

The Relationship between Service Quality, Satisfaction and Image on Revisit Intentions in Standard Inpatient Class Patients at Rumah Sakit Umum Pusat Surakarta

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ABSTRACT

This study aims to determine the relationship between the quality of inpatient services, satisfaction and image on the intention to revisit standard inpatient class patients at Rumah Sakit Umum Pusat Surakarta (RSUP Surakarta). RSUP Surakarta is one of 14 hospitals designated as a Hospital Organizing the Standard Inpatient Class Trial. Repeat visits to standard inpatient class organizing hospitals are very important because they can increase the BOR (Bed Occupancy Rate) value. This research is quantitative research with a cross-sectional study design. The number of respondents was 93 people and were patients who had been hospitalized at the RSUP Surakarta inpatient service at least once. Data collection using a questionnaire with self-report. Data processing uses SPSS and SEM PLS (Structured Equation Model Partial Least Square). The results of this research are that service quality has a relationship with intention to revisit (p-value 0.029). Service quality has a relationship with satisfaction (p-value 0.005). Service quality was found to have a relationship with image (p-value 0.005). Satisfaction was found to have a relationship with image (p-value 0.005). Satisfaction was found to have no relationship with revisit intention (p-value 0.098). Image was found to have a relationship with revisit intention (p-value 0.004). Service quality was found to have a relationship with repeat visit intention through image (p-value 0.027). Satisfaction was found to have a

relationship with intention to revisit through image (p-value 0.008).

Keywords: service quality, satisfaction, image, intention to revisit, hospital

INTRODUCTION

The Indonesian government is implementing the Jaminan Kesehatan Nasional – Kartu Indonesia Sehat (JKN-KIS) which aims to provide health insurance for all Indonesian people. The government is targeting Universal Health Coverage (UHC) with the same medical and non-medical benefit packages (treatment classes), without any differences, to realize social justice for all people. The hospital collaborates with the Jaminan Kesehatan Nasional (JKN) to provide health services to the community through the Badan Penyelenggara Jaminan Kesehatan (BPJS). Based on the Undang-Undang No 40 of 2004 and Peraturan Pemerintah Nomor 47 of 2020, the Standard Inpatient Class service will be implemented no later than January 1, 2023. The concept of the JKN standard inpatient class is to guarantee the same medical and non-medical services for illnesses. the same, standardized amenities or comfort.

The standard inpatient class policy is implemented in order to uphold the principle of equity, maintain the quality and

safety of health insurance patients. The standard inpatient class stipulation should come into effect on January 1, 2023 for hospitals in Indonesia, but up to now not all hospitals have implemented standard inpatient class and there are still many people who are not aware of this standard inpatient class policy. Currently, 14 hospitals have been appointed as organizers of the trial implementation of standard inpatient classes in National Health Insurance, consisting of 8 government hospitals and 6 private hospitals. With the policy of establishing standard inpatient class, it is hoped that it will improve the quality of service and patient satisfaction which will ultimately increase the intention to return visits to hospitals that provide standard inpatient class.

A patient's revisit intention to a hospital that provides standard inpatient class is important because it shows that the patient is satisfied with the health services provided and is considering using the same health services again in the future. Patient's revisit intentions can also increase patient loyalty to the hospital and can strengthen the hospital's image (1). Patients who make repeat visits tend to recommend the hospital to their family and friends, and will choose the same hospital if they need health services in the future, thereby increasing patient visits to the hospital (2). Increasing the revisit intention can be a prediction for the number of repeat visits in the future so it is important in assessing the success of a hospital. This is based on the Theory of Planned Behavior (TPB). In this theory, before a behavior occurs, there is something that is the main predictor in determining behavior, namely intention. Intention is a plan before doing something. A person's behavior reusing a service or purchasing a product is a reflection of customer loyalty (3). Thus, hospitals need to pay attention to patients' repeat visit intentions as an indicator of patient satisfaction. Hospitals need to ensure that patients receive appropriate health services. quality and meets patient needs optimally, as well as

providing a positive experience that can increase the intention to return visits in the future.

