



(Research/Review) Article

# Price Perception and Patient Experience Influence Word of Mouth, Mediated by Integrity in Biak Hospital

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**Abstract:** The decreasing number of visits is a problem for hospitals. Word of mouth (WOM) advertising plays an important role in business development in the health sector. This study aims to analyze the effect of price perception and patient experience on word of mouth with integrity as an intervening variable in patients at Lanud Manuhua Biak Hospital. The study used a quantitative causality design that analyzed the causal influence along with descriptive analysis using the threebox method. Respondents consisted of 200 hospital patients. The sampling method used purposive sampling. The data analysis method used PLS SEM. The results of the study found that there was a simultaneous effect of price perception and patient experience on word of mouth through integrity mediation. Price perception has a positive effect on word of mouth. Patient experience has a positive effect on word of mouth. Price perception has a positive effect on integrity. Patient experience has a positive effect on integrity. Integrity has a positive effect on word of mouth. Hospitals are expected to improve the quality of services provided in accordance with the prices that have been set, such as adding chairs, providing information about doctors' delays, simplifying the bureaucratic service process, training doctors to be more willing to listen to patients and sincerely serve their patients, shortening waiting hours, adding facilities in the waiting room.

**Keywords:** Integrity; Patient Experience; Price Perception; Word Of Mouth.

## 1. Introduction

Word of mouth (WOM) advertising plays an important role in the development of business in the health sector. In patients in hospitals, word of mouth is characterized by oral communication from patients to others regarding the services provided in the hospital. This oral communication can certainly be a good thing about the service in the hospital or it can also be about bad things. If the oral communication delivered is good, it is beneficial for the hospital.

Consumers of health-related services pay the most attention when choosing a particular hospital compared to other service sectors because patients as direct recipients of health services provided by the hospital, they tend not to take risks to visit hospitals that they are not sure about. Positive WOM owned by the hospital is the most important thing. WOM can increase patient awareness and have a positive effect on patient choices to get further treatment (Ruswanti et al., 2020).

The number of outpatient visits from January 2023 to February 2024 was dominated by patients using insurance. The number of outpatient visits with insurance decreased in February 2023 then increased again in March 2023. In April 2023 it decreased again and in May 2023 it increased again. The increase and decrease in the number of visits were due to various factors including WOM, integrity, price perception, and patient experience.

One of the problems in hospitals is related to policies and regulations from the government and the hospital itself as well as patient complaints about hospital services (Kusumapradja, 2020). Most patients complain about the attitude of nurses who are less friendly, less sympathetic and rarely smile (Mahmuddin et al., 2022).

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Price perception is the extent to which price information is fully understood by consumers and provides deep meaning to them (Peter & Olson, 2010). Patient experience is the events and incidents involving patients throughout the service chain as well as patient feedback (Hu et al., 2019). Integrity is the extent to which a person who has earned trust is believed to want to do good to the trustor (patient), beyond egocentric profit motives (Mayer, 1995). Word of mouth is a communication process in the form of providing recommendations, either individually or in groups, regarding a product or service with the aim of providing personal information (Kotler & Keller, 2012). The relationship between variables in this study is when patients feel that the price information understood by consumers is interpreted as fair and feel happy with all events throughout the series of health services, then patients will feel that the hospital is trusted to do good deeds outside of profit motives, thus causing recommendation behavior both individually and in groups for a product or service that aims to provide personal information. Previous findings confirm that price perception and patient experience are associated with increasing WOM (Cheung & To, 2021; Ferguson et al., 2010; Konuk, 2019). Price perception and patient experience are also associated with increased integrity which is part of trust (Akbolat et al., 2019; White & Yuan, 2012; C. Wu et al., 2017). In addition, integrity can increase WOM (Gharib et al., 2020; Zainal et al., 2017).

There is an empirical gap in the results of previous studies. The differences in results indicate that there are other factors that cause the magnitude of the influence of patient experience and price perception on word of mouth. The study attempts to fill this gap by using integrity as a mediator in the influence of patient experience and price perception on word of mouth.

Based on the results of a preliminary survey on 30 people, it was seen that there was a lack of positive WOM from patients towards Manuhua Air Force Base Hospital by 36%. As many as 25% of patients did not have integrity towards the officers. As many as 27% did not have a good price perception towards Manuhua Air Force Base Hospital. As many as 29% did not have a good experience towards Manuhua Air Force Base Hospital.

