



THE EFFECT OF PATIENT EXPERIENCE AND BRAND EQUITY ON RETURN VISIT INTENTION: THE MODERATION EFFECT OF RELATIONAL MARKETING

Farida ^{1*}, Andry ², Rina Anindita³

^{1, 2, 3}Esa Unggul University

E-mail correspondence: farida@student.esaunggul.ac.id

ABSTRACT

This study is based on the results of initial observations that show that there will be a decrease in the number of general patients in 2023. The purpose of this study is to empirically reveal the influence of patient experience and brand equity on revisit intention with relational marketing as a moderation variable. The type of research is included in the quantitative with a *cross sectional study design*. The population used is inpatient patients. The sampling technique uses *non-probability*, with a calculation that multiplies the number of indicators by 5 observations, so that the number of samples is 225 respondents. The data collection technique uses a questionnaire, and the analysis method uses *the three box method* and *PLS-SEM* analysis with the help of *the Smart-PLS* program. The results of the analysis prove that simultaneously and partially patient experience, brand equity and relational marketing have an effect on revisit intention, relational marketing weakens the influence of patient experience on revisit intention, relational marketing strengthens the influence of brand equity on revisit intention, and patient experience is the dominant variable.

Keywords: Patient experience, brand equity, relational marketing, revisit intent, patient

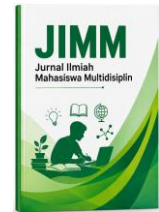
This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.

Copyright © 2026 by Author. Published by Cv Abid Abadi Publisher

INTRODUCTION

The intention to return visit occurs after the customer has evaluated after experiencing the service performance (Abbasi et al., 2021), the intention of the return visit determines the customer's interest in staying with the service brand he or she once felt (Pai et al., 2021), the intention to return to visit can be formed if the customer feels that his expectations of the service performance he or she expects are being met (Gregoriades et al., 2023), revisit intent can be formed by a subjective norm element in the form of a customer's view of the strength of the brand that the marketer offers (Seetanah et al., 2020), and the realization of the customer's intention to make a repeat visit is a marketer's success in forming a good relationship with customers (Leou & Wang, 2023), because the intention of revisiting is formed by aspects of transactional intention, preferential intention and exploratory intention (Kotler & Keller, 2016).

Experience is the impression that customers feel after experiencing service performance, so it forms an attitude to continue using the brand in the future (Paisri et al., 2022), the patient's experience is shaped by the quality of service they feel, so that it determines the intention to return to the hospital (Woo & Choi, 2021), experience teaches patients about the seriousness of health workers to provide quality health services, so that it becomes a consideration for patients to determine their intention to revisit in the future (Battour et al., 2022). Experience is formed through what customers see and feel, so that it shapes the perception of value and satisfaction so as to determine the intention to return (Amoako et al., 2023), and experience describing the value that



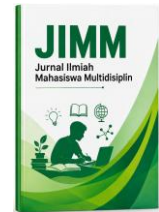
customers feel after experiencing service performance, so that they have the opportunity to determine the intention of returning visits (Rather et al., 2022). By *Picker Patient Experience Questionnaire* (2014), The patient experience is shaped through aspects information and education, service coordination, physical comfort, emotional support, patient preferences, family and friend engagement, continuity and transition, and access to services.

The results of the study conclude that brand equity is a brand power that is embedded in the minds of customers and serves to provide suggestions to customers to make their decisions (Anjani & Astuti, 2022). Brand equity establishes customer trust in the credibility of the service provider so that it can determine the attitude of customers to make repeat visits in the future (Majeed et al., 2021), brand equity describes the power of the brand in the minds of customers who perceive the value of the quality of a service so that it can determine the attitude of customers to make repeat visits (Shi et al., 2022), and brand equity is created from the customer's trust in the performance of the service he or she feels so that it determines his or her belief to use the same service in the future (Ibrahim et al., 2021), because brand equity is formed through aspects of brand awareness, brand association, quality perception and brand loyalty (Aaker, 2009).

To stimulate repeat visit intentions, marketers need to be serious about building relational relationships that seek to understand what customers expect from the performance of a service (Hidayat & Idrus, 2023), and one important goal of relational marketing is to influence the behavior of individuals to determine their attitude towards a product on a sustainable basis (Karami et al., 2023). To build customer loyalty to a brand, the right strategy is needed to build a good relationship between marketers and customers (Yıldırım et al., 2022), with the existence of relational marketing, Marketers can create good relationships with customers thereby strengthening the customer experience to determine repeat visit intent (Ramdhani & Astuti, 2019), relational marketing can be built through social media to build brand power in the minds of customers so that it can foster trust to make repeat visits in the future (Ibrahim & Aljarah, 2018). Relational marketing seeks to build a good relationship between marketers and customers by trying to provide satisfaction to customers so that it becomes the basis for determining the customer's intention to make a repeat visit (Ngo & Ntale, 2019), and relational marketing strategies aim to build product excellence so as to form a value perception that determines the likelihood of customers making repeat visits (Alves et al., 2019), because relational marketing is built through aspects of trust, bonding, communication, the value of togetherness, empathy and reciprocity (Zeithaml, 2013).

