No significant effect

## 4. DISCUSSION

This study reveals that the quality of hospital services does not directly influence patients' intentions to revisit. This finding contrasts with previous studies that highlighted the significant role of service quality in shaping revisit intentions (e.g., Lai et al., 2020; Akthar et al., 2023; Do et al., 2023). However, considering the specific characteristics of female diabetes patients, factors such as cost, accessibility, and services tailored to their condition may play a more critical role in their decision to return to the hospital. While high-quality service is important, aspects like proximity to the

hospital, ease of administrative processes, and affordable treatment options may have a greater influence on their revisit intention.

The study found that service quality has a significant impact on patient satisfaction, consistent with the findings of Karani et al. (2019), Supriyanto et al. (2021), Yum and Yoo (2023). For female diabetes patients, high-quality service includes various aspects such as the friendliness of medical staff, the speed of service, and special attention to the patients' health conditions. In this context, not only the technical aspects of medical care measure satisfaction but also by the emotional experience



patients have during their hospital stay. High satisfaction among female diabetes patients encourages them to view the hospital as a reliable place for long-term care.

This finding indicates that effective complaint handling plays a crucial role in enhancing patient satisfaction, as supported by the studies of Jeanpert et al. (2021), Wattoo and Iqbal (2022), Andayani and Anggraini (2023). For female diabetes patients, managing their disease often comes with various challenges, including accessing appropriate healthcare services. When their complaints are addressed promptly and appropriately, it increases their sense of being valued and strengthens their positive perception of the hospital. Given the chronic nature of diabetes and the need for continuous care, a hospital's ability to handle complaints effectively can be a key factor in maintaining patient satisfaction.

While effective complaint handling has been demonstrated to enhance patient satisfaction, this study reveals that it does not directly influence patients' intentions to revisit the hospital. This finding contrasts with previous research, such as those by Istanbuluoglu and Sakman (2022), Widiyastutik et al. (2022), Quang and Thuy (2023), which suggest that good complaint handling strengthens patient loyalty and increases the likelihood of returning to the hospital.

The divergence in findings can be attributed to the unique context of female diabetes patients, particularly those requiring long-term care due to the chronic nature of their condition. For these patients, the decision to return to a hospital may be more significantly influenced by foundational factors, including the affordability of care, ease of access to healthcare services, and recommendations from family or close acquaintances. These elements may play a larger role in shaping revisit intentions than the quality of complaint handling. In some instances, even if the hospital effectively manages complaints, patients may still prefer other hospitals that provide greater convenience or cost-effectiveness.

Additionally, the emotional experiences and trust developed through long-term relationships with medical staff can also be critical determinants for diabetes patients when selecting a hospital for ongoing care. Hospitals that foster strong relation-

ships with their patients, offer consistent services, and ensure easy access to continuous care are likely to be favored over those that excel primarily in complaint handling.

Thus, while complaint handling remains an important aspect of improving patient satisfaction, it does not necessarily correlate with patients' intentions to return to the hospital in the future. Looking ahead, future research should further explore the interplay between complaint handling and other influencing factors, such as the quality of interpersonal relationships and logistical considerations, to better understand what drives revisit intentions among chronic disease patients.

The study finds that effective complaint handling can enhance patients' trust in the hospital, consistent with the research of Istanbuluoglu and Sakman (2022), Widiyastutik et al. (2022). For female diabetes patients, trust in a hospital is crucial, particularly because they require continuous and high-quality healthcare services. Hospitals that can address complaints swiftly and professionally are more likely to gain the trust of their patients. This trust encompasses not only the belief that the hospital will provide good care but also the assurance that the hospital genuinely cares about and listens to the patients' needs and concerns.

Type of diabetes strengthens the effect of complaint handling on trust. This finding emphasizes that the type of diabetes a patient suffers from can strengthen the relationship between complaint handling and trust in the hospital. Patients with diabetes, especially those with serious complications, are highly sensitive to how their complaints are addressed. In Indonesia, where access to healthcare services may be limited for some residents, hospitals that demonstrate care and expertise in handling diabetes-related complaints are likely to gain more trust from patients. Patients feel safer and more confident in hospitals that they believe understand and manage their condition well.

