

## Research Article

# The Power of Patients Attitude towards Repurchase Intention of Hospital Services in Sumedang

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**Abstract. Introduction:** Repurchase intention is one of the important indicators in the world of health services, especially in hospitals. XYZ General Hospital must evaluate the services provided to patients by understanding patient perceptions, particularly through patient experience, as 50% of respondents expressed unwillingness to recommend or reuse the hospital's services. This highlights a potential gap between service delivery and patient expectations. **Method** The purpose of this study was to analyze the influence of patient experience, brand image, and trust on repurchase intention at XYZ Hospital, with attitude as an intervening variable. This study employed a quantitative explanatory research design, involving 182 patients from outpatient and inpatient units who had visited more than once. Data were collected through structured questionnaires and analyzed using the Structural Equation Model (SEM) with the Partial Least Square (PLS) method, supported by the SmartPLS software. **Results:** The results revealed that patient experience, brand image, and trust significantly affect patient attitudes, which in turn directly influence repurchase intention. Attitude serves as a mediating variable between patient experiences, brand image, trust, and repurchase intention. Simultaneous testing confirmed that all independent variables have a joint effect on repurchase intention. Among the variables tested, attitude showed the strongest direct influence on repurchase intention, while patient experience had the highest indirect effect through attitude. **Conclusion:** These findings underscore the critical role of patient experience in shaping positive perceptions of service quality, which contribute to strengthening brand image, increasing trust, and fostering patient attitudes that support future service utilization. Therefore, healthcare providers must prioritize improving communication, staff responsiveness, and patient-centered care to enhance overall experience, build loyalty, and ensure long-term sustainability of healthcare services.

**Keywords:** Attitude; Brand Image; Patient Experience; Repurchase Intention; Trust.

Received: August 18, 2025

Revised: August 25, 2025

Accepted: September 15, 2025

Published: September 19, 2025

Curr. Ver.: September 19, 2025



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## 1. Introduction

Repurchase intention is one of the important indicators in the world of health services, especially in hospitals. This intention reflects how much the patients wants to return to using the hospital's services after a previous experience. Repurchase intention occurs when consumers, in this case patients, have a good experience with the service they receive and will repurchase the service in the future (Schiffman & Wisenblit, 2015).

XYZ Hospital is a class C general hospital located in the center of Sumedang Regency. Over time, business competition continues to grow, both with the emergence of main clinics with inpatient care, health centers with inpatient care, and having a location close to the Sumedang Regency Regional General Hospital. The Regent of Sumedang Regency who is in charge stated that the government will establish a class C Hospital in Cisurat Wado Village in 2022. This is the reason because the number of hospital beds in Sumedang Regency is still small (Sumedangkab.go.id, 2025).

The following are complaints obtained from the nursing committee report for the period October-December 2023. From patients who were given critical input and suggestions, in the form of open questions, patients complained about similarities in terms of response time, communication between doctors and nurses, and complaints about hospital facilities. Inpatients who complained about response time, complaints about doctor schedules and communication, complaints about nurse communication, complaints about hospital facilities. In emergency installation patients, complained about doctors-nurses, and complained about IGD facilities.

Researchers conducted a survey on 22 patients, and the results showed that the patient experience was not good as much as 45%. One-way doctor-patient communication as much as 55%. Difficulty communicating with doctors 55%. Difficulty communicating problems with hospital staff as much as 50%. In terms of trust, it turns out that the sense of trust in the hospital that the hospital is trusted by the community is only 47%. From a brand image perspective, as many as 54% do not agree that the hospital has competent staff and are not sure about the honesty of the hospital's claims as much as 50%. Attitudes also have a low value on their pride factor as users, only 46%, and do not agree to use XYZ Hospital if there are other hospitals as much as 53%. As many as 54% will not recommend XYZ Hospital to others, and do not intend to use XYZ Hospital services again as much as 50%. In the context of XYZ Hospital, repurchase intention not only affects patient satisfaction, but also the sustainability and reputation of the hospital. However, in practice, many patients do not return, which raises questions about what factors influence their decisions.

One of the factors that plays an important role in repurchase intention is attitude. Attitude is a response that occurs due to a stimulus, or perception obtained by the patient, thus determining what will happen in the future (Mowen & Minor, 2012). Positive attitudes can encourage patients to recommend the hospital to others and contribute to long-term loyalty. Patients' attitudes toward the hospital, which are influenced by experience, brand image, and trust, also contribute to repurchase intentions.

Another factor that plays an important role in repurchase intention is patient experience. Patient experience is a way to understand the quality of patient-centered care services by providing specially designed questions where the patient will provide an overview of their perceptions during treatment (Graham, 2025). This experience includes all patient interactions with the hospital, from the registration process, medical services, to the facilities provided. A positive experience can increase patient satisfaction, while a negative experience has the potential to reduce their intention to return.

