



Factors Influencing Repeat Visit Intention with Brand Image as an Intervening Variable at G Hospital

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Abstract. *The rapid growth of hospitals has intensified competition in the hospital business, making it increasingly challenging. This situation necessitates the need to ensure that patients return to the same hospital, in other words, the need to enhance repeat visitation interest, which has a significant impact on the hospital's business sustainability. This research was conducted due to a significant decrease in the number of outpatient visits at Gandaria Hospital. The study aims to analyze the influencing factors on repeat visitation interest at Gandaria Hospital, with repeat visitation interest as the dependent variable, word of mouth, and social media as independent variables, and brand image as an intervening variable. This research employs a quantitative approach with data analysis techniques, specifically descriptive analysis using Excel & SPSS software and Path Analysis using AMOS software. The sample size, calculated according to Hair's formula, consists of 75 outpatient patients. The results of hypothesis testing indicate that word of mouth and social media have a significant positive impact on repeat visitation interest. Social media has a greater influence compared to word of mouth on repeat visitation interest. The brand image variable is proven to be an intervening variable between word of mouth and repeat visitation interest but not between social media and repeat visitation interest.*

Keywords: *interest in repeat visits, word of mouth, social media, brand image*

1. INTRODUCTION

The healthcare service industry is one of the most crucial sectors in society as it directly relates to the well-being and health of individuals. The addition of hospitals is one effort to enhance the public's health status from a curative and rehabilitative perspective. With increasing competition, particularly in urban areas, there arises a need to retain patients and encourage them to return to the same hospital for their care. Patients' interest in returning to the same hospital has a significant impact on the hospital's business sustainability. Returning patients not only contribute to the hospital's revenue but also help build a positive image of the hospital and its brand.

According to Kotler, brand image is a prerequisite for a strong brand. The image formed must be clear and have advantages compared to competitors.

Yudi Amiarno in 2022, in a study titled "Marketing Mix, Word of Mouth, and Brand Image on Repeat Visit Interest in Radiotherapy at Pasar Minggu Regional General Hospital," concluded that brand image significantly influences the interest in returning to the radiotherapy services at Pasar Minggu Regional General Hospital, while marketing mix and word of mouth do not significantly affect the interest in returning to the radiotherapy services

at Pasar Minggu Regional General Hospital. This study is not in line with the research conducted by Yulistia et al. (2017), where the results showed that the word of mouth variable influences consumers' repurchase intentions. It can be concluded that consumer purchase interest is created with word of mouth, whether it originates from reference groups (family, close friends, and partners) or from opinion leaders. These findings align with Kumala's (2012) research, which also stated that word of mouth has a significant influence on purchase interest. Thus, it can be concluded that word of mouth is useful as information and as a means to generate interest in purchasing. This conclusion suggests that consumer purchase interest is created with word of mouth, whether it originates from reference groups (family, close friends, etc.). The existence of a research gap led the researcher to choose word of mouth as a variable. According to Heskiyanto et al. (2020) in their study titled "Social Media Marketing Relations, Brand Awareness to Brand Loyalty Through The Brand Image," social media marketing and brand awareness have a positive and significant effect on brand loyalty mediated by brand image. In contrast, Mulik Agustina et al. (2022) in a study titled "The Role of Word Of Mouth in Mediating the Effectiveness of Social Media-Based Digital Marketing and Patient Satisfaction on Outpatient Visits Decision at Waluyo Jati Regional General Hospital" stated that social media-based digital marketing does not positively influence visit decisions. Here, a research gap occurred, prompting the researcher to consider social media as one of the variables influencing repeat visit interest. Data on outpatient visits to G Hospital from 2020 to 2022 indicate a decrease in patient visits. The data for outpatient visits to G Hospital in 2020 showed 27,284 patients seeking treatment. In 2021, there was a decrease, with 22,682 patients or a decrease of 4,602 patients (17%) compared to the 2020 visit data. In 2022, there was another decrease to 22,210 patients or a decrease of 472 patients (2.1%) compared to the 2021 visit data. The Google Review ratings for G Hospital are 3.4/5, which is the lowest rating compared to hospitals in the Kebayoran area. The preliminary study conducted on 10 outpatient patients at G Hospital resulted in findings that 30% of them stated they were not interested in returning visits, including not continuing their treatment at G Hospital, and were not interested in seeking the latest information about G Hospital. For the Word of Mouth variable, the preliminary survey results showed that 40% did not play a role in word of mouth; respondents said they talked more about other hospitals than G Hospital and never talked about G Hospital to many people. The preliminary study findings for the social media variable showed that 50% of respondents said G Hospital's social media was not good; respondents were not willing to share their experiences on social media as patients at G Hospital and said the admin did not respond quickly to questions asked on social media. The Brand Image of G

Hospital obtained from the preliminary study showed that 20% said it was not good; respondents were not familiar with the G Hospital logo.