One of the interesting research objects to study is RS X, a type C private hospital in the Tangerang City area, which has a problem of decreasing general patient visits in outpatient installations in 2023 compared to 2022. Based on data and information obtained from the hospital's internal on April 1, 2024 through observation techniques, it is known that in the span of 2023, general outpatient visits have decreased compared to 2022, where in 2022 there were 25,513 patients and in 2023 there were 12,688 patients, and this situation is a problem that shows a decrease in the intention of general patients to make repeat visits due to problematic factors patients for their previous service performance.

Further discussions were carried out with the quality section at the same time, to explore what problems outpatients have complained about in the services provided. The answer submitted was "In the span of 2023, many complaints were submitted by patients through the suggestion box as many as 569 patients (0.45%), out of 569 patient complaints, including related to the doctor's concern in listening to the complaints felt by patients in 116 cases (20.4%), so that patients felt that there was a discrepancy in the results of the examination and the prescribed medication with the complaints they felt, and patients complained about the attitude and friendliness of health workers when serving 389 patients (68.4%), and there were patient complaints related to the comfort of the examination room as many as 64 patients (11.2%)".



Further information was given by the service quality department at the same time, information was stated that "There are several patients who have used outpatient services more than 1 time to express their criticism and suggestions because they have never received special prices or discounts, because they feel that they are loyal patients who make this hospital their main destination for health service needs, In addition, 362 patients (0.28%) complained about the slow handling of complaints submitted through the suggestion box, and the absence of compensation they got from submitting complaints they submitted". "Several complaints were also submitted by patients related to the queue system system that has not been separated between BPJS patients and general patients as many as 512 patients (0.39%), so they feel disappointed because they do not get priority as general patients who make personal payments and with insurance guarantees".

Based on the decrease in the number of general patients in outpatient installations in 2023, indicating the problem of decreasing patient intention to make return visits to outpatient installations, and the results of observation, are an initial prediction of indications of variables that affect the decrease in patient intention to make repeat visits, so it is necessary to conduct further research to prove the influence of patient experience, brand equity, and relational marketing on intention patient revisit. In this study, it seeks to carry out the existence of *the theory of planned behavior*, where it should be stated that behavioral control is an independent variable that affects an individual's intention to do something, and the relational marketing variable is a form of behavioral control that determines patients to make a repeat visit, but in this study it tries to replicate with a novelty that makes marketing relational as a moderator that will strengthen or weaken the influence of patient experience and brand equity on patient return visit intentions. Based on the description presented by previous studies, it can be seen that several relevant studies have been conducted, but none have united patient experience, brand equity, relational marketing and return visit intent in one whole study, so that by combining these variables into a novelty in this study, and it is an idea to conduct research to prove the influence of Patient Experience and brand equity on Return visit intention with relational marketing as a moderation variable.

Conceptual Framework

According to the results concluded by previous studies and the research objectives that have been set, several research hypotheses are formulated as initial assumptions that must be revealed through the results of the analysis:

H1: Simultaneously patient experience, brand equity, and relational marketing have an effect on return visit intent.

H2: Patient experience affects revisit intention.

H3: Brand equity affects return visit intent.

H4: Relational marketing has an effect on return visit intention.

H5: Relational marketing moderates the influence of experience on return visit intent.

H6: Relational marketing moderates the influence of brand equity on return visit intent

In accordance with the hypothesis that has been formulated, the following is described as a conceptual framework as a research paradigm that connects the relationship between research variables:

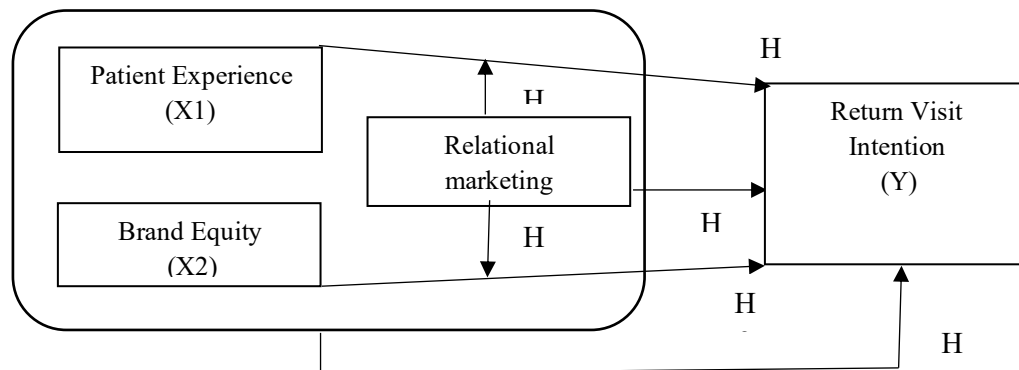


Figure 1. Research Model

METHOD

Research Design

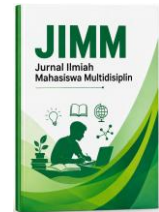
This study is included in the quantitative type with a *cross sectional study* design which aims to analyze the possibility of causal relationships between variables where observations are made at a certain point, and do not observe changes in the subjects studied.