The revisit intention patients using health services is the result of previous observations and experiences using these services, so that they have an attitude to support the hospital (favourable). Indicators of intention to revisit include: (1) say positive things/say positive things about the service, (2) recommend the company/recommend to other people, (3) remain loyal to the company/loyal to the hospital, (4) spend more money with them/spend more money (5) pay price premiums/pay for products at a premium price. There are two dimensions to assess intentions, namely favorable and unfavourable. Favorable intention in question is the patient's intention to convey positive things by word of mouth, intention to reuse and loyalty, while unfavorable intention is the intention to share bad reviews by word of mouth and intention to change service providers (4). According to Konczak et a (5), dimensions of revisit intention include: probability of using the service, intention to recommend the service to others, and certainty of using the service. Intention to revisit is measured by indicators of willingness to recommend/recommend, intention to repurchase and positive word of mouth/telling good things about the hospital (6).

Research conducted by Amin & Nasharuddin (7) in Malaysia shows that service quality has an impact on increasing patient satisfaction and will increase the patient's intention to revisit. Revisit intention shows the patient's attitude whether they will continue to use health services or move from a service provider. The level of participant satisfaction is measured through participant and business entity satisfaction surveys conducted by SWA-Business Digest. Based on the survey results, the 2020 participant satisfaction level index was 81.5%, an increase from 80.1% in 2019. This means that 8 out of 10 participants are satisfied with BPJS Health

services. Likewise, the health facility satisfaction level index increased to 81.4% from 79.1% in 2019 (8). Satisfaction with BPJS patients must be maintained even though a standard inpatient class will be determined.

Service quality influences customers' perceived value and satisfaction, resulting in greater loyalty, customer retention and attraction thereby increasing profitability (9). Service quality has been identified as a key service differentiator and a source of fundamental competitive advantage because companies always compete to a certain level of quality. Lee et al. (10) argue that service quality is the most important strategic imperative for achieving competitive advantage. The quality of services in the health sector must be given more attention because of the higher risks associated with providing health services and the implications for morbidity, mortality and life expectancy (11).

Hospitals that provide quality services will be able to achieve competitive advantages so that customer loyalty can occur. Customer loyalty has become the main focus in the marketing process. Customer loyalty is part of an organization's priorities because it can increase hospital profits. Hospitals strive to gain patient loyalty because today there are many other healthcare providers that patients can explore. Patients are likely to visit more than one hospital at a time with access to public and private hospitals depending on the situation and specific type of disease due to differences in provider specialization, patient care, time spent obtaining healthcare services, cost, proximity and convenience (12). As competition between health service providers increases, establishing strong relationships with patients will lead to satisfaction, causing patients to return to the same health institution and will lead to the formation of patient loyalty (13).

Research conducted by Sofia (14) in Indonesia shows that patient satisfaction has a positive influence on hospital image and image has a positive influence on patient

loyalty. Hospitals must provide quality health services in order to satisfy the public as consumers so that they can form an image that can become the patient's preference. Image is seen as the success of marketing activities because image has the ability to influence customer perceptions of the products or services offered (15). A positive image allows corporations to gain reputational value and competitive advantage, increasing customer satisfaction, service quality, loyalty, and purchase intention (16).

LITERATURE REVIEW

Revisit Intention

Revisit intention has been identified as an important construct in measuring organizational success. In the service industry, revisit intention represents the likelihood that a customer will immediately repurchase from a service provider and support the service provider with positive word of mouth. The most common indicators of positive revisit intention are willingness to return and word of mouth effect. Intention to revisit is the behavior of consumers who are loyal or devoted to the company so that they are willing to recommend it to other people because they have received good service from the company (17).

Service Quality

Donabedian (1980) defined health care quality as "the application of medical science and technology in a manner that maximizes their benefits to health without corresponding increases in risks" (18). Service quality is a focused evaluation that reflects customer perceptions about reliability, assurance, responsiveness, empathy, and tangibles, which is a description of how consumers describe information about service quality (19).