Furthermore, the hospital brand image is also an important variable that influences repurchase intentions. Image is a customer's perception of a brand or company (Kotler et al., 2022). Brand image reflects patient perceptions of the quality, reliability, and value offered by XYZ Hospital. A strong and positive brand image can attract more patients to return, while a bad image can result in loss of trust and repeat intention.

Patient trust in the hospital is also a crucial element in building repurchase intentions. Trust must be built from the beginning and can be proven, because trust will make the patient confident to use the services of the same company again (Bartosik-Purgat & Filimon, 2022). This trust is formed from previous experiences, recommendations from others, and the hospital's reputation. When patients feel confident in the hospital's service and professionalism, their chances of returning will increase.

This study predicts that the influence of patient experience, brand image, and trust on repurchase intention also follows their attitude. This study argues that the effect of patient experience on repurchase intention will increase when the attitude is positive and strong. A positive brand image can also form a good attitude towards a product or service. When consumers have a strong and positive brand image, they tend to develop attitudes that support repurchase intention. The results of the study found that brand image has an indirect effect on repurchase intention, through attitude as an intervening factor (Kumar et al., 2024), (Chin et al., 2020), (Saydan & Çelik, 2024). Trust is a key factor in consumer relationships with brands. When consumers trust a brand, they tend to develop a positive attitude toward it. This positive attitude will drive repurchase intentions. Research results found that attitude has a mediating effect between trust and repurchase intention (Koththagoda & Herath, 2018), (Kasri & Ramli, 2019), (Shin et al., 2022).

This research is important to conduct because it can provide in-depth insight into the factors that influence repurchase intention at XYZ Hospital. Attitude can function as a bridge connecting brand image and trust with repurchase intention. When consumer attitudes are positive, both towards brand image and trust, the intention to repurchase will be stronger. This shows the importance of creating a positive experience that not only enhances brand image and trust, but also builds attitudes that support repurchase intention.

By understanding the relationship between patient experience, brand image, trust, and attitude, hospital management can formulate more effective strategies to improve patient satisfaction and loyalty. In addition, the results of this study can be a reference for other hospitals in their efforts to improve services and build a good reputation in the eyes of the public.

## 2. Preliminaries or Related Work or Literature Review

Patient experience has emerged as a central component in evaluating healthcare quality and determining patient loyalty. According to previous studies, positive experiences across dimensions such as communication, empathy, waiting time, and service reliability strongly influence patients' intention to return to the same hospital. Theoretical frameworks in consumer behavior also emphasize that service encounters shape patient perceptions, which subsequently drive trust and revisit intention. In the healthcare context, patient experience not only affects satisfaction but also builds a foundation for long-term engagement with the institution.

Social media marketing plays a significant role in shaping patient behavior in the digital era. Hospitals are increasingly using platforms such as Instagram, Facebook, and TikTok to communicate service information, promote health campaigns, and strengthen relationships with patients. Research indicates that effective social media marketing enhances patients' awareness, shapes their attitudes, and increases their likelihood of engaging with healthcare providers. In particular, interactive and informative content helps build trust and loyalty, which are essential for repeat visits.

Brand awareness functions as a critical mediator between service quality perceptions and behavioral intentions. When patients recognize and recall a hospital's brand, they are more likely to associate it with positive experiences and reliable services. Studies highlight that high brand awareness increases the effectiveness of marketing efforts, as patients tend to revisit hospitals they are familiar with. This mediating role strengthens the connection between patient experience, social media marketing, and revisit intention, making brand awareness a strategic element in hospital management.

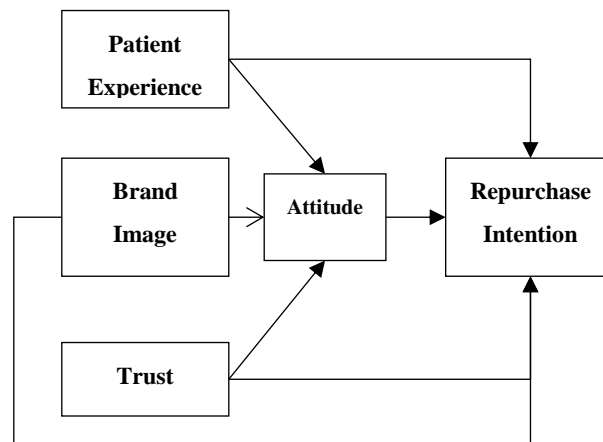
Previous empirical studies in healthcare and service industries have consistently demonstrated the positive effect of patient experience on revisit intention. For example, findings suggest that patients who perceive hospital services as responsive, caring, and professional are more likely to develop loyalty. This aligns with the theory of planned behavior, which posits that attitudes formed from past experiences significantly influence future intentions. Hence, managing patient experience effectively can become a competitive advantage for hospitals.

