

RINGKASAN

Penelitian ini dilatarbelakangi oleh fenomena tingginya jumlah warga Indonesia yang berobat ke luar negeri, yang mengindikasikan adanya tantangan dalam mempertahankan pasien di fasilitas kesehatan lokal. RS JIH Purwokerto sendiri menunjukkan tren positif dengan peningkatan signifikan kunjungan pasien dari 10.089 (2022) menjadi 54.106 (2024), dimana persentase kunjungan lama (revisit) juga meningkat dari 59,7% menjadi 81,4%. Dominasi pasien pembayaran pribadi dan belum adanya penelitian sebelumnya mengenai faktor penentu loyalitas di rumah sakit ini mendorong dilakukannya penelitian untuk menganalisis determinan revisit intention dan word of mouth.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 372 pasien rawat jalan di RS JIH Purwokerto yang dipilih menggunakan teknik accidental sampling. Data dianalisis dengan Partial Least Squares-Structural Equation Modeling (PLS-SEM) untuk menguji pengaruh variabel independen yang meliputi perceived value, kualitas layanan, kepuasan pasien, brand experience, dan citra rumah sakit terhadap variabel dependen yaitu revisit intention dan word of mouth. Hasil analisis deskriptif menunjukkan bahwa seluruh variabel penelitian berada pada kategori penilaian tinggi hingga sangat tinggi oleh pasien.

Temuan penelitian mengungkapkan bahwa seluruh hipotesis yang diajukan terbukti signifikan. Kelima variabel independen—nilai yang dirasakan, kualitas layanan, kepuasan pasien, pengalaman merek, dan citra rumah sakit—berpengaruh positif dan signifikan terhadap niat kunjungan ulang (revisit intention). Sementara itu, nilai yang dirasakan dan kualitas layanan juga terbukti secara signifikan memengaruhi word of mouth positif dari pasien. Kualitas layanan emerged sebagai faktor yang paling kuat dalam membentuk word of mouth, sementara perceived value menjadi pendorong utama bagi revisit intention.

Kesimpulan dari penelitian ini menegaskan bahwa loyalitas pasien di RS JIH Purwokerto dapat dibangun melalui peningkatan persepsi nilai, kualitas layanan, kepuasan, pengalaman pasien, dan citra institusi. Implikasi praktisnya, manajemen rumah sakit disarankan untuk mempertahankan layanan bernilai tambah, meningkatkan pelatihan tenaga medis, melakukan survei kepuasan rutin, mengelola pengalaman merek secara holistik, dan memperkuat citra melalui strategi komunikasi yang efektif. Penelitian ini juga berkontribusi pada pengembangan teori pemasaran jasa kesehatan, khususnya dalam konteks loyalitas pasien di Indonesia.

Kata kunci: *customer perceived value, service quality, satisfaction, brand experience, citra rumah sakit, word of mouth, revisit intention.*

SUMMARY

This research is motivated by the high number of Indonesians seeking medical treatment abroad, which indicates a challenge in retaining patients at local healthcare facilities. JIH Purwokerto Hospital itself shows a positive trend, with a significant increase in patient visits from 10,089 (2022) to 54,106 (2024), while the percentage of revisit visits also increased from 59.7% to 81.4%. The dominance of private-pay patients and the lack of previous research on the determinants of loyalty at this hospital prompted this study to analyze the determinants of revisit intention and word of mouth.

This study used a quantitative approach with a survey method of 372 outpatients at JIH Purwokerto Hospital selected using an accidental sampling technique. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to examine the influence of independent variables—perceived value, service quality, patient satisfaction, brand experience, and hospital image—on the dependent variables: revisit intention and word of mouth. The descriptive analysis results indicate that all study variables were rated high to very high by patients.

The research findings revealed that all proposed hypotheses were proven significant. The five independent variables—perceived value, service quality, patient satisfaction, brand experience, and hospital image—had a positive and significant influence on revisit intention. Meanwhile, perceived value and service quality were also shown to significantly influence positive word of mouth from patients. Service quality emerged as the strongest factor in shaping word of mouth, while perceived value was the primary driver of revisit intention.

The conclusion of this study confirms that patient loyalty at JIH Purwokerto Hospital can be built by improving perceived value, service quality, satisfaction, patient experience, and institutional image. Practical implications: hospital management is advised to maintain value-added services, improve medical staff training, conduct regular satisfaction surveys, manage the brand experience holistically, and strengthen image through effective communication strategies. This research also contributes to the development of healthcare marketing theory, particularly in the context of patient loyalty in Indonesia.

Keyword: customer perceived value, service quality, satisfaction, brand experience, corporate image, word of mouth, revisit intention..