Problem Identification

Based on the background issues presented and the focus of this writing, several issues can be identified:

- a. Decreasing level of outpatient visits (17% decrease).
- b. 59% do not recommend G Hospital based on Google Reviews.
- c. Low hospital rating compared to other hospitals (3.4/5 from Google Reviews).
- d. 30% of respondents are not interested in revisiting G Hospital (will not continue their treatment at G Hospital, not interested in seeking the latest information about G Hospital).
- e. 40% of respondents do not play a role in word of mouth (talk more about other hospitals than G Hospital, never talk about G Hospital to many people).
- f. 50% of respondents say G Hospital's social media is not good (not willing to share their experiences on social media as patients at G Hospital, admin does not respond quickly to questions asked on social media).
- g. 20% say G Hospital's brand image is not good (not familiar with the G Hospital logo).

Problem Limitations

Based on the problem identification, the limitations of the study are as follows: the research is limited to focusing solely on word of mouth (WOM) as the first independent variable, Social Media as the second independent variable, Brand Image as the intervening variable, and the interest in repeat visits to G Hospital as the dependent variable.

Problem Formulation

- a. Is there an influence of Word Of Mouth and Social Media on the interest in repeat visits through Brand Image at G Hospital?
- b. Is there an influence of Word Of Mouth on the brand image at G Hospital?
- c. Is there an influence of social media on the brand image at G Hospital?
- d. Is there an influence of Word Of Mouth on the interest in repeat visits at G Hospital?
- e. Is there an influence of social media on the interest in repeat visits at G Hospital?
- f. Is there an influence of Brand Image on the interest in repeat visits at G Hospital?

Research Objectives

General Objective:

To analyze the factors influencing interest in repeat visits through Brand Image as an intervening variable at G Hospital.

Specific Objectives

- a. To analyze the influence of Word Of Mouth and Social Media on the interest in repeat visits through Brand Image at G Hospital.
- b. To analyze the influence of Word Of Mouth on the brand image at G Hospital.
- c. To analyze the influence of social media on the brand image at G Hospital.
- d. To analyze the influence of Word Of Mouth on the interest in repeat visits at G Hospital.
- e. To analyze the influence of social media on the interest in repeat visits at G Hospital.
- f. To analyze the influence of Brand Image on the interest in repeat visits at G Hospital.

2. THEORETICAL REVIEW

This research is based on the Theory of Reasoned Action (TRA), which is better known as a model applied in social psychology and marketing. The theory, developed by Icek Ajzen and Martin Fishbein, explains the relationship between attitudes and behaviors in humans. It determines individual behavior based on attitudes and intentions. The intention to act or not to act is influenced by two basic determinants: attitude and subjective norms. The basic assumption of TRA is that individuals are conscious in making decisions to perform or not perform desired behaviors based on the information they receive. In marketing, TRA is used to explain consumer purchase behavior determined by purchase intentions, attitudes, and subjective norms that influence behavioral intentions.

Apart from attitudes influencing behavioral intentions, there are also subjective norms involving perceived social pressure from significant others. The role of significant others is to consider whether one should perform the behavior or not. Significant others for consumers will provide positive guidance if they have had a good experience, and conversely, if they have had a bad experience, they will provide negative views. These attitudes and subjective norms can influence purchasing decisions.

Repeat visit interest is a psychological process wherein individuals have a tendency to reuse a service product based on their past experiences, which leads to positive or negative evaluations (Kotler Philip., 2018). Its dimensions and indicators are as follows:

- a. Transactional interest, which is the tendency for someone to purchase a product.

- b. Referential interest, which is the tendency for someone to refer the product to others.
- c. Preferential interest, which describes the behavior of someone who has a primary preference for the product. This preference can only be replaced if something happens to their preferred product.
- d. Exploratory interest, which describes the behavior of someone who continuously seeks information about the product they are interested in and searches for information to support the positive characteristics of the product.