Similarly, research on social media marketing in healthcare shows its capacity to shape revisit behavior by creating strong brand connections. Hospitals that engage patients with authentic storytelling, educational content, and interactive communication can foster trust and brand recall. Empirical evidence supports the notion that patients exposed to consistent digital branding are more likely to revisit due to perceived reliability and modernity of services. This highlights the growing importance of integrating digital strategies into healthcare marketing.

Taken together, the literature suggests that patient experience and social media marketing are critical determinants of revisit intention, with brand awareness acting as a key mediating mechanism. Hospitals that combine excellent service delivery with strategic digital branding efforts are better positioned to build sustainable patient loyalty. These findings underscore the need for hospital management to prioritize both experiential and digital dimensions of service, ensuring that patients not only receive quality care but also maintain strong connections with the hospital brand.

### 3. Materials and Method

This study uses a quantitative approach with an explanatory research method. The conceptual framework that describes the relationship between these variables can be seen in Figure 1.



**Figure 1.** Conceptual Framework.

#### 3.1. Population and Research Sample

The population in this study were outpatients and inpatients of XYZ Hospital. This study used the Hair (Hair et al., 2019) formula in calculating the number of samples. To determine the size of the sample, the size of the sample depends on the number of indicators that are minimized multiplied by 5 times for each variable carried out with proportional allocation so that the samples taken are more proportional. So, from the calculation, the minimum number of samples to be taken is 165 people. The sampling technique used simple random sampling by taking the population from outpatient, inpatient and emergency units, according to the inclusion criteria. Research data was collected using questionnaire distributed via google form.

#### 3.2. Research Instrument

The questionnaire used was a questionnaire that had been tested in previous studies. The use of questions was taken and modified for repurchase intentions from Ruswanti et al. (Ruswanti et al., 2020), patient experience from Jenkinson et al. (Jenkinson et al., 2002), brand image (Lin & Yin, 2022), trust (Ruswanti et al., 2020), and attitude (Schiffman & Wisenblit, 2015). Statements of each variable are measured using a Likert Scale of 1-4, namely from a scale of 1 (strongly disagree) to a scale of 4 (strongly agree).

#### 3.3. Data Analysis Techniques

The analysis uses the Structural Equation Modeling (SEM) model and the Partial Least Square (PLS) method through the help of the SmartPLS 30 program. The decision making hypothesis is accepted if the p-value < 0.05 (Hair et al., 2017).

### 4. Results and Discussion

#### 4.1. Results

The results of the analysis of the characteristics of the respondents in this study are in Table 1 below.

**Table 1.** Distribution of Respondent Characteristics.

No.	Demographic	Category	Frequency	Percentage (%)
1	Age	≤ 25 Years	23	12.6
		26 – 35 Years	68	37.4
		36 – 45 Years	40	22.0
		46 – 55 Years	25	13.7
		> 55 Years	26	14.3
		<b>Total</b>	<b>182</b>	<b>100</b>
2	Gender	Man	55	30.2
		Woman	127	69.8
		<b>Total</b>	<b>182</b>	<b>100</b>

3	Education	SD	19	10.4
		JUNIOR HIGH SCHOOL	26	14.3
		SENIOR HIGH SCHOOL	65	35.7
		Diploma	22	12.1
		Bachelor	50	27.5
		<b>Total</b>	<b>182</b>	<b>100</b>
4	Treatment Room	Outpatient	89	48.9
		Inpatient	93	51.1
		<b>Total</b>	<b>182</b>	<b>100</b>
5	Payment Methods	Private Insurance	6	3.3
		BPJS	103	56.6
		Cash Payment	73	40.1
		<b>Total</b>	<b>182</b>	<b>100</b>

Source: Primary Data, 2024

Based on the distribution table of respondent characteristics, the age category shows that the majority of respondents are between 26 and 35 years old, with a frequency of 68 people (37.4%). On the other hand, the smallest age group is  $\leq 25$  years old, with 23 people (12.6%). In terms of gender, respondents were divided into 55 males (30.2%) and 127 females (69.8%), indicating that female patients dominate. In terms of education, most respondents have a high school education level, as many 65 people (35.7%), while the lowest is elementary school education, with 19 people (10.4%). Regarding the treatment room, inpatients are slightly more than outpatients, with a frequency of 93 people (51.1%) for inpatients and 89 people (48.9%) for outpatients. Finally, in terms of payment methods, the majority of respondents use BPJS, as many as 103 people (56.6%), while the private insurance payment method is the lowest, where only 6 people (3.3%) use it.

#### 4.4.1. Hipotesis Test

The construction of the structural model test path diagram in this study uses 3 exogenous variables and 2 endogeneous variables which describe the relationship between variables as shown in Figure 2.