Satisfaction

Patient satisfaction is the patient's perception that his or her expectations have been met or exceeded. Patient satisfaction is

the level of patient feelings that arise as a result of the performance of health services obtained after the patient is compared with what was expected. If the perceived results are the same or exceed expectations, it will give rise to feelings of satisfaction, conversely there will be feelings of disappointment or dissatisfaction if the results do not match expectations (15). Patient satisfaction is a result and is an indicator of the quality of patient service which can lead to increased demand for patients as consumers of services in the health care sector (20).

Image

Image can be interpreted as the perception that appears in consumers' minds when considering a particular brand of product (21). Corporate image is the result of all experiences, impressions, beliefs, feelings and knowledge that a person has about a company and is the basis for assessing the reputation of a company where things are felt by each individual and the collective assessment of reputation is carried out by individuals. Image and reputation are

considered assets that provide organizations with the opportunity to differentiate themselves with the aim of maximizing market share, profits, attracting new customers, retaining existing customers, neutralizing competitors' actions, and most importantly, their success and survival in the market (22).

HYPOTHESES AND RESEARCH MODEL

Based on the background, problem, literature review, and previous research, a research conceptual framework was prepared as follows:

- H1: Service quality is related to revisit intention
- H2: Service quality is related to satisfaction
- H3: Service quality is related to image
- H4: Satisfaction is related to image
- H5: Patient satisfaction is related to revisit intention
- H6: Image is related to repeat visit intention
- H7: Service quality is related to revisit intention through image
- H8: Satisfaction is related to revisit intention through image

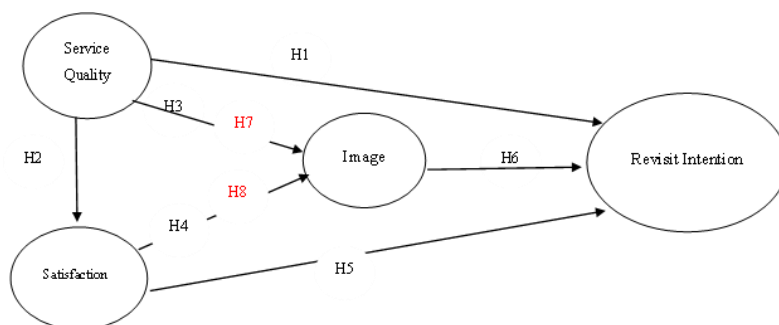


Figure 1. Research Conceptual Framework

MATERIALS & METHODS

This research is quantitative research with a cross-sectional method. This study used to analyze the relationship between service quality, satisfaction and image on the intention to revisit standard inpatient class patients at the RSUP Surakarta. Image as a mediating variable. This research was conducted at the RSUP Surakarta. The time of the research was in November 2023. The

population used in this research were patients who used the standard inpatient class service at RSUP Surakarta in September 2023-November 2023. The following sample criteria were used: patients who had inpatient visits at RSUP Surakarta, participants were hospitalized for a minimum of 3 days, were over 18 years old, were willing to be respondents, and were able to fill out questionnaires and

communicate, and had received standard inpatient class services in the last 1 (one) month. The data collection technique uses a survey method with a questionnaire. Data analysis techniques with the help of SEM (Structural Equation Model) software applications with measurements from Partial Least Square (PLS).

RESULT

Descriptive Analysis

Of the 93 respondents who were interviewed with structured questions (questionnaires), it turned out that the majority were women, namely 52 respondents (55.9%). In terms of age, the dominant age group was more than equal to 60 years, 46 respondents (49.5%). If we look at the dominant level of education, it turns out that 26 respondents (28%) have a high school education. In terms of occupation, 31 respondents (33.1%) were housewives. The distance to where respondents live is dominated by

respondents who have a house more than 10 km from the hospital, totaling 44 respondents (47.3%). The highest number of visits was more than 3 times, namely 63 respondents (67.7%).