Some of the problems obtained from the complaint data of RSAU Lanud Manuhua Biak in 2023 include the length of the queue from waiting time to getting outpatient services, the presence of doctors who offend patients, officers who are less friendly in providing services, officers who are less competent in carrying out their work, doctors who arrive late. If these things are not handled properly, they can reduce positive WOM and inevitably lead to negative WOM.

The mission of RSAU is to provide health support in the operational and training activities of the Indonesian Air Force/Indonesian National Army. Second, to provide professional and character services, both promotive, preventive and curative, to members of the Indonesian Air Force/Indonesian National Army and their families and the general public. Third, to continuously improve the quality of service by utilizing modern technology and the application of the latest science and developing professionalism with character. Fourth, to be active in community service and emergency and disaster management. The existence of patient complaints indicates that there is still a gap between the mission of the air force hospital and what happens in the field. It is important for the hospital to conduct research in order to reduce patient complaints until there are no more patients complaining about the services at RSAU Lanud Manuhua because it will cause patients to release negative information to others so that the service tends to be unprofessional and contradicts the hospital's mission.

Based on the description above, it can be seen that the role of positive WOM is very large in creating a hospital that is the choice of patients or prospective patients who are potential users of the hospital. Based on the background, it can be seen that there are many factors that influence the creation of positive WOM so it is considered important to examine the factors that can increase the creation of positive WOM such as service quality, level of trust and patient satisfaction. The purpose of the study is to build a model that can create positive WOM on the object of research, namely the Biak Air Force Hospital, which will be included in the final assignment report entitled "The Effect of Price Perception and Patient Experience on Word of Mouth with Integrity as an Intervening Variable in RSAU Lanud Manuhua Biak Patients".

## **2. Literature Review**

### **2.1. Word of Mouth (WOM)**

Word of mouth (WOM) is a crucial form of interpersonal communication in marketing, particularly in the healthcare sector, where trust and patient perception are vital. WOM refers to informal communication among consumers regarding the evaluation of goods or services, typically based on personal experience (Kotler & Keller, 2012). In hospitals, positive WOM arises when patients share favorable opinions and recommendations about the quality of care received, which can influence the decision-making of potential patients (Ruswanti et al., 2020). Given the high level of perceived risk in health services, patients often rely more on WOM than traditional marketing tools (Ferguson et al., 2010). Positive WOM can contribute to improved hospital reputation, increased patient loyalty, and higher service utilization.

### **2.2 Price Perception**

Price perception refers to how consumers interpret and evaluate the fairness, value, and reasonableness of the price they pay for a product or service (Peter & Olson, 2010). In the context of healthcare, patients may perceive price not just in monetary terms but in relation to the quality of care and satisfaction derived from the service. A positive price perception occurs when patients believe that the healthcare service offers good value for the cost incurred. This perception has been shown to influence customer satisfaction, trust, and behavioral intentions, including WOM (Cheung & To, 2021; Konuk, 2019). A fair and transparent pricing strategy in hospitals can enhance patient trust and stimulate positive WOM.

### **2.3 Patient Experience**

Patient experience encompasses the range of interactions that patients have with the healthcare system, including communication with doctors, access to information, quality of facilities, and overall satisfaction with care (Hu et al., 2019). It is a vital metric of service quality in hospitals. A positive patient experience leads to trust, loyalty, and the likelihood of patients recommending the hospital to others. According to Ferguson et al. (2010), patient experience is a significant predictor of WOM, as satisfied patients are more inclined to share their positive experiences. Humanistic care, clear communication, and hospital environment are particularly impactful in forming patients' overall impressions.

### **2.4 Integrity**

Integrity in healthcare refers to the perceived moral character and trustworthiness of the service provider, especially in putting patients' interests above self-interest (Mayer et al., 1995). Integrity is a dimension of trust, which is critical in high-risk services like healthcare. Patients who perceive hospital staff as having high integrity are more likely to develop trust in the institution and share positive WOM. Research by Akbolat et al. (2019) and White & Yuan (2012) highlights that integrity not only enhances the patient-provider relationship but also mediates the influence of price perception and patient experience on patient satisfaction and WOM. This mediation role suggests that even when pricing and service quality are favorable, the absence of integrity can suppress the positive outcomes of these variables.