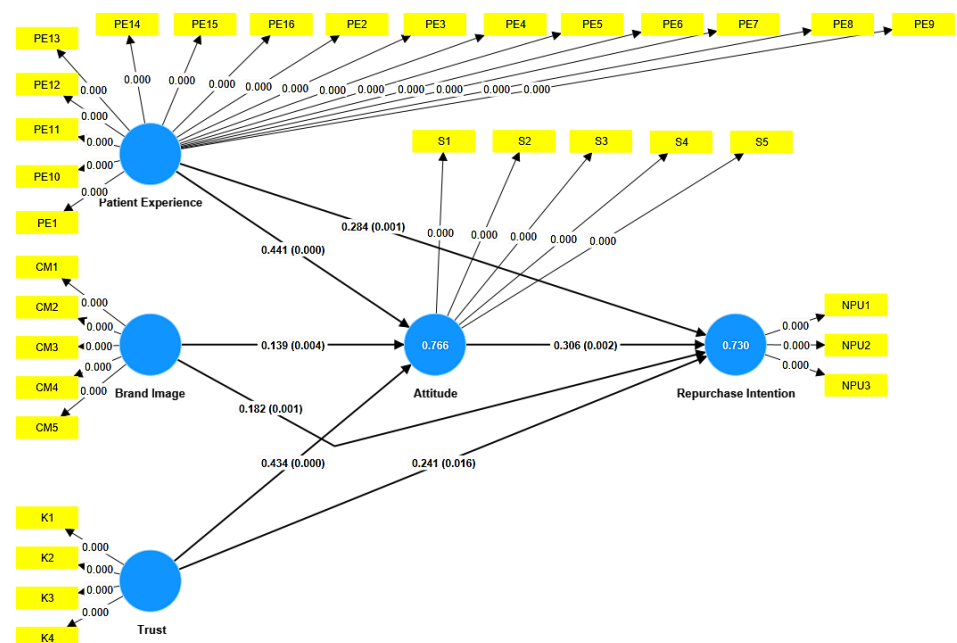


Figure 2. Construction of the Structural Model Test Path Diagram.

**Table 2.** Hypothesis Test Results

Ha	Direct and Indirect Influence	Original sample (O)	T statistics	P values	Information
H1	Patient Experience -> Attitude	0.441	6,638	0,000	<b>H1 Accepted</b>
H2	Brand Image -> Attitude	0.139	2,898	0.004	<b>H2 Accepted</b>
H3	Belief -> Attitude	0.434	6,522	0,000	<b>H3 Accepted</b>
H4	Attitude -> Repurchase Intention	0.306	3,131	0.002	<b>H4 Accepted</b>
H5	Patient Experience -> Repurchase Intention	0.284	3,310	0.001	<b>H5 Accepted</b>
H6	Brand Image -> Repurchase Intention	0.182	3,312	0.001	<b>H6 Accepted</b>
H7	Trust -> Repurchase Intention	0.241	2,404	0.016	<b>H7 Accepted</b>
H8	Patient Experience -> Attitude -> Repurchase Intention	0.135	2,733	0.006	<b>H8 Accepted</b>
H9	Brand Image -> Attitude -> Repurchase Intention	0.043	1,994	0.046	<b>H9 Accepted</b>
H10	Trust -> Attitude -> Repurchase Intention	0.133	2,952	0.003	<b>H10 Accepted</b>

Simultaneous hypothesis testing in SEM-PLS can be seen in the results of the calculated F value using the formula:

$$F_{hit} = \frac{R^2(n - k - 1)}{(1 - R^2)k} \quad (1)$$

$$F_{table} = F_{\alpha(k, nk - 1)} \quad (2)$$

Based on the R-Square of Repurchase Intention, R<sup>2</sup> is obtained as much as 0.730 (73%). The number of independent variables (k) is 4 and the number of research samples (n) is 182 with a significance level of  $\alpha$  of 5%, the Fcount and Ftable values can be obtained as follows:

$$\begin{aligned}
 F_{hit} &= \frac{R^2(n - k - 1)}{(1 - R^2)k} \\
 &= \frac{0,730(182 - 4 - 1)}{(1 - 0,730)4} \\
 &= \frac{129,21}{1,08} \\
 &= 119,63 \\
 F_{table} &= F_{\alpha(k, nk - 1)} \\
 &= F_{0.05(4, 182 - 4 - 1)} \\
 &= F_{0.05(4, 177)} \\
 &= 2.42 \text{ (obtained through F table)}
 \end{aligned}$$

Based on the results of the calculations above, the Fcount was 119.63 > Ftable 2.42, which means there is an influence between patient experience, brand image, trust and attitude on repurchase intentions simultaneously so **hypothesis is accepted**.

## 4.2. Discussion

### 4.2.1. Influence of Patient Experience on Attitudes

The results of the hypothesis test show that patient experience has a positive and significant effect on patient attitudes. This means that the better the experience experienced by patients during the treatment process, the more positive the attitude towards the services provided.