Word of Mouth is a communication variable that occurs directly, through telephone, email, mailing lists, or other communication methods (Goyette, 2010). Its dimensions are: Intensity, Positive Opinion, Negative Opinion, and Content.

This research also draws from Henry Jenkins' New Media Theory in his book "Convergence Culture: Where Old and New Media Collide" (2006). Jenkins discusses the role of social media as an integral part of media convergence phenomenon. He highlights the significant impact of social media on changing how people engage with media, interact with each other, and participate in creating and disseminating content. Jenkins' view on social media emphasizes a paradigm shift in media participation, production, and distribution, where the boundaries between producers and consumers are increasingly blurred, and the audience plays a more active role in shaping media culture.

Social media, according to Philip Kotler and Kevin Lane Keller (2016:642), are media used by consumers for text-based, image-based, sound-based, and video-based information sharing with others or companies. Social media is useful for convenience, achieving planned goals, and facilitating effective communication (Chris Heuer). There are four dimensions of social media as described by Chris Heuer in Solis (2010), commonly known as the 4C (context, communication, collaboration, connection).

Brand image, according to Keller (2009), is the perception and preference of consumers towards a brand, as reflected in various types of brand associations stored in consumers' memory (Keller, 2009). The dimensions and indicators of brand image used for measurement in this study include: Strength, Favorability, and Uniqueness (Keller, 2009).

Previous Research Findings :

- a. Sihombing Benedict Iglecia s, Achmad Fachrodji (International Journal of Research and Review, 2021) with the title "The Influence of Social Media Promotion Activities and e-WOM on Treatment Decision Mediating by Brand Awareness of EMC

Tangerang Hospital" concluded that social media promotion activities and e-WOM directly influence brand awareness and treatment decisions at EMC Tangerang Hospital. Brand awareness does not affect treatment decisions at EMC Tangerang Hospital, and brand awareness does not mediate the relationship between social media promotion activities and treatment decisions at EMC Tangerang Hospital. Brand awareness does not mediate the relationship between e-WOM and treatment decisions at EMC Tangerang Hospital.

- b. Anjani, H, Ruswanti, E., & Indrawati, R. (Health Sciences Journal, 2022) with the title "EWOM, Trust, Brand Image on Repurchase Intentions in the Internal Medicine Clinic at ABC Hospital Jakarta" concluded that EWOM has a significant positive effect on repurchase intentions through patient trust, and brand image has a significant positive effect on repurchase intentions through patient trust.
- c. Mulik Agustina, Dyah Sawitri, Navi Muda Priyatna, Tri Cicik Wijayanti (JEKOBIS: Journal of Economics and Business, 2022) with the title "The Role of Word Of Mouth in Mediating the Effectiveness of Social Media-Based Digital Marketing and Patient Satisfaction on Outpatient Visits Decision at Waluyo Jati Regional General Hospital" concluded that social media-based digital marketing does not have a positive effect on visit decisions. Social media-based digital marketing does not have a positive effect on Word of Mouth. Word of mouth has a significant positive effect on patients' decisions to visit Waluyo Jati Regional General Hospital. Word Of Mouth does not have a significant positive effect on patients' decisions to visit Waluyo Jati Regional General Hospital through word of mouth. Patient satisfaction has a significant positive effect on word of mouth. Patient satisfaction has a significant positive effect on patients' decisions to visit Waluyo Jati Regional General Hospital. Patient satisfaction does not have a significant positive effect on patients' decisions to visit Waluyo Jati Regional General Hospital through word of mouth.
- d. Heskiano, Tantri Yanuar & Mohammad Reza Hilmy (Journal of Multidisciplinary Academia, 2020) with the title "Social Media Marketing Relations, Brand Awareness to Brand Loyalty Through The Brand Image" concluded that social media marketing and brand awareness have a positive and significant effect on brand loyalty mediated by brand image.
- e. Nagihan ÇAKMAKOĞLU ARICI, Evren GÜÇER (Journal of Business Research Turk, 2018) with the title "The Antecedents of Revisit Intention in Medical Businesses" concluded that there was a significant correlation between eWOM and

brand trust, eWOM and revisit intention. Moreover, the direct effect of eWOM on brand trust and the direct effect of eWOM on revisit intention.