### **2.2 Theoretical Linkages**

The linkage among the variables can be explained by the Expectation-Confirmation Theory and Trust Theory. According to Expectation-Confirmation Theory, patients form perceptions based on expectations about price and service quality, and when these are confirmed through experience, satisfaction and positive behaviors like WOM occur. Trust Theory suggests that integrity fosters the development of trust, which mediates how other variables influence behavior. As such, when patients perceive fair pricing and have positive experiences, integrity strengthens their trust, ultimately encouraging them to engage in positive WOM.

### **2.2 Empirical Studies**

Numerous empirical studies support the hypothesized relationships among these variables. Cheung & To (2021) and Konuk (2019) found a significant effect of price perception on WOM. Hu et al. (2019) and Ferguson et al. (2010) affirmed the role of patient experience in influencing both satisfaction and WOM. Research by Akbolat et al. (2019),

Gharib et al. (2020), and Zainal et al. (2017) confirmed the mediating role of integrity between service-related perceptions and behavioral outcomes.

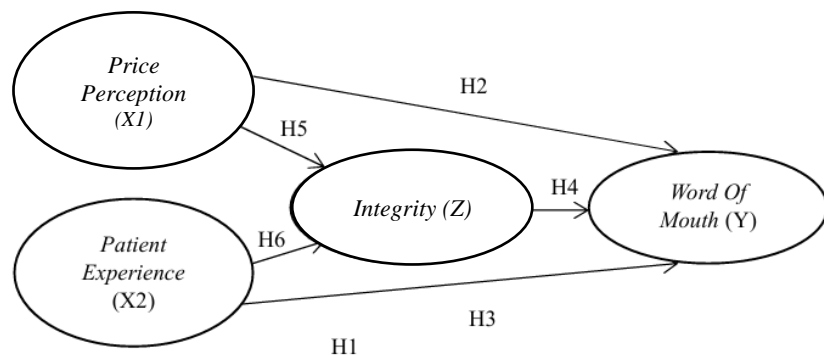
However, variations in findings across contexts indicate an empirical gap that justifies further investigation. Particularly in military hospitals such as RSAU Lanud Manuhua Biak, the interplay of institutional regulations, discipline, and service expectations may create unique dynamics in patient perceptions, trust, and WOM behavior. This study aims to fill this gap by testing the mediating role of integrity between price perception and patient experience on WOM in this specific institutional setting.

### 3. Proposed Method

#### 3.1. Research Design

This study employs a quantitative, causal research design to analyze the influence of price perception and patient experience on word of mouth (WOM), with integrity serving as a mediating variable. The research uses a cross-sectional approach, in which data is collected at a single point in time, allowing for the examination of relationships among variables without inferring long-term causality.

**Figure 1.** Research Constellation



#### 3.2. Population and Sample

The population in this study consists of patients who have received services at RSAU Lanud Manuhua Biak Hospital. The sampling technique used is purposive sampling, which selects respondents based on specific criteria, namely those who have directly experienced the hospital's services.

According to Hair et al. (2014), the recommended sample size for Structural Equation Modeling (SEM) is between 5 to 10 times the number of indicators used. In this study, there are 20 measurement indicators across all variables, and thus a minimum of 200 respondents ( $20 \times 10$ ) will be surveyed to ensure the robustness and validity of the data analysis.

#### 3.3. Data Collection Instrument

Primary data will be collected using a structured questionnaire, which is developed based on indicators adapted from relevant previous studies. Respondents will provide their responses using a 4-point Likert scale, ranging from 1 (strongly disagree) to 4 (strongly agree). This scale is designed to minimize neutral responses and encourage more decisive answers. The questionnaire will be distributed to patients who meet the established sampling criteria.

#### 3.4. Data Analysis Technique

Data will be analyzed using Structural Equation Modeling (SEM), either with SmartPLS or AMOS software, to test the relationships among variables, including the mediating role of integrity. The analysis steps will include:

- Descriptive statistics
- Testing for validity (convergent and discriminant validity) and reliability (Cronbach's Alpha and Composite Reliability)
- Path coefficient analysis
- Mediation analysis using bootstrapping or Sobel test

## 4. Results and Discussion

### 4.1. Three-box Method Matrix

The following is a recapitulation of the results of the answers and analysis of the answer score index on the variables of price perception, patient experience, integrity, word of mouth.