Three-box Method analysis shows that the patient experience variable has the highest indicator related to emotional support from doctors when patients feel anxious, which makes patients feel cared for and supported. This positive experience strengthens the patient's attitude and build trust in the service. In addition, the staff's commitment to helping control pain also creates a better experience. However, the lowest indicator shows confusion in communication between doctors, which can reduce patient satisfaction. Although the overall patient experience is very positive, XYZ Hospital needs to focus on improving communication and coordination between medical teams to create a more comprehensive and satisfying experience.

The results of this study are in line with the theory of the Picker Institute Europe. According to the Picker Institute, experience is defined as a tool for understanding the quality of service that is centered on the individual. This approach is more holistic and in-depth than traditional satisfaction measurements, providing a stronger picture of how individuals perceive the service they receive (Graham, 2025). The results of this study are supported by research by Tierney et al. (Tierney et al., 2016) showed that patient experience in undergoing endoscopy influenced attitudes to undergoing the procedure in the future. Research by Singh et al. (Singh et al., 2024) regarding patient experiences in palliative care also showed that positive experiences contribute to patient attitudes towards end-of-life care.

#### **4.2.2. Influence of Brand Image on Attitudes**

The results of the hypothesis test show that brand image has a positive and significant effect on patient attitudes. This means that the stronger the brand image of a hospital, the more positive the patient's attitude towards the services provided. When patients have a good perception of brand image, they tend to develop a better and more supportive attitude towards the hospital.

Three-box Method analysis shows that the highest indicator in the Brand Image variable is the honesty of the hospital's claims, which makes patients feel confident and trust the information provided. This honesty is important for building a strong brand image and creating a positive attitude towards the hospital. However, the lowest indicator related to staff friendliness shows the need for improvement; some respondents felt a lack of friendliness that could affect their experience. Although the overall brand image is good, attention to staff behavior is essential to improving patient perception. XYZ Hospital needs to ensure that all aspects of service, including staff friendliness, are considered in order to create a more satisfying experience for patients.

The results of this study are in line with Kotler's brand image theory, which defines brand image as a series of names, reputations, patterns and symbols that differentiate products or services from competitors. A strong brand image creates a clear and positive identity, which helps in forming a supportive consumer attitude towards the brand (Kotler et al., 2022). The results of this study are supported by research from Abin, et al, (Abin et al., 2022), Rumra & Muhrim (Rumra & Muhrim, 2023) shows that the influence of brand image on customer attitudes is significant, confirming that a positive brand image can form a supportive attitude.

#### **4.2.3. Influence of Trust on Attitudes**

The results of the hypothesis test show trust has a positive and significant effect on patient attitudes. This means that the higher the level of patient trust in the services provided, the more positive their attitude towards the hospital or health care provider.

Three-box Method analysis shows that the trust variable has the highest indicator related to patient confidence in XYZ Hospital services, which reflects satisfaction and trust in the quality of services. This trust builds a positive attitude, but the lowest indicator related to public acceptance shows the need for improvement. Although the level of patient trust is high, negative responses from some individuals regarding the hospital's reputation create challenges in building a broader image. To improve patient attitudes and expand positive influence, XYZ Hospital needs to focus on improving public perception through better communication and demonstrating the quality of services provided.

The results of this study are in line with Kotler & Keller's trust theory (Kotler & Keller, 2017) that corporate credibility reflects the extent to which consumers believe that the company can meet their needs and wants with the products and services offered. The three main factors that form credibility are expertise, trustworthiness, and friendliness. Trustworthiness includes the company's motivation to be honest and reliable. Companies that have high credibility tend to build strong relationships with consumers, which can increase positive attitudes towards the brand. The results of this study are supported by research by Rahmiati & Yuanita (Rahmiati & Yuannita, 2019), Suleman et al. (Suleman et al., 2020), and Chetioui et al. (Chetioui et al., 2021) indicating that trust significantly influences attitudes. This finding underscores the importance of trust in forming positive attitudes, where individuals who have high trust in an entity tend to show supportive attitudes.

#### 4.2.4. Influence of Attitude on Repurchase Intention

The results of the hypothesis test show attitude has a positive and significant effect on repurchase intention. This means that the more positive a person's attitude is towards the services provided by XYZ Hospital, the more likely they are to intend to return to the hospital in the future.

Three-box Method analysis shows that patient attitudes toward XYZ Hospital are moderate, with potential for improvement. The highest indicator is the patient's plan to continue using the service even though there are other alternatives, reflecting strong loyalty. However, the lowest indicator related to accessibility shows that some respondents feel the location of the hospital is not easily accessible, which may hinder the decision to return. Overall, improvements in accessibility can improve patient attitudes and strengthen their intention to revisit.