Measurement Model Test Results (Outer Model)

Validity test

Evaluation of the measurement model is carried out to assess the validity and reliability of the model. The research measurement model in PLS-SEM is an outer model which consists of a set of relationships between indicators and latent variables (23). According to Hair et al. (23), to assess convergent validity, the outer loading value must be more than 0.70. However, according to Henseler et al. (24), the loading of a reflective indicator can be considered a good measure for a latent variable if it is above 0.50 (loading factor is between 0.50 – 0.70). In this study, an outer loading value of more than 0.65 was used.

Table 1. Significance Value of Outer Loadings

Indicator	Outer Loadings	Keterangan	Indicator	Outer Loadings	Keterangan
SQ1	0.630	Invalid	SQ22	0.691	Valid
SQ2	0.708	Valid	SQ23	0.708	Valid
SQ3	0.616	Invalid	SQ24	0.743	Valid
SQ4	0.578	Invalid	SQ25	0.679	Valid
SQ5	0.664	Valid	SQ26	0.700	Valid
SQ6	0.592	Invalid	SQ27	0.768	Valid
SQ7	0.556	Invalid	SQ28	0.720	Valid
SQ8	0.647	Invalid	SQ29	0.649	Invalid
SQ9	0.657	Valid	SQ30	0.744	Valid
SQ10	0.618	Invalid	SQ31	0.730	Valid
SQ11	0.711	Valid	SQ32	0.691	Valid
SQ12	0.653	Valid	S1	0.854	Valid
SQ13	0.675	Valid	S2	0.790	Valid
SQ14	0.685	Valid	S3	0.815	Valid
SQ15	0.636	Invalid	S4	0.848	Valid
SQ16	0.718	Valid	I1	0.877	Valid
SQ17	0.744	Valid	I2	0.839	Valid
SQ18	0.743	Valid	I3	0.907	Valid
SQ19	0.711	Valid	RI1	0.841	Valid
SQ20	0.742	Valid	RI2	0.844	Valid
SQ21	0.789	Valid	RI3	0.860	Valid

Based on table 1 in the test results above, it can be seen that there are items that have loading values below 0.65, namely the service quality variable; SQ1, SQ3, SQ4, SQ6, SQ7, SQ8, SQ10, SQ15, SQ29. Therefore, indicators that have a value below 0.65 are discarded.

Table 2. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Service Quality (SQ)	0.765
Satisfaction (S)	0.684
Image (I)	0.516
Revisit Intention (RI)	0.719

The test results show that all values have met the testing requirements for loading factor and average variance extracted

(AVE) values above 0.50, so they can be said to be valid and can be used to measure each latent variable. Because there are no problems with convergent validity, the next step to test are problems related to

discriminant validity for each construct with correlation values between constructs in the model (25). This method is often called the Fornell Larcker Criterion, HTMT and Cross Loadings.

Table 3. Fornell Larcker Criterion Values

Variable	Image	Satisfaction	Service Quality	Revisit Intention
Image (I)	0.875			
Satisfaction (S)	0.678	0.827		
Service Quality (SQ)	0.694	0.633	0.718	
Revisit Intention (RI)	0.675	0.608	0.633	0.848

From the results above, it can be seen that the AVE square root correlation value for each latent variable has the largest value compared to the AVE square root correlation which is connected to the values of other latent variables. Thus, each latent variable has good discriminant validity, where some latent variables do not have measures that are highly correlated with other constructs.

In this study, it was found that the confidence interval (CI) values for both 2.5% and 97.5% of each dimension of the

variable were less than or equal to 1.00, which can be seen in the table below, so it can be concluded that each supporting indicator has no discriminant validity problems. Discriminant validity testing, reflective indicators can be seen in the cross-loading between the indicators and their constructs. An indicator is declared valid if it has a loading factor on another construct. Thus, latent constructs predict indicators in their block better than indicators in other blocks (26).