**Tabel 1.** Three Box Method Analysis Average Matrix

Variable	Criteria			Behavior
	Low	Medium	High	
Price Perception		X		Affordable price
Patient Experience		X		Pleasant experience
Integrity		X		Feel the sincerity
Word Of Mouth		X		Promote

Source: Descriptive Results Appendix

From the results of the Three-box Method Recapitulation, it can be described as follows:

- 1) The overall price perception variable has an index achievement of 135.25. This means that price perception is in the moderate category and the price that has been set is quite affordable for patients.
- 2) The overall patient experience variable has an index value of 140.28. This means that patient experience is in the moderate category and the hospital has provided a pleasant experience for patients.
- 3) The overall integrity variable has an index value of 135.81. This means that integrity is in the moderate category and patients feel that they get enough sincerity from the hospital.
- 4) The overall word of mouth variable has an index achievement of 139.17. This means that word of mouth is in the moderate category and patients have enough desire to promote the hospital.

All variables in this study were concluded to be in the moderate or sufficient category.

### 4.2 Simultaneous Test (F Test)

The results of the analysis through calculations obtained a calculated F value of 101.110 with a significance value of 0.000 ( $<0.05$ ) so that price perception, patient experience, and integrity are stated to have a simultaneous effect on word of mouth. Therefore, hypothesis 1 is accepted.

### 4.3 Determination Test (R Square)

In Chin (1998) it is stated that the R Square value  $> 0.67$  indicates the PLS model is strong in predicting endogenous, R Square 0.33 - 0.67 indicates the PLS model is in the moderate category and R Square 0.19 - 0.33 indicates that the PLS model is weak in predicting endogenous. The results of the analysis in the following table show R square integrity of 0.367 (moderate) and R square WOM of 0.611 (moderate). Price perception, patient experience, and integrity contribute to increasing word of mouth by 61.1%.

**Table 2.** Recapitulation of Coefficient Determination

Variable	Coefficient Determination
Integrity	0.367
Word of mouth	0.611

Source: Descriptive Results Appendix

In this section, the author needs to explain the hardware and software used, dataset sources, initial data analysis, results, and results analysis/discussion. Presenting the results with pictures, graphs and tables is highly recommended. Formulas or evaluation measuring tools also need to be included here. There must be discussion/analysis, and you can't just rewrite the results in sentence form, but you need to provide an explanation of their relationship to the initial hypothesis. In addition, this section needs to discuss and elaborate on important findings.

#### 4.4. Hypothesis Testing

P-value or probability value (probability value or opportunity) or a value that shows the opportunity for data to be generalized in the population, namely a wrong decision of 5% and then taking a correct decision of 95%. The following are the results of the tests that have been carried out.

**Table 3.** Summary of Hypothesis Test Results

	Variable	r	p	Description
H2	PH -> WOM	0.211	0.000	Accepted
H3	PE -> WOM	0.513	0.000	Accepted
H4	BE -> WOM	0.180	0.007	Accepted
H5	PH -> BE	0.268	0.001	Accepted
H6	PE -> BE	0.408	0.000	Accepted
H7	PH -> BE -> WOM	0.048	0.028	Accepted
H8	PE -> BE -> WOM	0.073	0.022	Accepted

Source: data processing (2024)

The following is an explanation of the analysis results:

- 1) Hypothesis 2: price perception has a positive effect on word of mouth with a p value of ( $<0.05$ ) so that there is a significant partial effect of price perception on word of mouth. Therefore, hypothesis 2 is accepted.
- 2) Hypothesis 3: Patient experience has a positive effect on word of mouth with a p value of 0.000 ( $<0.05$ ) so that there is a significant partial effect of patient experience on word of mouth. Therefore, hypothesis 3 is accepted.
- 3) Hypothesis 4: integrity has a positive effect on turnover intention attitude with a significance value of 0.007 ( $<0.05$ ) so that there is a significant partial effect of integrity on word of mouth. Therefore, hypothesis 4 is accepted.
- 4) Hypothesis 5: price perception has a positive effect on integrity with a significance value of 0.001 ( $<0.05$ ) so that there is a significant partial effect of price perception on integrity. Therefore, hypothesis 5 is accepted.
- 5) Hypothesis 6: patient experience has a positive effect on integrity with a significance value of 0.000 ( $<0.05$ ) so that there is a significant partial effect of patient experience on integrity. Therefore, hypothesis 6 is accepted.
- 6) Hypothesis 7: the effect of price perception on word of mouth is mediated by integrity with a significance value of 0.028 ( $<0.05$ ) so that integrity mediates the effect of price perception on word of mouth. Therefore, hypothesis 7 is accepted.
- 7) Hypothesis 8: the effect of patient experience on word of mouth is mediated by integrity with a significance value of 0.022 ( $<0.05$ ) so that integrity mediates the effect of patient experience on word of mouth. Therefore, hypothesis 8 is accepted.