The results of this study are in line with the attitude theory according to Schiffman & Kanuk (Schiffman & Kanuk, 2018), attitude is a learned tendency to behave toward an object. In the context of consumer behavior, this object can be a product, brand, or service. This attitude is formed from personal experiences, the influence of family and friends, and interactions with the media. Attitudes reflect an evaluation of the object and can motivate individuals to make a purchase or not.

The results of this study are supported by research by Cheng et al. (Cheng et al., 2011), Wu & Chan (Wu & Chan, 2011), and Wilson & Edelyn (Wilson & Edelyn, 2022), indicating that attitude has a positive effect on repurchase intention. This finding confirms the importance of a good attitude in driving consumer decisions to re-engage with a product or service. When consumers have a positive attitude, they are more likely to take supportive actions, such as revisiting.

#### 4.2.5. Influence of Patient Experience on Repurchase Intention

The results of the hypothesis test show patient experience has a positive and significant effect on repurchase intention. This means that the better the experience a patient has during the treatment process, the more likely they are to return to use hospital services in the future.

This is in line with the Three-box Method analysis showing several important aspects in patient experience showing high index values, such as statements regarding doctor support to be willing to discuss with patients, and emotionally feeling helped by medical staff in overcoming their pain or discomfort. This reflects that patients feel valued and cared for, which a key factor in forming a positive response is.

The results of this study are in line with the Expectation Confirmation Theory which explains the process by which an individual's expectations of a service or product influence evaluations after that experience (Oliver, 1980). The results of this study are also in line with the theory of the Picker Institute Europe. According to this theory, positive patient experiences not only contribute to satisfaction but also increase trust and loyalty. When patients feel valued and involved, they tend to have a good view of the services provided, which ultimately affects the intention to return (Graham, 2025). Several studies support the results of this study, patient experience significantly influences patient return intentions (Ekaputri et al., 2016), (Priyanto et al., 2025), (Park et al., 2022).

#### 4.2.6. Influence of Brand Image on Repurchase Intention

The results of the hypothesis test show that the hospital's brand image has a positive and significant effect on repurchase intention. This means that the stronger the brand image of a hospital, the more likely patients are to intend to return to using the services provided.

This is in line with the Three-box Method analysis of the Brand Image variable that the brand image statement items reveal that aspects such as easily accessible locations are very important to enhance brand image. The statement regarding the appropriate "IKHSAN" claim reflects the fit between the promoted image and the patient experience, which is important in building trust. In addition, the hospital's success in building positive associations can be seen from the patient's recognition of XYZ Hospital among other hospitals. Although the friendliness of the staff still needs attention for improvement, this shows that better interactions can affect the overall perception of brand image.



The results of this study are in line with the brand image theory explained by Kotler. According to Kotler, brand image is a series of associations that consumers have towards a brand, which includes elements such as reputation, service quality, and customer experience (Kotler et al., 2022). In the context of hospitals, a strong brand image creates a clear identity in the minds of patients. When patients have a positive view of the brand image, they feel more confident that they will receive quality services. This reflects the importance of positive patient experiences in shaping brand image, which in turn drives the intention to return. The results of this study are supported by several studies that reveal that brand image has a significant effect on repurchase intentions (Putra & Sumartik, 2024), (Huang et al., 2019).

#### **4.2.7. Influence of Trust on Repurchase Intention**

The results of the hypothesis test show that trust has a positive and significant effect on repurchase intention. This means that the higher the level of patient trust in the hospital, the more likely they are to intend to use the services provided again.

This is in line with the Three-box Method analysis of the trust variable that the index for statements regarding benevolence, such as "I trust the services of XYZ Hospital," reached a high level, reflecting patient confidence in the quality of services provided. In addition, a high index on the statement about the ability to transact safely at XYZ Hospital indicates that patients feel safe and comfortable when using the service, which is an important factor in building trust. Statements regarding integrity, such as "I trust the commitment of XYZ Hospital," also showed significant results, confirming that patients have confidence in the hospital's commitment to providing quality services.

The results of this study are in line with Kotler & Keller's trust theory (Kotler & Keller, 2017). This theory emphasizes the importance of trust in building long-term relationships between consumers and brands, which consists of three main components: benevolence, ability, and integrity. Benevolence refers to consumers' belief that a brand has good intentions and cares about the interests of customers; in the context of hospitals, this is reflected in the attention given to patients and the commitment to meet their expectations. Ability relates to patients' perceptions of the hospital's ability to provide quality services; if patients believe that the hospital has the necessary resources and expertise, they will feel safer when using the service. Meanwhile, integrity includes the belief that the hospital will fulfill its promises and commitments; when the hospital consistently meets expectations with transparency and honesty, patient trust will be stronger. The results of this study support the findings of previous studies which showed that trust has a positive effect on repurchase intentions (Rasyida, 2021), (Chanthasaksathian & Nuangiamnong, 2021), (Tandon et al., 2021).