Participants and Data Collection Techniques

The research was conducted in one of the privately owned hospitals located in Tangerang City. The population in this study is Outpatient. The sample determination technique is carried out by the *Nonprobability Sampling* where the population does not have the same opportunity to be sampled. The determination of the number of samples refers to (Hair et al., 2019) By multiplying the number of questionnaire indicators by five, so that the minimum number of respondents required is 45 items $\times$ 5 = 225 respondents. Based on the calculation results, it is known that the minimum number of samples is 225 respondents with the sampling withdrawal method using *Convenience sampling*. The criteria The sample must meet the inclusion criteria and exclusion criteria, which are as follows: (1) Inclusion Criteria: (a) Be non-BPJS general outpatient. (b) Have received outpatient services at the time the survey was conducted. (2) Exclusion Criteria: (a) BPJS patients. (b) Be < 17 years old (Immature). The data source was obtained from primary data by collecting data using a survey method through a questionnaire developed by ourselves based on the dimensions adopted from the theory on each variable, using a Likert point scale of 4 -1 consisting of a score of 4 strongly agree (SS). Score 3 agree (S), score 2 disagree (TS), score 1 strongly disagree (STS). The middle score is not used to avoid answers that describe the respondent's doubts to answer, so a score of 4 - 1 is used.

Instruments

The measurement of the revisit intention instrument is intended to measure the outpatient's reasons for revisiting, with the dimension Norms of transactional intent, prereferential intention and exploratory intent (Kotler & Keller, 2016), and consists of 9 items of statements. Patient experience instruments are intended to measure The impression that patients feel after experiencing outpatient catharism, with dimensions of information and education, service coordination, physical comfort, emotional support, patient preferences, family and friend involvement, continuity and transition, and access to services (Picker Institute, 2014), and consists of 16 statements. Their equity instruments



are aimed at measuring Outpatient perceived brand power, with the dimensions of brand awareness, brand association, quality perception and brand loyalty (Aaker, 2009), and consists of 8 items of statements. Relational marketing instruments are aimed at measuring patients' perceptions of doctors' behavior in providing outpatient services, with dimensions of trust, bonding, communication, the value of togetherness, empathy and reciprocity (Zeithaml, 2013), and consists of 12 items of statements. The pretest was carried out on 30 respondents outside the research sample using the product moment correlation technique and the reliability test using the *Cronbach's Alpha*. The results of the validity test concluded that in all research variables, all instruments had a calculation value of > 0.361 so that all statement instruments in the research variables were used in their entirety, and the reliability test showed that all instruments had a reliability value of > 0.60 , so that all instruments could be relied on in follow-up surveys.

Data Analysis Techniques

Descriptive statistical analysis is used to describe the actual state of each research variable with the approach *Three Box Method* referring to opinions (Ferdinand, 2014) which divides the interval scale is divided into three size ranges consisting of 56.25 – 112.5 low category (R), 112.6 – 168.75 medium category (S) and 168.75 – 225 high category (T). Hypothesis testing using PLS-SEM with the help of a program *Smart-PLS* which consists of (1) *Test Outer Model* (a) Assess the charge factor assuming that the charge factor value > 0.70 is declared valid (Hair et al., 2019). (b) The validity of the construct that refers to the VE value if > 0.50 then it is declared valid (Hair et al., 2019). (c) The reliability test of the construct refers to the value of *Cronbach's Alpha* and CR if > 0.70 is declared reliable (Hair et al., 2019). (d) The structural model fit test refers to the SMRM value if < 0.1 then the model is declared fit (Hair et al., 2019). (2) *Test inner model* which consists of (a) Assessing the determination coefficient referring to the value of R^2 assuming that the value of R^2 0.67 – 1 (strong influence), 0.33 – 0.66 (moderate influence) and 0.19 – 0.32 (weak influence), (2) Analysis of direct influence coefficients and interactions. (c) Hypothesis test with a significance level of 5% so that if the t_{cal} value > 1.96 hypotheses are accepted (Hair et al., 2019).

RESULTS AND DISCUSSION

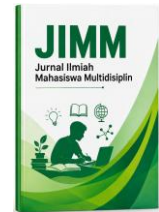
Respondent Profile

Based on the results of the analysis of 225 respondents surveyed, the respondents based on the intensity of visits, the highest with the intensity of visits as many as 2-3 times amounted to 135 respondents (60%). Based on gender, the largest number of respondents were male as many as 140 respondents (62%). Among respondents based on age, the most > 50 years old were 86 respondents (38%). In respondents based on the last education, the most $\leq$ SMU / Equivalent was 110 respondents (49%). Among respondents based on payment facilities, the most used non-BPJS insurance by 136 respondents (63%).