## 5. Discussion

### 5.1 Price Perception, Patient Experience, Integrity Simultaneously Influence Word Of Mouth

The results of the study found that price perception and patient experience were able to increase word-of-mouth promotion behavior from patients and this influence was strengthened by the integrity factor. This means that when patients feel that the price is reasonable accompanied by a pleasant experience while undergoing health services, they will feel that the officers have good integrity, resulting in positive word-of-mouth promotion behavior.

Price perception is the extent to which price information is fully understood by consumers and provides deep meaning to them (Peter & Olson, 2010). Patient experience is the events and incidents involving patients throughout the service chain as well as patient feedback (McGowan, 2016). Integrity is a moral quality that includes honesty, consistency, and a commitment to act in accordance with ethical principles and values. (McGowan, 2016). WOM is the process by which information, opinions, and recommendations about a product or service are spread from one individual to another through personal interactions (Hawkins, 2020). When patients understand price information in the form of positive meaning for themselves accompanied by patient feedback regarding events involving patients throughout the health care chain, trust will be created that the hospital wants to do good to patients beyond personal gain accompanied by the dissemination from individual to individual regarding information, opinions and recommendations about a service at the hospital.

The three-box results show that the four variables, namely price perception, patient experience, integrity, and word of mouth, have achievements in the moderate or sufficient category.

### 5.2 The Effect of Price Perception on Word Of Mouth

Price perception has a positive and significant effect on WOM. This means that the amount of price perception determines the amount of WOM. Price perception is the extent to which price information is fully understood by consumers and provides deep meaning for them (Peter & Olson, 2010). Word of mouth is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personalized information (Kotler & Keller, 2012). When price information is fully understood by patients and provides reasonable meaning to them, it will lead to behavior in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information.

Previous research that supports the results of this study is that fair prices have a positive impact on word of mouth (Cheung & To, 2021). The fairer the price offered, the more customers show word of mouth. A fair price will make customers show their intention to do WOM especially when they feel satisfied (Konuk, 2019). Customers who feel the company's social responsibility tend to increase word of mouth, this effect is strengthened when customers perceive prices fairly (Han et al., 2020). Price injustice can also have an impact on WOM (Furrer et al., 2021). The perceived value of customers will make them do word of mouth (Mukerjee, 2018).

The price perception variable is in the medium category. The lowest indicator is that the cost of Manuhua Hospital is fairly reasonable when viewed from its quality. The highest indicator is the cost of Manuhua Airbase Hospital which is considered reasonable. The lowest to highest dimensions of WOM variables are positive valences, negative valence, intensity, piece of WOM. The positive valence dimension needs attention to be further improved in the future.

The three-box results show that the four variables, namely price perception, patient experience, integrity, and word of mouth, have achievements in the moderate or sufficient category.

### 5.3 The Influence of Price Perception on Word of Mouth

Price perception has a positive and significant effect on WOM. This means that the magnitude of price perception determines the magnitude of WOM. Price perception is the extent to which price information is fully understood by consumers and provides deep meaning to them (Peter & Olson, 2010). Word of mouth is a communication process in the form of providing recommendations, either individually or in groups, regarding a product or service with the aim of providing personal information (Kotler & Keller, 2012). When price information is fully understood by patients and provides a reasonable meaning for them, it will give rise to behavior in the form of providing recommendations, both individually and in groups, for a product or service that aims to provide personal information.

Previous research that supports the results of this study is that fair prices have a positive impact on word of mouth promotion (Cheung & To, 2021). The fairer the price offered, the more customers will show word of mouth promotion. A fair price will make customers show the intention to do WOM, especially when they feel satisfied (Konuk, 2019). Customers who feel a sense of corporate social responsibility are more likely to increase word-of-mouth promotion, an effect that is strengthened when customers perceive prices to be fair (Han et al., 2020). The existence of price injustice can also have an impact on WOM (Furrer et al., 2021). The perceived value from customers will make them do word of mouth promotion (Mukerjee, 2018).