Table 4. Cross Loadings Values

Variable	Image	Satisfaction	Service Quality	Revisit Intention
I1	0.876	0.596	0.616	0.617
I2	0.839	0.583	0.519	0.541
I3	0.907	0.602	0.677	0.609
S1	0.607	0.854	0.524	0.558
S2	0.568	0.790	0.567	0.509
S3	0.477	0.814	0.453	0.402
S4	0.575	0.848	0.535	0.523
SQ11	0.401	0.427	0.715	0.312
SQ12	0.449	0.423	0.666	0.470
SQ13	0.371	0.486	0.666	0.358
SQ14	0.403	0.476	0.686	0.470
SQ16	0.576	0.455	0.737	0.460
SQ17	0.466	0.488	0.750	0.477
SQ18	0.474	0.382	0.747	0.465
SQ19	0.539	0.368	0.722	0.470
SQ2	0.585	0.424	0.688	0.464
SQ20	0.600	0.492	0.762	0.411
SQ21	0.535	0.544	0.807	0.482
SQ22	0.431	0.470	0.703	0.297
SQ23	0.495	0.417	0.696	0.408
SQ24	0.456	0.454	0.759	0.526
SQ25	0.437	0.449	0.706	0.488
SQ26	0.438	0.458	0.707	0.420
SQ27	0.580	0.501	0.801	0.592
SQ28	0.574	0.473	0.718	0.488
SQ30	0.522	0.433	0.732	0.493
SQ31	0.519	0.511	0.740	0.507
SQ32	0.600	0.482	0.709	0.526
SQ5	0.464	0.389	0.641	0.354
SQ9	0.441	0.419	0.633	0.408
BI1	0.467	0.465	0.508	0.839
BI2	0.539	0.523	0.569	0.844
BI3	0.688	0.550	0.532	0.861

Table 4 shows that the loading value for each of the intended constructs is greater than the loading value for the other constructs. It can be concluded that all existing indicators are valid and there are no problems with discriminant validity.

Reliability Test

Reliability test is a reliability test which aims to find out how far a measuring instrument can be relied upon or trusted. A

questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time (26). Construct reliability is measured by Composite Reliability and Cronbach's Alpha. A construct is said to be reliable if it has a Composite Reliability and Cronbach's Alpha value above 0.70. The following is the output of the outer model for Composite Reliability and Cronbach's Alpha:

Table 5. Composite Reliability and Cronbach's Alpha Values for Research Model

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Image (I)	0.846	0.851	0.907
Satisfaction (S)	0.846	0.850	0.896
Service Quality (SQ)	0.957	0.959	0.961
Revisit Intention (RI)	0.806	0.814	0.885

Table 5 shows the Cronbach's alpha, composite reliability (rho_a), and composite reliability (rho_c) values for the five constructs studied in this research, namely service quality, satisfaction, image, and intention to revisit. Cronbach's alpha is a measure of internal reliability that indicates the extent to which the items used to measure each construct are consistent. Cronbach's alpha values ranging from 0.846 to 0.957 indicate that all constructs have a good level of consistency in their measurement.

Apart from that, the table also displays two other measures, namely composite reliability (rho_a) and composite reliability (rho_c). Both measures also measure construct reliability, with higher values indicating better levels of reliability. It can be observed that both rho_a and rho_c have high values for all constructs, ranging from 0.814 to 0.961. This shows that the measurement of these constructs is very consistent and reliable in research analysis. In other words, research results can be interpreted with a high level of confidence based on the strong reliability of the instruments used.

Structural Model Test Results (Inner Model)

This model is a specification of the relationship between latent variables, also

called inner relations. This test is a test of the type and magnitude of the influence of the independent latent variable on the dependent latent variable. This test consists of 2 (two) stages, namely the determinant coefficient test (R²) which is a test to calculate how much the independent latent variable explains the variance of the dependent latent variable and the hypothesis test which is a test of the research model hypothesis.