Seventh finding: social media promotion affects trust. The study shows that social media promotion influences patients' trust, consistent with the findings of Hatamleh et al. (2023) and Chaudhri et al. (2021). In the digital era, Tangerang residents increasingly rely on information obtained

through social media, including when choosing healthcare services. Positive testimonials and reviews from other patients shared on social media platforms can enhance new patients' trust in the hospital. Hospitals that actively promote their services online and respond to complaints on social media are more likely to win the trust of the local community.

Social media promotion affects revisit intention. This finding supports the research by Gao et al. (2021), Wibowo et al. (2021), which shows that social media promotion affects patients' intention to revisit. For Indonesia society, hospital promotion through social media serves not only as a source of information but also as a recommendation from the online community. Through social media, hospitals can disseminate information about new services, patient testimonials, and attractive health programs. This can encourage female diabetes patients to reconsider the hospital as their primary choice for future visits.

The study shows that patient satisfaction significantly influences revisit intention, consistent with the research of Rajput and Gahfoor (2020), Dey et al. (2020), Majeed et al. (2022). In Indonesia, patients who are satisfied with hospital services tend to return for future care. This satisfaction can stem from positive experiences during treatment, such as friendly interactions with medical staff, satisfactory treatment outcomes, and the comfort of the hospital facilities. Satisfied female diabetes patients are more likely to recommend the hospital to family and friends and choose it for ongoing care.

Trust does not affect revisit intention. This finding diverges from previous research that indicated trust significantly influences revisit intention (e.g., Syah et al., 2020; Liu et al., 2021; Jeon et al., 2021). While trust is undeniably an essential aspect of the patient experience, this study reveals that for female diabetes patients in Indonesia, other factors may weigh more heavily in their decision to return to the hospital. Specifically, elements such as cost, proximity to the hospital, and recommendations from family or friends may play a more pivotal role.

The divergence from earlier studies could be attributed to the unique context of female diabetes patients, who often face ongoing challenges related to their health conditions. In this context, logistical and practical considerations may take precedence over the emotional aspects of trust. For instance, even if patients have faith in the quality of care provided by the hospital, they may prioritize convenience and affordability when making decisions about healthcare access.

Furthermore, the findings suggest a potential area for future research to explore the interplay between trust and other influencing factors in greater depth. Understanding how logistical considerations intersect with emotional trust could provide valuable insights into patient behavior, particularly in chronic disease management. Future studies could also examine the specific attributes of trust that resonate most with patients and how these attributes might vary across different healthcare settings.

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## CONCLUSION

This study explored the complex dynamics between service quality, complaint handling, trust, and revisit intentions among female diabetes patients. The findings challenge the common assumption that service quality directly influences revisit intentions; instead, it was discovered that, while high-quality services enhance patient satisfaction, practical factors such as cost, accessibility, and recommendations from close acquaintances play a more significant role in their decisions to return to the hospital.

While effective complaint handling has been shown to strengthen patient satisfaction, it is noteworthy that this does not automatically ensure loyalty. This indicates that the emotional connections developed between patients and healthcare providers are crucial, especially in the context of long-term care. Trust built through positive interactions with medical staff may serve as a primary determinant for patients when choosing an appropriate care facility. Moreover, social media promotion has emerged as a powerful tool that can enhance trust and influence revisit intentions. In today's digital era, patients increas-

ingly rely on information obtained from online platforms, where positive testimonials from other patients can significantly boost their intention to return.

This conclusion underscores that while patient satisfaction, trust, and revisit intentions are interrelated, it is essential to understand the nuances and unique contexts of patient experiences. Future research should further explore how these various factors interact and how both emotional and practical elements influence patient behavior, particularly in chronic disease management. Gaining deeper insights into these dynamics can enable hospitals to improve patient loyalty and enhance overall service quality in an increasingly competitive healthcare environment.

## AUTHOR CONTRIBUTIONS

Conceptualization: Tantri Yanuar Rahmat Syah.