The price perception variable is in the moderate category. The lowest indicator is the cost of Manuhua Hospital which is considered reasonable when viewed from its quality. The highest indicator is the cost of Manuhua Air Force Base Hospital which is considered reasonable. The lowest to highest dimensions of the WOM variable are positive valences, negative valence, intensity, piece of WOM. The positive valence dimension needs attention to be further improved in the future.

### 5.4 The Influence of Patient Experience on Word of Mouth

Patient experience has a positive and significant effect on WOM. This means that the high and low patient experience has an effect on the high and low WOM. Patient experience

is an incident and event that involves patients throughout the service chain and patient feedback (Hu et al., 2019). Word of mouth is a communication process in the form of providing recommendations, either individually or in groups, regarding a product or service with the aim of providing personal information (Kotler & Keller, 2012). When patients feel happy with the events and incidents involving patients throughout the service chain, this will lead to recommendations, both individually and in groups, for a product or service that aims to provide personal information.

The results of this study are supported by previous findings where at varying levels, all dimensions of total service experience were associated with positive WOM intentions (Ferguson et al., 2010). Previous studies have examined antecedents of patient experience such as product quality, service encounter, service landscape, outcome quality, electronic word of mouth on cognitive and affective experiences and their influence on revisit intention (Octaviani et al., 2023). Patient experience is used as a surrogate marker for the quality and value of health care delivery (Farley et al., 2014). While service quality can increase WOM (Syah & Wijoyo, 2021).

The lowest to highest dimensions of the patient experience variable are communications with doctors, service efficiency, overall rating, hospital environment, humanistic care, information guidance. Two dimensions that need improvement are communications with doctors and service efficiency. The lowest to highest dimensions of the WOM variable are positive valences, negative valence, intensity, piece of WOM. The positive valence dimension needs attention to be further improved in the future.

### **5.5 The Influence of Integrity on Word of Mouth**

Integrity has a positive effect on WOM, meaning that high or low levels of integrity have an effect on high or low levels of WOM. Integrity is the extent to which a person who is trusted is believed to want to do good to the person who gives the trust (patient), outside of egocentric profit motives (Mayer et al., 1995). Word of mouth is a communication process in the form of providing recommendations, either individually or in groups, regarding a product or service with the aim of providing personal information (Kotler & Keller, 2012). When patients feel confident that the hospital wants to do good to them without any profit motive, patients will make recommendations for services in the form of personal information.

Integrity is an element in forming trust (Mayer et al., 1995). There is still a paucity of literature on the direct impact of integrity on WOM, but the impact of trust on WOM has been found (Barreda et al., 2015). Integrity has a direct positive effect on the delivery of opinions which is a form of word of mouth promotion. (Gharib et al., 2020).

The lowest indicator of the integrity variable is the statement of hospital staff working without thinking about profit. The highest indicator is the statement of hospital staff serving patients sincerely. Hospital staff must work more without thinking about personal gain. The lowest to highest dimensions of the WOM variable are positive valences, negative valence, intensity, piece of WOM. The positive valence dimension needs attention to be further improved in the future.

### **5.6 The Influence of Price Perception on Integrity**

Price perception has a positive effect on integrity, meaning that high and low price perceptions have an effect on high and low integrity. Price perception is the extent to which price information is fully understood by consumers and provides deep meaning to them (Peter & Olson, 2010). Integrity is the extent to which a person who has earned trust is believed to want to do good to the trustor (patient), beyond egocentric profit motives (Mayer, 1995). When price information is fully understood by consumers and provides a reasonable meaning to them, patients will feel that the hospital wants to do good to patients beyond the profit motive.

Previous research results show that integrity can reduce uncertainty and feelings of anxiety and increase feelings of optimism, symbolic benefits, and perceived price value when adopting everyday environmentally friendly products (C. Wu et al., 2017). This means that there is a relationship between price and consumer integrity. Whether these sellers are considered kind will increase consumer purchasing intentions depends largely on price uncertainty (White & Yuan, 2012). Because demand-based pricing, such as dynamic pricing, is generally considered unfair, trust levels are expected to be lower and benevolent trust will be given more weight (Garbarino & Lee, 2003). Price perception was found to have an impact on trust (Suhaily & Darmoyo, 2017). Meanwhile, integrity is included in the components of trust (Mayer et al., 1995).



The price perception variable is in the medium category. The lowest indicator is that the cost of Manuhua Hospital is considered reasonable when viewed from its quality. The highest indicator is that the cost of Manuhua Air Force Base Hospital is considered reasonable. The lowest indicator of the integrity variable is the statement that hospital staff work without thinking about profit. The highest indicator is the statement that hospital staff serve patients sincerely. Hospital staff must work harder without thinking about personal gain..