4. RESEARCH METHODOLOGY

This research employs a quantitative approach, and the research design is causal. Data analysis is conducted using path analysis. In this study, it is examined whether there is an influence of word of mouth and social media on repeat visit interest with brand image as an intervening variable. The endogenous variable or the variable being influenced is marked as repeat visit interest (Y), the exogenous variables or the influencing variables are X1 and X2 marked as word of mouth and social media, and the intervening variable is brand image (Z). This research will take a sample of 75 respondents. The inclusion criteria for this study are as follows:

- Respondents are adults aged 17 years and above; if they are minors, they may be represented by their parents.
- Respondents have social media accounts.
- Respondents are not participants of BPJS (Indonesian Health Insurance).
- Respondents are willing to fill out the questionnaire.

The exclusion criteria for this study include:

- Unconscious respondents.

Respondents who are employees of G Hospital.

- Sampling is done through simple random sampling or stratified random sampling method. Data collection technique uses an instrument in the form of a questionnaire using Likert scale. The data analysis technique used in this study is descriptive analysis with the assistance of Excel & SPSS software and Path Analysis with the assistance of AMOS software.

Path Analysis is used in this study because it aims to discuss the influence of the intervening variable, namely brand image, which is expressed in statements to analyze the indirect effects of word of mouth and social media on repeat visit interest through brand image at G Hospital. In this study, path analysis is used to analyze the factors influencing repeat visit interest and brand image at G Hospitalandaria. The path analysis is structured as follows:

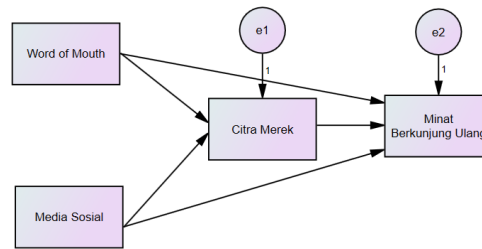


Figure 1. Path Analysis Illustration

Here are the hypotheses used in this study:

Hypothesis 1:

- $H_0 1 = p_{yzx} > 0.05$: There is no significant influence of Word of Mouth and Social Media on repeat visit interest through Brand Image at G Hospital.
- $H_1 1 = p_{yzx} \leq 0.05$: There is a significant influence of Word of Mouth and Social Media on repeat visit interest through Brand Image at G Hospital.

Hypothesis 2:

- $H_0 2 = p_{zx2} > 0.05$: There is no significant positive influence of Word of Mouth on Brand Image at G Hospital.
- $H_1 2 = p_{zx2} \leq 0.05$: There is a significant positive influence of Word of Mouth on Brand Image at G Hospital.

Hypothesis 3:

- $H_0 3 = p_{zx2} > 0.05$: There is no significant positive influence of Social Media on Brand Image at G Hospital.
- $H_1 3 = p_{zx2} \leq 0.05$: There is a significant positive influence of Social Media on Brand Image at G Hospital.

Hypothesis 4:

- $H_0 4 = p_{yx1} > 0$: There is no significant positive influence of Word of Mouth on repeat visit interest at G Hospital.
- $H_1 4 = p_{yx1} \leq 0$: There is a significant positive influence of Word of Mouth on repeat visit interest at G Hospital.

Hypothesis 5:

- $H_0 5 = p_{yx1} > 0.05$: There is no significant positive influence of Social Media on repeat visit interest at G Hospital.
- $H_1 5 = p_{yx1} \leq 0.05$: There is a significant positive influence of Social Media on repeat visit interest at G Hospital.

Hypothesis 6:

- $H_0 = \rho > 0.05$: There is no significant positive influence of Brand Image on repeat visit interest at G Hospital.
- $H_1 = \rho \leq 0.05$: There is a significant positive influence of Brand Image on repeat visit interest at G Hospital.

5. RESULTS AND DISCUSSION

The data for this study were obtained using questionnaires distributed to outpatients of G Hospital

Table 1. of Demographic Characteristics of Respondent Data

Variable	Frequency	Percentage
Age		
≤ 30 y.o	28	37,3
31-50 y.o	29	38,7
> 51 y.o	18	24,0
Gender		
Male	37	49,3
Female	38	50,7
Education		
Primary	2	2,5
Secondary	16	21,5
High School	57	76,0
Occupation		
Unemployed	26	34,7
Employed	49	65,3
Social Media (could be more than one)		
Instagram	56	77,8
Facebook	28	38,9
Twitter	9	12,5
Total	75	100

Table 2. Matrix Table Analysis : *Three Box Method*

Variable	Kategori			Action
	Low	Medium	High	
Word of Mouth			*	Persuaded

h (X1)				
Social Media (X2)			*	Following
Brand Image(Z)			*	Trust
Repeated Visit Interest (Y)			*	Interest

The results of hypothesis testing using regression weights revealed the following:

Hypothesis 2: The null hypothesis (Ho) was rejected, indicating that there is a significant positive influence of Word of Mouth on Brand Image. This suggests that the better the Word of Mouth, the better the Brand Image will be.