Description of Research Instruments

Table 1. Results of Analysis of Research Instruments

Variable	Index			Behaviour
	R	S	T	
Patient experience			*	Impressed
Brand equity		*		Believe
Relational marketing			*	Believe



Variable	Index			Behaviour
	R	S	T	
Return visit intent			*	Commitment

Source: Primary data processing, 2024

Based on the table above, the behaviors of the respondents can be explained in accordance with the applicable index and theory, as follows: (1) The variables of patient experience are at a high level, with the highest index in the dimension of family and friend involvement, these conditions show the behavior of patients who are impressed with the outpatient services they feel, so that they commit to revisiting at a later date. (2) The brand equity variable is at a moderate level, with the highest index in the quality perception dimension, this situation shows that the patient's behavior is confident in the quality of service from the hospital, so they are committed to making a return visit in the future. (3) The relational marketing variable is at a high level, with the highest index in the bond dimension, this state shows the behavior of patients who trust the service from the hospital, so they are committed to making a return visit in the future. (4) The variable of visit intention is at a high level, with the highest index in the transactional intention dimension, this condition shows the behavior of patients who are committed to continuing to visit again in the future.

Factor Charge Analysis

Based on the results of the analysis, it is known that in the patient experience variable, there are 2 indicators that have a < factor content of 0.70, namely PP4 and PP6 indicators. In the brand equity variable, there are 2 indicators that have a factor of < 0.70, namely the EM2 and EM8 indicators. In the relational marketing variable, there is 1 indicator that has a factor content of < 0.70, namely the PM1 indicator. Meanwhile, the variable of intention to revisit all indicators has a factor content of > 0.70. Therefore, it was concluded that indicators that had a factor content of < 0.70 were eliminated because they could not represent their latent variables, and were not included in the follow-up research.

Construct Validity and Reliability Test

Table 2. Construct Validity and Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Average Extracted Variance (AVE)
X1	0.953	0.958	0.623
X2	0.918	0.937	0.715
X3	0.951	0.957	0.672
Y	0.978	0.981	0.853

Source: Smart-PLS Output, 2024

Based on the table above, it can be seen that all AVE values of the research variables are > 0.50, and the values of Cronbach's alpha and composite reliability are all > 0.70, so it is concluded that all indicators contained in the research variables are good constructs in forming latent variables.

Model Fit Test

Table 3. Model Fit Test

	Saturated Model	Estimated Model
SRMR	0.071	0.071

Source: Smart-PLS Output, 2024

Based on the table above, the SRMR value shows a < value of 0.1 so that the results explain that the research model can be said to be *Fit* to measure the relationship between the latent variable and the observed variable (Hair et al., 2019).

Inner Model Analysis

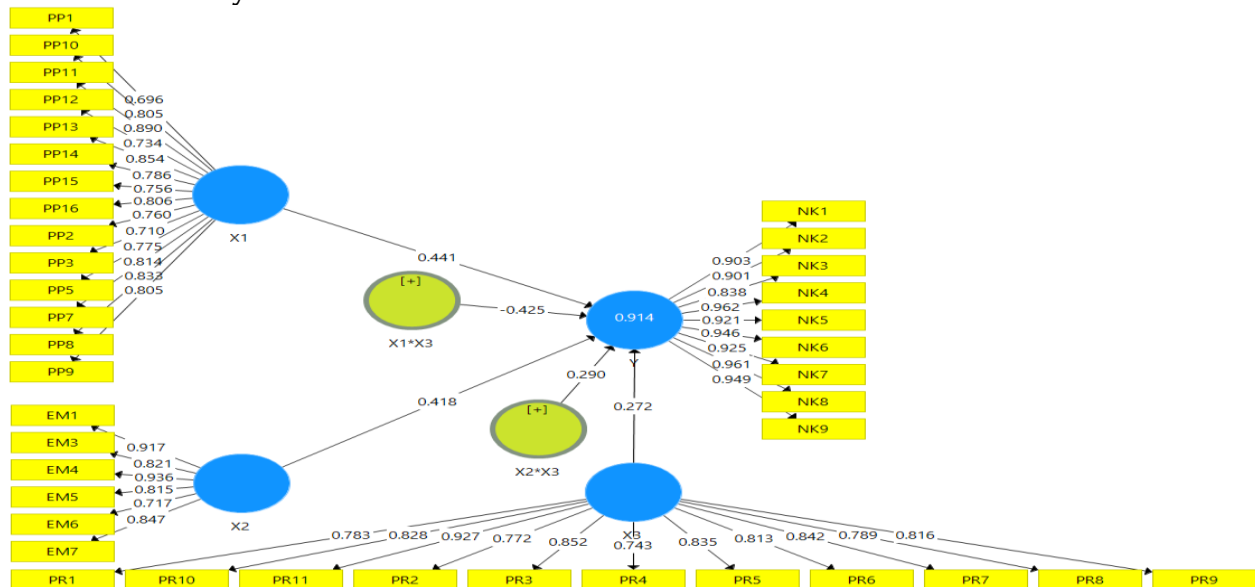


Figure 2. Coefficient Model Path Diagram

Source: Smart-PLS Output, 2024

Based on the figure, the results of the analysis of direct and indirect influences are concluded and will form a total influence, with the following summary:

Table 4. Results of Direct Impact Analysis

-0,425	Coefficient
0,290	0,441
X2→Y	0,418
X3→Y	0,272

Source: Researcher's preparation, 2024

Based on table 4, it can be explained that the results of the study relate the estimated value of the relationship between variables as follows; The results of the analysis show the function of the equation $Y = 0.441(X1) + 0.418(X2) + 0.272(X3)$. The results explain that patient experience, brand equity and relational marketing have a positive effect on revisit intentions, so that when patient experience, brand equity and relational marketing are increased by one unit, then revisit intentions will increase by 44.1% through patient experience and 41.8% through brand equity and 27.2% through relational marketing.

Table 5. Results of Moderation Effect Analysis

Relationship	Coefficient
X1*X3→Y	-0,425
X2*X3→Y	0,290

Source: Researcher's preparation, 2024

Based on table 5, the results of the study can be explained as follows: In the analysis of the influence of patient experience on revisit intention moderated by relational marketing, the coefficient is -0.425 which means that relational marketing weakens the relationship between patient experience and revisit intention. In the analysis of the influence of brand equity on revisit intention moderated by relational marketing, a coefficient of 0.290 showed that relational marketing strengthened the relationship of brand equity to revisit intent.

Hypothesis Test

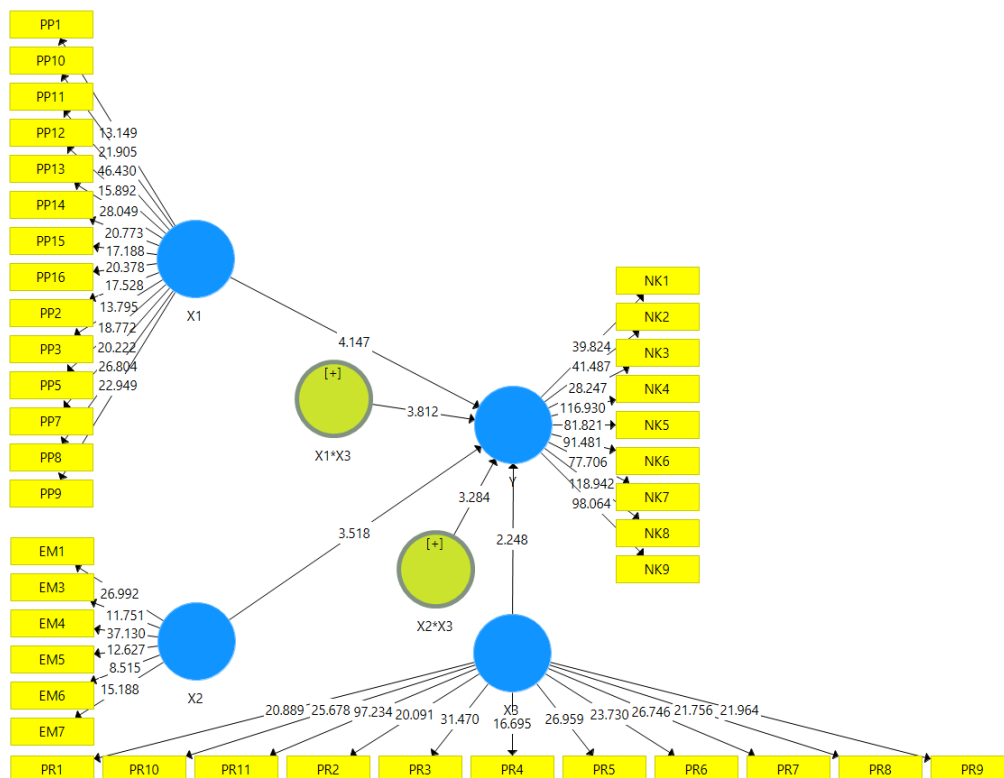
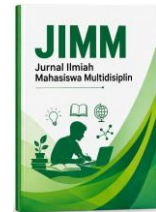


Figure 3. Significance Test Path Diagram

Source: Smart-PLS Output, 2024

Table 6. Summary of Hypothesis Test

Simultaneous Influence		
Hypothesis	R ²	Conclusion
Patient experience, brand equity and relational marketing → return intent	0,914	H1 Accepted
Partial Influence		
Hypothesis	TValue	Conclusion
Patient experience → intention to revisit	4,147	H2 Accepted
Brand equity → return visit intent	3,518	H3 Accepted
Relational marketing → revisit intent	2,248	H4 Accepted
Patient experience*relational marketing → return intent	3,812	H5 Accepted



Brand equity*relational marketing → return visit intent	3,284	H6 Accepted
---	-------	-------------

Source: Researcher's preparation, 2024

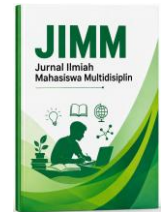
The Influence of Patient Experience, Brand Equity and Relational Marketing on Repeat Visit Intention