Coefficient of Determination Test (R²)

Evaluation of the inner model is carried out by looking at the coefficient of determination which aims to measure the extent of the model's ability to explain the variance of the dependent variable. The coefficient of determination (R²) value is between 0 and 1. The R² value explains how much the independent variable hypothesized in the equation is able to explain the dependent variable. The R² value of 0.7 means that the variation in changes in the dependent variable that can be explained by the independent variable is 70% (seventy percent), while the remainder is explained by other variables outside the proposed model. The higher the R² value means the better the proposed research model. The criteria for limiting the R² value are divided into 3 (three) classifications,

namely the R2 value = 0.67; 0.33; and 0.17 as substantial, moderate, and weak.

Table 6. Value of the Coefficient of Determination (R2) of the Research Model

	R-square	R-square adjusted
Image (I)	0.577	0.568
Satisfaction (S)	0.400	0.394
Revisit Intention (RI)	0.528	0.512

From table 6 above it can be seen that the R-Square (R2) value or coefficient of determination of the image construct (C) is 0.577. These results show that the endogenous variable image (I) can be explained by exogenous variables amounting to 57.78% while the rest is explained by other exogenous variables outside this research. The R-Square value (R2) or coefficient of determination of the satisfaction construct (K) is 0.400. These results show that the endogenous variable satisfaction (S) can be explained by exogenous variables of 40.0% while the rest is explained by other exogenous variables outside this research. The R-Square (R2) value or coefficient of determination of the revisit intention (RI) construct is 0.528. These results show that the endogenous variable satisfaction (S) can be explained by exogenous variables amounting to 52.8% while the rest is explained by other exogenous variables outside this research.

PLS Predict Test (Q-Square)

Predictive relevance is a test carried out to show how good the observation value is produced using a blindfolding procedure by looking at the Q square value. If the Q square value > 0 then it can be said to have a good observation value, whereas if the Q square value < 0 then it can be said that the observation value is not good. Q-Square predictive relevance for structural models, measures how well the conservation values are produced by the model and also the parameter estimates. Q-square value > 0 indicates the model has predictive relevance; Conversely, if the Q-Square value ≤ 0 indicates the model lacks predictive relevance.

Tabel 7 Nilai PLS Predict (Q-Square)

	Q ² predict	RMSE	MAE
Image (I)	0.461	0.748	0.566
Satisfaction (S)	0.370	0.811	0.600
Revisit Intention (RI)	0.380	0.803	0.646

Based on the calculation of predictive relevance (Q²predict) in table 7 which shows a value greater than zero, it can be concluded that the model has a relevant predictive value.

Model Fit

Evaluation of model fit in this research was carried out using two test models, including standardized root mean square residual (SRMR) and normal fit index (NFI) proposed by Ramayah et al. (27), that the model will be considered to have good fit if the standardized root mean square residual (SRMR) value is below 0.10 (28). Another suitability index is the normed fit index (NFI) with the calculation of the Chi2 value. The Chi-square value is then compared with the benchmark provided in the context of Goodness of Fit. Referring to Bentler & Bonett (29), the acceptable suitability value when using Chi-square as a measurement is greater than 0.9 (Chi2 > 0.9).

Table 8. Model Fit Values

	Saturated model	Estimated model
SRMR	0.071	0.071
d_ ULS	2.824	2.824
d_ G	2.243	2.243
Chi-square	949.923	949.923
NFI	0.636	0.636

Based on table 8, the research results show that the model in this study has good fit because it has a standardized root mean square residual (SRMR) value below 0.10 and the normal fit index (NFI) value shows that the model in this research is 63.6% (0.636) better than in the null model.