#### **4.2.8. Influence of Patient Experience on Repurchase Intention with an Intervening Attitude**

The results of the indirect influence hypothesis test show that there is an influence of patient experience on repurchase intentions with attitude as an intervening factor. This reflects that the better the patient experience, the more positive the attitude formed. This positive attitude, in turn, increases the patient's intention to repurchase services at the hospital.

This is in line with the Three-box Method analysis that the average patient experience index reached 141.17, indicating that many aspects of the experience, such as clear information, emotional support, and physical comfort, were highly rated by patients. Statements regarding information, such as "You get answers you understand," reflect the hospital's attention to clear communication, which contributes to patient safety and satisfaction. Patient attitudes also showed an average index of 134.33, with categories that were generally at a moderate level. Although patient attitudes toward the hospital showed positive results, there were several statements that still showed room for improvement, such as the belief that the quality of XYZ Hospital's services was better than other hospitals.

The results of this study are in line with The Expectation Confirmation Theory (ECT) proposed by Richard L. Oliver. This theory emphasizes the importance of expectations and experiences in forming satisfaction and repurchase intentions (Oliver, 1980). In the context of a hospital, patients have certain expectations regarding the quality of service, staff expertise, and comfort of the facility before using the service. After receiving the service, patients evaluate their experience; if the experience meets or exceeds expectations, they tend to be satisfied, while experiences that are below expectations can lead to dissatisfaction. This

confirmation process is very important, because positive experiences, such as feeling appreciated, getting clear information, and receiving emotional support, will confirm patients' expectations, building a positive attitude towards the hospital. This positive attitude serves as a mediating variable that increases patients' intention to reuse the service.

Thus, the results of the analysis in this study indicate that good patient experience not only contributes to positive attitudes, but also increases repurchase intention, in line with the ECT principle that experiences that meet or exceed expectations result in satisfaction, which in turn drives repurchase intention. Therefore, hospitals need to focus on improving various aspects of patient experience to ensure their expectations are met, create positive attitudes, and increase patient loyalty.

This study is the first to link attitude as a mediator in the influence of patient experience on repurchase intention, so this study argues that the effect of patient experience on repurchase intention will increase when the attitude is positive and strong. This is supported by several previous studies which state that Patient Experience has a direct influence on attitude (Tierney et al., 2016), (Singh et al., 2024) and repurchase intention (Ekaputri et al., 2016), (Priyanto et al., 2025), (Park et al., 2022), while at the same time, attitude towards patient care has a direct influence on repurchase intention (Cheng et al., 2011), (Wu & Chan, 2011), (Wilson & Edelyn, 2022), support from previous studies provides a strong basis for this finding. Support from previous studies strengthens the argument that attitude functions as an important mediator between patient experience and repurchase intention. This study emphasizes that improving the quality of patient experience will form a positive attitude which will ultimately encourage patient loyalty to the services provided.

#### **4.2.9. Influence of Brand Image towards Repurchase Intention with Attitude as Intervening**

The results of the indirect influence hypothesis test show that there is an influence of brand image on repurchase intentions with attitude as an intervening factor. This reflects that the better the hospital brand image, the more positive the attitude formed among patients. This positive attitude serves as a bridge connecting brand image with repurchase intention.

Three-box Method analysis strengthens this argument, where the perception of the hospital's brand image shows encouraging results, especially in the aspect of brand personality which reflects the suitability between the promised values and the patient's experience. In addition, many patients recognize this hospital among other hospitals, indicating that the brand image is quite strong in their memory. However, the average index of patient attitudes shows that although there is a positive perception of the brand image, there is still room for improvement.

The results of this study are in line with Kotler's brand image theory (Kotler et al., 2022), brand image is the perception that consumers have about a brand, which is formed through various experiences and interactions with the brand. When a hospital succeeds in building a strong and positive brand image, patients tend to develop a better attitude towards the services provided, which ultimately drives the intention to return. The results of this study are also supported by previous studies that show that brand image has a positive indirect effect on purchase intention through attitude variable (Kumar et al., 2024), (Chin et al., 2020), (Saydan & Çelik, 2024), (Dewi et al., 2024).

#### **4.2.10. Influence of Trust on Repurchase Intention with Attitude as an Intervening**

The results of the indirect influence hypothesis test show that there is an influence of trust on repurchase intentions with attitude as an intervening factor. This reflects that the higher the level of patient trust in the hospital, the more positive the attitude formed in him, which in turn increases his intention to return to using hospital services.

Three-box Method analysis strengthens this argument, where the average trust index reaches a high number. Patients show a strong level of trust in hospital services, the ability to transact safely, and the hospital's commitment. This reflects that patients feel safe and believe that the hospital is reliable. However, the average index of patient attitudes is in the medium category. Although patients feel proud and comfortable using the service, confidence in the quality of other hospital services is still at a level that is not too high. This shows that although trust in the hospital is high, there is uncertainty that can affect their attitudes.