The results of the analysis prove that patient experience, brand equity and relational marketing simultaneously affect the intention to revisit as evidenced by the value of the determination coefficient of 0.914, which means that patient experience, brand equity and relational marketing have a strong effect on the intention of revisit, so that by increasing patient experience, brand equity and relational marketing, the intention of patients to revisit increases. These three variables contribute strongly in influencing the patient's intention to revisit, and if associated with the results of the analysis *Three Box Method*, it happened because the patient was impressed by the doctor's concern in involving family and friends, the patient was confident in the quality of the service they felt and the patient felt that there was a close bond that the doctor was trying to build in providing the service, so they committed to revisiting the house because they were served humanely. But the problem lies in the aspect of patient loyalty to the brand, where they are not satisfied with the price set by the hospital, so that patients have the opportunity not to visit Sari Asih Sangiang Hospital again if there are other hospitals that provide comfort facilities for each room. These results are supportive research that concludes that experience describes the value that customers feel after experiencing service performance, so that they have the opportunity to determine the intention of a return visit (Rather et al., 2022), Brand equity is created from the customer's trust in the performance of the service he or she feels, thus determining his or her belief to use the same service in the future (Ibrahim et al., 2021), and relational marketing strategies aim to build product excellence so as to form a value perception that determines the likelihood of customers making repeat visits (Alves et al., 2019).

The Effect of Patient Experience on Return Visit Intention

The results of the analysis concluded that the patient's experience had an effect on the intention to revisit as evidenced by the comparison of T Value $4.147 > 1.96$, so that by increasing the positive experience for the patient, the patient's intention to revisit could increase, and it was seen that the patient was committed to making a return visit because they were encouraged by the memorable experience they got when making the visit. It can be seen that patient experience dominates its influence in increasing repeat visit intentions, when associated with the results of the analysis *three box method*, This happens because of the doctor's concern in involving family and friends to monitor health developments and involve families for the discipline of taking medication, thus making the patient committed to making a return visit in the future. But the problem can be seen in the aspect of information and education, where patients lack clear information about the disease they suffer, and lack of clear information about the prohibitions that must be avoided, so that this has an impact on the likelihood of patients carrying out exploratory intentions by comparing the treatment of personnel in other hospitals that they have felt customers after experiencing the service performance, so that it forms an attitude to continue using the brand in the future (Paisri et al., 2022), the patient's experience is shaped by the quality of service they feel, so that it determines the intention to return to the hospital (Woo & Choi, 2021), and experience teaches patients about the seriousness of health workers to provide quality health services, so that it becomes a consideration for patients to determine their intention to return to visit in the future (Battour et al., 2022).

The Effect of Brand Equity on Return Visit Intention



The results of the analysis concluded that brand equity has an effect on the intention to revisit as evidenced by the comparison of T-Value $3,518 > 1.96$, so that by building the strength of brand equity in the patient's mind, the patient's intention to revisit increases, and it can be seen that the patient feels confident in the excellence of the hospital service, making them committed to making a return visit in the future. It can be seen that brand equity is able to increase patient intent to return visits, and when associated with analysis *three box method*, This situation is dominated by the aspect of quality perception, where patients feel that the service is carried out quickly by the doctor, and feel that the prescription of the drug is as expected, so that their intention to revisit the hospital in the future is formed. But it can be seen that the problem is in the aspect of brand loyalty, where patients are not satisfied with the price offer set, thus forming their exploratory intention to return to the hospital they have visited before compared to the intention to visit Sari Asih Sangiang Hospital again. For this reason, it is important to build brand loyalty in the minds of patients. This result is in line with research that concludes that brand equity shapes customer trust in the credibility of service providers so that it can determine customer attitudes to repeat visits in the future (Majeed et al., 2021), brand equity describes the power of the brand in the minds of customers who perceive the value of the quality of a service so that it can determine the attitude of customers to make repeat visits (Shi et al., 2022), and brand equity is created from the customer's trust in the performance of the service he or she feels so that it determines his or her belief to use the same service in the future (Ibrahim et al., 2021).

The Effect of Relational Marketing on Return Visit Intention

The results of the analysis concluded that relational marketing had an effect on the intention of revisiting, so that with efforts to increase relational marketing as evidenced by the comparison of T-Value $2.248 > 1.96$, the patient's intention to revisit increased, and it was seen that the patient was committed to making a revisit because he felt confident in the doctor's efforts in establishing a good relationship with the patient. The ability of relational marketing to increase return visit intent if it is associated with the results of the analysis *three box method*, occurs because the patient feels that the doctor uses all his competence in serving the patient, and the doctor always tries to dig up the problem before conducting the examination, thus forming the perception that they are served humanistically, and forming his intention to make a revisit. But the problem lies in the aspect of patients' trust in the doctor's behavior to be careful when conducting examinations and the accuracy of doctors in making diagnoses, thus forming their exploratory intention to return to the hospital they have visited before, rather than the intention to visit again. These results are in line with research that concludes that To build customer loyalty to a brand, the right strategy is needed to build a good relationship between marketers and customers (Yıldırım et al., 2022), relational marketing seeks to build a good relationship between marketers and customers by trying to provide satisfaction to customers so that it becomes the basis for determining the attitude of customers to make repeat visits (Ngo & Ntale, 2019), and relational marketing strategies aim to build product excellence so as to form a value perception that determines the likelihood of customers making repeat visits (Alves et al., 2019).