Data curation: Edi Suyitno.

Formal analysis: Edi Suyitno.

Investigation: Edi Suyitno.

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Validation: Tantri Yanuar Rahmat Syah.

Visualization: Edi Suyitno.

Writing – original draft: Edi Suyitno.

Writing – review & editing: Tantri Yanuar Rahmat Syah.

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## APPENDIX A

### 1. SERVICE QUALITY

1. Health workers provide skilled and professional services.
2. Health workers provide detailed information about my illness.
3. Health workers offer care with sincerity.
4. Health workers address patient issues in a timely manner.
5. Health workers promptly serve patients according to their queue number.
6. Health workers provide timely health consultations.
7. Health workers serve patients safely.
8. Health workers are professional in delivering healthcare services.
9. Health workers are competent in answering patient questions.
10. Health workers prioritize patient interests.
11. Health workers maintain patient privacy during service.
12. Health workers meet specific medical needs.
13. The hospital is equipped with safe facilities.
14. The hospital has a comfortable environment.
15. The hospital is equipped with modern facilities.

### 2. COMPLAINT HANDLING

1. I feel the hospital responds quickly and fairly to complaints.
2. I feel the hospital responds to patient complaints in a timely manner.
3. I am confident the hospital has fair solutions for patient complaints.
4. I am confident the hospital handles patient complaints fairly.
5. Hospital personnel show seriousness in handling patient complaints.
6. Hospital personnel listen to each patient complaint thoroughly before addressing it.
7. Hospital personnel consider patient feedback in handling complaints.
8. Hospital personnel make a strong effort to resolve patient complaints.
9. The hospital provides positive solutions for the complaints I experienced.
10. The hospital provides satisfactory complaint handling.
11. The hospital offers fair compensation for the complaints I experienced.

### 3. SOCIAL MEDIA PROMOTION

1. Social media informs about the availability of the healthcare services I need.
2. Social media informs about the advantages of the hospital's services.
3. Social media contains pleasant information.
4. Social media provides engaging health information.
5. I can get to know other patients through the hospital's social media.
6. I can share experiences with other patients via the hospital's social media.
7. I can inquire about the advantages of healthcare services through the hospital's social media.
8. I can provide improvement feedback to the hospital via social media.
9. I can post comments for other patients' consideration via the hospital's social media.
10. I can share my impressions after receiving healthcare services through the hospital's social media.

## 4. SATISFACTION

1. The hospital sets transparent service pricing.
2. Health workers provide accurate diagnoses.
3. Health workers deliver effective nursing services.
4. The hospital has comfortable facilities for prescription fulfillment.
5. The hospital has a comfortable system for diagnosing illnesses.
6. The hospital has a convenient registration system.
7. Health workers provide friendly service to patients.
8. Health workers provide understandable explanations.
9. Health workers maintain patient privacy during service.
10. The hospital offers an accurate service process.
11. The hospital has modern service facilities.
12. The hospital maintains a comfortable sanitation and environment.

## 5. TRUST

1. I trust the competence of doctors in providing treatment services.
2. I trust that doctors provide the best nursing care for patients.
3. I believe I am treated safely by doctors at this hospital.
4. Doctors provide safe care to patients.
5. Doctors are honest in offering alternative treatment options.
6. Doctors consider the best ways to care for patients.
7. I trust that doctors at this hospital serve sincerely.
8. I believe doctors at this hospital use their full competence in serving patients.
9. I trust the overall performance of doctors at this hospital.

## 6. REVISIT INTENTION

1. I consider this hospital my primary choice in the area.
2. I will choose this hospital again for future healthcare needs.
3. I will continue to consult with health workers at this hospital.
4. I will choose this hospital again because I am accustomed to being treated by doctors here.
5. I will choose this hospital again due to the friendly attitude of the health workers.
6. I will choose this hospital again because of its comfortable environment.
7. I will choose this hospital again based on previous experiences.
8. I will select medical services at this hospital based on prior experiences.
9. I continue to visit this hospital after comparing its facilities with those of other hospitals.