The results of this study are in line with the theory of trust put forward by Kotler & Keller (Kotler & Keller, 2017), which states that trust is formed through two main components: integrity and capability. Integrity refers to the belief that the service provider will fulfill the promises made, while capability relates to the consumer's perception of the quality and effectiveness of the service. In the context of a hospital, if patients feel confident that the hospital provides safe, quality, and reliable services, then trust will increase. This process creates a positive attitude among patients. When patient trust in the hospital is high, they tend to develop a good attitude towards the services provided. This positive attitude, in turn, serves as a bridge connecting trust with repurchase intentions. The results of this study are also supported by previous studies which state that trust on purchase intentions has an indirect effect, with attitude as an intervening variable (Koththagoda & Herath, 2018), (Kasri & Ramli, 2019), (Shin et al., 2022).

#### **4.2.10. Influence of Patient Experience, Brand Image, Trust, and Attitude towards Repurchase Intention Simultaneously**

The results of the hypothesis test show that there is an influence between patient experience, brand image, trust, and attitude on repurchase intention simultaneously. This means that all of these factors together influence an individual's decision to make a repurchase. A positive patient experience can create a good brand image, which in turn builds trust. When patients experience a satisfying experience, they tend to have a more positive attitude, which then increases the patient's intention to return.

Three-box Method analysis shows that although the patient experience at XYZ Hospital is generally positive, there are several areas that need improvement to increase revisit intention. The lowest indicator related to confusion in communication between doctors can create a negative experience and reduce satisfaction. In addition, challenges in public acceptance reflect the need for efforts to build a broader image, although many patients trust the services provided. Lack of staff friendliness can also affect patient perceptions and reduce satisfaction, while accessibility issues indicate that the location of the hospital is not entirely accessible. Overall, improvements in communication, friendliness, and accessibility are essential to improving patient experience, brand image, and trust, which in turn will contribute to positive attitudes and repeat purchase intentions.

The results of this study are in line with Keller's theory of repurchase intention (Keller, 2013), in "Strategic Brand Management" explains that repurchase intention is closely related to brand attitude and consideration. The results of this study are supported by research by Sukamuljo et al. (Sukamuljo et al., 2021) found that good hospital image and good service quality simultaneously affect patient loyalty. Positive patient experience will increase their desire to use the service again, indicating that good service quality is a key factor in creating repurchase intention. Research by Putra & Sumartik (Putra & Sumartik, 2024) emphasizes that customer experience influences image and trust towards repurchase intention simultaneously.

### **5. Conclusion**

The results of this study found that patient experience, brand image, and trust affect attitudes. Patient experience, brand image, trust, and attitude also affect repurchase intention. Furthermore, attitude also affects repurchase intention. In addition, attitude also has a mediating role between the influence of patient experience, brand image, and trust on repurchase intention. Simultaneous testing also found that patient experience, brand image, trust, and attitude have a simultaneous effect on repurchase intention. This finding confirms the importance of patient experience in building brand image, trust, and attitudes that support loyalty. Of the variables that directly affect repurchase intention, this study found that the attitude variable has the greatest effect on the repurchase intention variable. In the variables that indirectly affect repurchase intention, the highest influence was found in patient experience affecting repurchase intention through attitude.

### Theoretical Implications

Theoretically, this study provides implications that support and complement the theory of patient experience Picker Institute Europe, in line with the results of research related to the influence on attitudes and repurchase intentions. Supports Kotler's brand image theory and in line with research that brand image influences attitudes and repurchase intentions. Supports Kotler & Keller's trust theory and in line with previous research that found trust influences attitudes and repurchase intentions. Supports the attitude theory According to Schiffman & Kanuk, and in line with previous research that links attitudes to repurchase intentions

### Managerial Implications

XYZ Hospital Management to improve the dimensions of the variables in this study, hospital management needs to make several important improvements. First, in the dimension of Coordination in Care which is part of Patient Experience, management must improve the communication system between medical teams by implementing clearer and more structured protocols, and holding regular meetings between the Medical Committee, Nursing Committee, and SPI as a basis for evaluation. Furthermore, for the Brand Behavior & Attitude dimension in brand image, management must improve staff training so that they can behave in accordance with brand values. The HR department needs to hold gradual training on branding and marketing for all staff, accompanied by periodic refreshments. In terms of Willingness to Depend which reflects trust, the hospital needs to prioritize a transparent service management system. For the cognitive aspect of attitude, it is important to improve service quality by identifying problems in HR and facilities, conducting periodic credentialing, and holding training on friendliness and good communication between staff, patients, and families. Finally, to improve the preferential dimension in repurchase intention, the hospital must focus on increasing patient trust and experience. A reward system, such as discounts for medical check-ups for referral patients, can be implemented to strengthen patient preferences.

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