The Role of Relational Marketing in Moderating the Influence of Patient Experience on Return Visit Intention

The results of the analysis concluded that relational marketing weakens the relationship between patient experience and revisit intention as evidenced by a coefficient of -0.425 and a comparison of T-Value $3.812 > 1.96$ so that the current relational marketing concept will weaken the patient's experience ability in increasing revisit intention. The role of relational marketing in weakening the relationship between patient experience and revisit intention occurs because of the low patient trust in the doctor's efforts in conducting a thorough examination, and making an



accurate diagnosis of the disease, so that even though patients are impressed with the doctor's behavior in involving family and friends, but with low patient trust, it will make their intention to revisit decrease. This result is contrary to research that concludes that with relational marketing, Marketers can create good relationships with customers thereby strengthening the customer experience to determine repeat visit intent (Ramdhani & Astuti, 2019), where when patients are impressed with the experience they feel when receiving services, will make their commitment to repeat visits increase, if the relational marketing built by doctors aims to build a good relationship with patients on an ongoing basis.

The Role of Relational Marketing Moderating the Influence of Brand Equity on Return Visit Intention

The results of the analysis concluded that relational marketing strengthens the relationship between patient experience and revisit intention as evidenced by a coefficient of 0.290 and a comparison of $T\text{Value } 3.284 > 1.96$, so that the current relational marketing concept, the brand equity embedded in the patient's mind will be stronger in increasing the patient's intention to revisit. Relational marketing capabilities strengthen the relationship of brand equity to return visit intent when associated with analysis results *Three Box Method* occurs because of the strong bond that doctors build in using all their competencies when serving patients, and the efforts that doctors always make in exploring problems before conducting examinations, so that even though patients feel dissatisfied with the price quote set, but with the doctor's efforts in establishing a strong bond with the patient, the patient's intention to revisit will still increase. This result is in line with research that concludes that to build customer loyalty to a brand, the right strategy is needed to build a good relationship between marketers and customers (Yıldırım et al., 2022), relational marketing can be built through social media to build brand power in the minds of customers so that it can foster trust to make repeat visits in the future (Ibrahim & Aljarah, 2018).

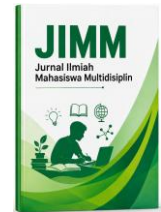
CONCLUSION

Based on the entire series of analyses, it was revealed that simultaneously and partially, patient experience, brand equity and relational marketing had an effect on revisit intent. Social media marketing weakens the influence of patient experience on return visit intent, and relational marketing strengthens the influence of brand equity on return visit intent. Patient experience is the dominant variable that is able to increase the intention to revisit. Some of the managerial implications that can be conveyed are improvements in the service system by providing training related to *patient-centered care* to doctors and health workers in outpatient services. Improvements to the promotion system by using digital promotions that seek to visualize the process of handling patients by doctors and also display service excellence and other patient comments that are satisfied. Improving the service system by interacting directly by prioritizing *experiential marketing* in the form of education about the examination system is carried out through a planned flow by the doctor in charge. Improvements to the promotion system by using *an experiential marketing* system that seeks to provide a direct experience to patients in accordance with what was previously promised. This study is limited to using non-BPJS patients as the unit of analysis, it is recommended to further include patients with payment categories using BPJS, so that it can conduct a different test that is useful to determine each different treatment for each category of patients with general payment facilities and BPJS.