Hypothesis testing

Hypothesis testing between constructs is carried out using the bootstrapping method. The way to make a decision is if p-values < 0.05 then H0 is accepted and Ha is rejected, if p-values > 0.05 then H0 is rejected and Ha is accepted. Based on the results of calculations using Calculate

SmartPLS version 4.0 Bootstrapping, the path coefficient results are obtained which describe the strength of the relationship

between constructs/variables as shown below:

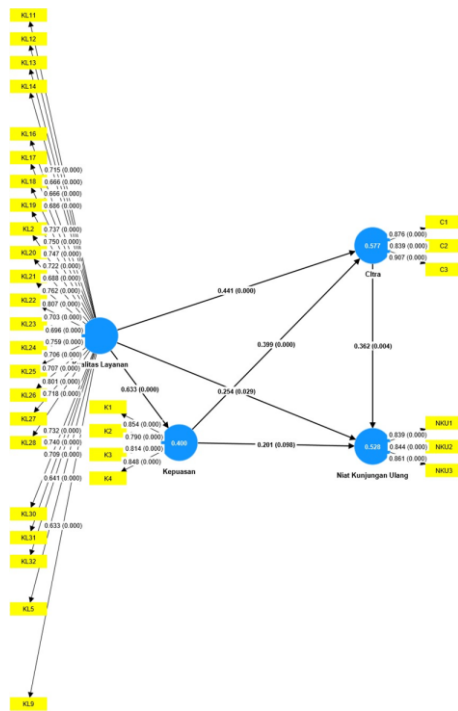


Figure 2 Model of the Relationship between Service Quality, Satisfaction and Image on Revisit Intention

Table 9. Hypothesis Test Results

Relationship	path coefficients	T statistics (O/STDEV)	P values	Hypothesis	Conclusion
Direct Relationship					
Service Quality -> Revisit Intention	0.254	2.180	0.029	H1	Accepted
Service Quality -> Satisfaction	0.633	8.527	0.005	H2	Accepted
Service Quality -> Image	0.441	5.027	0.005	H3	Accepted
Satisfaction -> Image		4.475	0.005	H4	Accepted
Satisfaction -> Revisit Intention	0.201	1.657	0.098	H5	Rejected
Image-> Revisit Intention	0.362	2.874	0.004	H6	Accepted
Indirect Relationship					
Service Quality -> Image -> Revisit Intention	0.160	2.213	0.027	H7	Accepted
Satisfaction -> Image -> Revisit Intention	0.145	2.636	0.008	H8	Accepted

This stage is carried out to find out whether the research hypothesis proposed in the research model is accepted or rejected. To test the proposed hypothesis, it can be seen from the path coefficient values, the T-Statistic value through the bootstrapping procedure and the p-value. According to Hair (23), the path coefficient value is in the range of -1 to +1, where a path coefficient value close to +1 represents a strong positive relationship and a path coefficient value of -1 indicates a strong negative relationship. Meanwhile, T-Statistics (bootstrapping) is used to see the significance values between constructs. Ramayah (27) suggests carrying out a

bootstrapping procedure with a re-sample value of 5,000. The limit for rejecting and accepting the proposed hypothesis is ± 1.96 , where if the t-statistic value is in the range of -1.96 and 1.96 then the hypothesis is rejected or in other words accepts the null hypothesis (H0).

DISCUSSION

Relationship between Service Quality and Revisit Intention

The results of path analysis show that service quality has a significant relationship with intention to revisit with a T-Statistics value = 2.180 and P-values 0.029. The results in this study are supported by

Murhadi & Karsana (17), Maqsood et al. (30) stated that if a hospital provides good service to its patients, the patients will feel satisfied and recommend their friends and neighbors to seek treatment at the hospital.

Relationship between Service Quality and Satisfaction

The results of path analysis show that service quality has a significant relationship with satisfaction with T-Statistics values = 8.527 and P-values = 0.005. The results in this research are supported by research by Muslim Amin & Nasharuddin (7), Raposo et al.(31), and Agyapong (32) which states that service quality has the most important impact on satisfaction.

The Relationship between Service Quality and Image

The results of path analysis show that service quality has a significant relationship with image with T-Statistics values = 5.027 and P-values = 0.005. The results in this study are supported by Darmawan et al. (33), Dam & Dam (34), and Khoo (35) which state that service quality can be a significant contribution to a company's image. Aydin and Özer's (36) research concluded that consumers' perceptions of the quality of service providers influence their perceptions of the company's image. This research found that service quality has a significant effect on image.