### 5.7 The Influence of Patient Experience on Integrity

Patient experience has a positive effect on integrity, meaning that high and low patient experience has an effect on high and low integrity. Patient experience is an incident and event that involves patients throughout the service chain and patient feedback. (Hu et al., 2019). Integrity is the extent to which a person who has earned trust is believed to want to do good to the trustor (patient), beyond egocentric profit motives (Mayer et al., 1995). When patients feel happy with the events and incidents involving patients throughout the service chain, patients will feel that the hospital is believed to want to do good to patients beyond the profit motive.

Previous research has found that patients not only want to be treated by doctors who show kind behavior, but also look at the doctor's competence (Akbolat et al., 2019). This means that patients who experience bad experiences due to doctor errors will reduce the patient's integrity towards the doctor. Previous researchers proposed a moderated mediation conceptual model where patient experience mediates behavioral outcomes such as word of mouth, gratitude & patient compliance moderated by integrity (Das, 2017). Patient experience was found to increase overall trust from patients. (Fitriah, 2023). Patient experience is used as a surrogate marker for the quality and value of health care delivery (Farley et al., 2014).

The lowest to highest dimensions of the patient experience variable are communications with doctors, service efficiency, overall rating dimension, hospital environment, humanistic care, information guidance. Two dimensions that need improvement are communications with doctors and service efficiency. The lowest indicator of the integrity variable is the statement that hospital staff work without thinking about profit. The highest indicator is the statement that hospital staff serve patients sincerely. Hospital staff must work more without thinking about personal gain.

## 6. Conclusions

The results of the study concluded that there is a significant influence of price perception and patient experience on WOM through integrity. Price perception has a positive effect on WOM. Patient experience has a positive effect on WOM. Price perception has a positive effect on integrity. Patient experience has a positive effect on integrity. Integrity has a positive effect on WOM. These results are supported by the theory of planned behavior (Fishbein & Ajzen, 1975) where aspects such as price perception, patient experience, and integrity are included in a person's attitude which leads to the formation of behavior.

The lowest indicator of the price perception variable is in item PH2, namely "Based on the quality of service, the cost of Manuhua Air Force Base Hospital is considered reasonable". This means that there is still a lack of patient perception regarding the reasonableness of the prices applied by the hospital. The lowest indicator of the patient experience variable is in item PE13, namely "The doctor discussed the treatment with me patiently". This means that the doctor is still lacking in patience when discussing treatment. The lowest indicator of the integrity variable is in item BV4, namely "Hospital staff work without thinking about personal gain". This means that hospital staff are still working or serving their patients with the motive of taking advantage of the patient. The lowest indicator of the word of mouth variable is in item WOM6, namely "I usually announce useful things to other people about Manuhua Air Force Base Hospital". This means that there is still a lack of patient desire to say positive and useful things to other people about Manuhua Air Force Base Hospital.

Hospitals are expected to improve the quality of services provided in accordance with the set price such as adding chairs, providing information on doctor delays, simplifying the bureaucratic process of service. The hospital must reprimand doctors who are impatient in handling patients and provide strict sanctions. There are some officers who tend to be biased so that recruitment must be carried out in order to get officers and doctors who sincerely serve their patients and write a prohibition on giving tips to officers. Positive patient promotion behavior can be improved by providing quality services according to the price,

giving sanctions to doctors who are impatient in handling patients, providing a written appeal not to give tips.

This study was conducted on limited patients at Lanud Manuhua Hospital only. A larger patient population is needed to obtain greater generalization results. Another limitation is the limited time for patients to fill out the questionnaire so that interviews or re-clarification of the researcher's answers regarding the questionnaire are needed. The absence of assistance when filling out the questionnaire also causes the research results to be normative from the respondent's side only. This study uses a quantitative method, which focuses more on numbers and relationships between variables. This approach does not explore in depth the subjective experiences of patients, which may provide broader insights into the factors that influence price perception, patient experience, integrity, and WOM.

Further research can use patient samples in hospitals in other air force organizations to expand the research sample and confirm the results. Distribution via google form must still be monitored and if there are patients who do not understand, they can be asked via social media such as whatsapp. Further research can use patients other than personal insurance such as BPJS patients.

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