REFERENCE



- Aaker, D. A. (2009). *Managing Brand Equity*. Free Press.
- Abbasi, G. A., Kumaravelu, J., Goh, Y.-N., & Dara Singh, K. S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC*, 25(2), 282–311. <https://doi.org/10.1108/SJME-12-2019-0109>
- Alves, H., Campón-Cerro, A. M., & Hernández-Mogollón, J. M. (2019). Enhancing rural destinations' loyalty through relationship quality. *Spanish Journal of Marketing - ESIC*, 23(2), 185–204. <https://doi.org/10.1108/SJME-09-2018-0041>
- Amoako, G. K., Doe, J. K., & Neequaye, E. K. (2023). Online innovation and repurchase intentions in hotels: the mediating effect of customer experience. *International Hospitality Review*, 37(1), 28–47. <https://doi.org/10.1108/IHR-02-2021-0008>
- Anjani, D., & Astuti, R. D. (2022). The effect of brand engagement and brand love upon overall brand equity and repurchase intention: Case study on smartphone brands in Indonesian millennials. *Contemporary Research on Management and Business*, 2014, 52–55. <https://doi.org/10.1201/9781003295952-14>
- Battour, M., Noviyani, N. A., Ratnasari, R. T., Aboelmaged, M., & Eid, R. (2022). The Impact of HDA, Experience Quality, and Satisfaction on Behavioral Intention: Empirical Evidence from West Sumatra Province, Indonesia. *Sustainability*, 14(8). <https://doi.org/10.3390/su14084674>
- Ferdinand, A. (2014). *Management Research Methods*. BP Undip.
- Gregoriades, A., Pampaka, M., Herodotou, H., & Christodoulou, E. (2023). Explaining tourist revisit intention using natural language processing and classification techniques. *Journal of Big Data*, 10(1), 60. <https://doi.org/10.1186/s40537-023-00740-5>
- Hair, J. F., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis*. Cengage.
- Hidayat, K., & Idrus, M. I. (2023). The effect of relationship marketing towards switching barrier, customer satisfaction, and customer trust on bank customers. *Journal of Innovation and Entrepreneurship*, 12(1), 29. <https://doi.org/10.1186/s13731-023-00270-7>
- Ibrahim, B., & Aljarah, A. (2018). Dataset of relationships among social media marketing activities, brand loyalty, revisit intention. Evidence from the hospitality industry in Northern Cyprus. *Data in Brief*, 21, 1823–1828. <https://doi.org/https://doi.org/10.1016/j.dib.2018.11.024>
- Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking Social Media Marketing Activities to Revisit Intention through Brand Trust and Brand Loyalty on the Coffee Shop Facebook Pages: Exploring Sequential Mediation Mechanism. *Sustainability*, 13(4). <https://doi.org/10.3390/su13042277>
- Karami, M., Eyüpoğlu, Ş. Z., & Ertugan, A. (2023). The Influence of Relational Benefits on Behavioral Intention and the Moderating Role of Habit: A Study in a Personal Service Business. *Behavioral Sciences (Basel, Switzerland)*, 13(7). <https://doi.org/10.3390/bs13070565>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education South Asia Pte Limited.
- Leou, E. C., & Wang, H. (2023). A holistic perspective to predict yoga tourists' revisit intention: An integration of the TPB and ECM model. *Frontiers in Psychology*, 13(February), 1–12. <https://doi.org/10.3389/fpsyg.2022.1090579>
- Majeed, M., Owusu-Ansah, M., & Ashmond, A.-A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business & Management*, 8(1), 1944008. <https://doi.org/10.1080/23311975.2021.1944008>
- Ngoma, M., & Ntale, P. D. (2019). Word of mouth communication: A mediator of relationship marketing and customer loyalty. *Cogent Business & Management*, 6(1), 1580123. <https://doi.org/10.1080/23311975.2019.1580123>
- Pai, C., Kang, S., Liu, Y., & Zheng, Y. (2021). An Examination of Revisit Intention Based on Perceived Smart Tourism Technology Experience. *Sustainability*, 13(2). <https://doi.org/10.3390/su13021007>



- Paisri, W., Ruanguttamanun, C., & Sujchaphong, N. (2022). Customer experience and commitment on eWOM and revisit intention: A case of Taladtongchom Thailand. *Cogent Business & Management*, 9(1), 2108584. <https://doi.org/10.1080/23311975.2022.2108584>
- Ramdhani, A., & Astuti, S. (2019). The analysis of relationship between experiential marketing, service quality, visitors' satisfaction, and revisit intention: study on tourism industry. *Diponegoro International Journal of Business*, 2, 107. <https://doi.org/10.14710/dijb.2.2.2019.107-111>
- Rather, R. A., Hollebeek, L. D., & Rasoolimanesh, S. M. (2022). First-Time versus Repeat Tourism Customer Engagement, Experience, and Value Cocreation: An Empirical Investigation. *Journal of Travel Research*, 61(3), 549–564 <https://doi.org/10.1177/0047287521997572>
- Seetanah, B., Teeroovengadum, V., & Nunkoo, R. (2020). Destination Satisfaction and Revisit Intention of Tourists: Does the Quality of Airport Services Matter? *Journal of Hospitality and Tourism Research*, 44(1), 134–148 <https://doi.org/10.1177/1096348018798446>
- Shi, H., Liu, Y., Kumail, T., & Pan, L. (2022). Tourism destination brand equity, brand authenticity and revisit intention: the mediating role of tourist satisfaction and the moderating role of destination familiarity. *Tourism Review*, 77(3), 751–779 <https://doi.org/10.1108/TR-08-2021-0371>
- Woo, S., & Choi, M. (2021). Medical service quality, patient satisfaction and intent to revisit: Case study of public hub hospitals in the Republic of Korea. *PloS One*, 16(6), e0252241. <https://doi.org/10.1371/journal.pone.0252241>
- Yıldırım, Y., Amarat, M., & Akbolat, M. (2022). Effect of relationship marketing on hospital loyalty: the mediating role of patient satisfaction. *International Journal of Pharmaceutical and Healthcare Marketing*, 16(3), 337–353. <https://doi.org/10.1108/IJPHM-01-2021-0010>
- Zeithaml, V. A. (2013). *Services Marketing*. McGraw-Hill Education (India) Pvt Limited.