The Relationship between Satisfaction and Image

The results of path analysis show that service quality has a significant relationship with image with T-Statistics values = 4.475 and P-values = 0.005. The results in this study are supported by Sofia (14), Darmawan et al. (33), Ramli (37) and Wantara & Irawati (38) who researched the role of satisfaction with image. Customer satisfaction has a significant positive impact on company image.

Relationship between Patient Satisfaction and Intention to Revisit

The results of path analysis show that satisfaction has no relationship with intention to revisit with T-Statistics values = 1.657 and P-values = 0.098. This research contradicts the findings of previous research, including research by Loi et al. (39), Campo-Martínez et al. (40), and Baker & Crompton (41) who stated that satisfaction has a positive relationship with intention to revisit. However, the results of this study are supported by research by Söderlund (42), S. Y. Lee et al (10) and Assaker et al. (43) which states that satisfaction is not relevant in relation to intention to revisit.

Relationship between Image and Revisit Intention

The results of path analysis show that image has a significant relationship with intention to revisit with T-Statistics = 2.874 and P-values = 0.004. The results in this study are supported by findings from previous research from Loi et al. (39), Assaker et al. (43), Bigné et al. (44), Chen & Tsai (45), Chi & Qu (46) which shows that a positive image of a place will increase interest in repeat visits.

The Relationship between Service Quality and Revisit Intention Through Image

The results of path analysis show that service quality has a significant relationship with intention to revisit through image with T-Statistics value = 2.213 and P-values = 0.027. The image functions as partial mediation because even though it is not mediated by the image. The results in this study are supported by findings from previous research where Alam & Noor (47), Liat et al. (48) examined image as a mediator of the relationship between service quality and intention to revisit.

The Relationship between Satisfaction and Revisit Intention Through Image

The results of path analysis show that service quality has a significant relationship with intention to revisit through image with T-Statistics value = 2.636 and P-values =

0.008. The results in this research are supported by findings from previous research, namely Cheng & Rashid (49), which states that image and satisfaction can influence customer loyalty. Research by Faullant et al. (50) and, Chikazhe et al. (51) who researched that company image has a mediating influence on the relationship between customer satisfaction and customer loyalty. This research found that satisfaction influences repeat visit intentions through image so that image can be said to be a total mediator.

CONCLUSION

1. It is hoped that equality of service can be realized with the existence of standard inpatient class. This study analyzes the relationship between service quality, satisfaction and image on the intention to revisit standard inpatient class patients at RSUP Surakarta.
2. The quality of inpatient services has a direct, unidirectional relationship to the intention to visit standard inpatient class patients at RSUP Surakarta, which means that in order to increase the intention to re-visit standard inpatient class patients, the hospital must always strive to improve the quality of service to standard inpatient class patients. The hospital image functions as a partial mediator in the relationship between service quality and revisit intention because even without a hospital image, service quality will still be related to the revisit intention of standard inpatient class patients at RSUP Surakarta.
3. Service quality has a direct, unidirectional relationship to satisfaction. The quality of service that has the most important impact on satisfaction is related to the patient/doctor relationship, facility quality, and interaction with administrative staff. Hospitals provide effective, friendly, responsive services to patient needs that will help patients understand information about the

patient's health condition and treatment procedures so that they can make patients feel valued and increase satisfaction with health service providers.

4. Patient satisfaction is not related to the intention to revisit standard inpatient class patients at RSUP Surakarta. Patient satisfaction can be related to the revisit intention patients at RSUP Surakarta if it is totally mediated by the hospital's image. Satisfaction becomes related to the intention to revisit after being mediated by the image of RSUP Surakarta.
5. Image has a direct relationship with revisit intention, image is also a partial mediation of the relationship between service quality and return visits and as a mediator of total patient satisfaction with intention to revisit standard inpatient class patients at RSUP Surakarta.

Declaration by Authors

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