Hypothesis 3: Based on the partial test results, the variable Media Social has a significant positive influence on Brand Image. This implies that the better the Media Social, the better the Brand Image.

Hypothesis 4: The results indicate a significant positive influence of Word of Mouth on Repeat Visit Intention. This means that the better the Word of Mouth, the higher the Repeat Visit Intention.

Hypothesis 5: The results show a significant positive influence of Media Social on Repeat Visit Intention. This indicates that the better the Media Social, the higher the Repeat Visit Intention.

Hypothesis 6: Based on the partial test results, there is a significant positive influence of Brand Image on Repeat Visit Intention. This suggests that the better the Brand Image, the higher the Repeat Visit Intention.

The results of the Path Analysis indicate the following standardized direct effects: Word of Mouth on Repeat Visit Intention (0.173), Media Social on Repeat Visit Intention (0.363), and Brand Image on Repeat Visit Intention (0.442). This suggests that Media Social has a greater effect on Repeat Visit Intention.

Comparing Standardized Direct Effects vs Standardized Indirect Effects on Repeat Visit Intention, it was found that for Word of Mouth, the indirect effect (through Brand Image)

is slightly higher than the direct effect (0.175 vs 0.173), indicating that Brand Image acts as an intervening variable. However, for Media Social, the indirect effect is lower than the direct effect (0.241 vs 0.363), suggesting that Brand Image is not an intervening variable for Media Social.

In conclusion, Hypothesis 1 suggests that Brand Image only acts as an intervening variable for Word of Mouth on Repeat Visit Intention, not for Media Social.

6. CONCLUSION

There is a significant positive influence of Word of Mouth and Media Social on repeat visit intention at G Hospital, and there is a significant positive influence of Word of Mouth on repeat visit intention through Brand Image. A positive reputation created by good Word of Mouth and Media Social will enhance the Brand Image of G Hospital, resulting in an increased intention for patients to revisit, thereby increasing the number of patient visits. Brand Image only acts as an intervening variable for Word of Mouth on repeat visit intention, not for Media Social.

There is a significant positive influence of Word of Mouth on Brand Image at G Hospital. Positive Word of Mouth will enhance the Brand Image of G Hospital. The better the Word of Mouth, whether through traditional or electronic means, the better the Brand Image of G Hospital.

There is a significant positive influence of Media Social on Brand Image at G Hospital. Improving G Hospital's social media presence will enhance its Brand Image. Therefore, G Hospital should improve its social media presence to enhance its Brand Image.

There is a significant positive influence of Word of Mouth on repeat visit intention at G Hospital. Positive Word of Mouth will increase the intention to revisit G Hospital. Thus, the better the Word of Mouth, the higher the intention for repeat visits, resulting in an increase in the number of patient visits.

There is a significant positive influence of Media Social on repeat visit intention at G Hospital. A strong social media presence will increase the intention for repeat visits at G Hospital. Media Social has the greatest impact on repeat visit intention compared to Word of Mouth or Brand Image.

There is a significant positive influence of Brand Image on repeat visit intention at G Hospital. A positive Brand Image will increase repeat visits to G Hospital. Therefore, the better the Brand Image, the higher the intention for repeat visits.

Suggestions:

There is a need for active marketing involvement to create positive Word of Mouth by addressing negative perceptions about G Hospital. Collaboration with management is essential for evaluation and finding solutions to improve the hospital's reputation.

Enhance the utilization of social media as a marketing strategy, as it has the most significant influence on repeat visit intention. Improving G Hospital's social media presence will increase repeat visit intention and subsequently boost the number of outpatient visits. Management should actively participate in social media to indirectly communicate with patients, addressing their needs and concerns.

Improve G Hospital's brand image by enhancing service quality and human resources. Satisfied patients will generate positive Word of Mouth, leading to an improved brand image and increased repeat visits and new patient admissions.

Introduce various aspects of G Hospital, such as its logo and distinctive design characteristics, to increase brand recognition among the public.

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