The Influence of Brand Image and Complaint Handling on Revisit Intention With Patient Experience as an Intervening Variable (Empirical study on Pulmonary Polyclinic Patients at RSUP Persahabatan)

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Abstract
This research is based on a decrease in the number of patient visits in 2022 when compared to 2021. The purpose of this study was to empirically reveal the effect of brand image and complaint handling on intention to return visits with patient experience as an intervening variable. This research is included in the quantitative research with a causality approach, the population used is patients who have visited more than once, the sample calculation uses the indicator formula x 5, so that a sample of 240 respondents is obtained using accidental sampling technique. The analytical method used is the three-box method and SEM analysis. The results of the analysis concluded that brand image and complaint handling had an effect on repeat visit intentions with trust as an intervening variable, brand image and complaint handling had an effect on experience and intention to revisit, and patient experience had an effect on repeat visits intentions, as well as providing positive intervention on brand image relations. and handling of complaints about intention to return visits. Several things that must be done to maintain the patient's intention to return visits are to make improvements to the promotion system using methods to build patient trust and loyalty, improvements to the system for conveying patient complaints, improvements to the patient centered care system and improvements to the promotion system uses the endorsement method.
Keywords: Brand image, complaint handling, patient experience, repeat visit intention

INTRODUCTION

Hospitals in the current era of globalization have developed into a labor, capital, and technology intensive industry, not only carrying out social missions, the business aspect of managing a hospital has become a natural consequence in the era of globalization, because hospitals utilize human resources in large numbers. Very large. Hospitals no longer need to put aside efforts to further promote themselves. Companies or business organizations, in this case the hospital industry, that can provide highly competitive services will be able to dominate the market (Darzi et al., 2022). A hospital must be able to keep up with developments by making analysis, considerations, and strategies so that people are interested in using the health services offered or even using them again.

Intention to revisit is a behavior that appears in response to an object that shows the patient's desire to make a repeat visit (Mohd Isa et al., 2019). Intention to revisit occurs when individuals feel that the organization has a positive brand image that sticks in their minds (Pighin et al., 2022).

The organization's ability to handle complaints customers form a positive experience for customers, thus determining them to make repeat purchases (Istanbulluoglu & Sakman, 2022), as well as the patient's experience with previous services, determining their intention to make a repeat visit when they need health services (Akthar et al., 2023), and intention Revisiting consists of aspects of transactional intention, preferential intention, and exploratory intention (Kotler & Keller, 2016).

The repeat visit decision process is formed after the post-visit stage which makes customers perceive the organization's excellence in providing services so that a positive image is formed in their minds (Lin & Yin, 2022), a positive image allows a hospital to gain reputation value and competitive advantage (Cham et al., 2020). A hospital that has a positive image will encourage patients to choose the services offered and increase its ability to compete with other hospitals (Ali Mohamad et al., 2023). The hospital image has an impact on patient attitudes and behavior towards the hospital (Vimla & Taneja, 2021).

A good image will be able to increase the success of a hospital and conversely a bad image will worsen the stability of a hospital (Roshanghalb et al., 2021), and several aspects that form a brand image are recognition, affinity, and reputation (Aaker, 2009).

Complaints submitted by customers regarding the service they receive are a problem that must be resolved wisely so that they do not cause deep disappointment which will affect their intention to make a repeat purchase (Istanbulluoglu & Sakman, 2022), handling customer complaints should be made easier both in the delivery process and handling time (O'dowd et al., 2022), the purpose of customer complaints itself serves as a source of service improvement in the future (Morsø et al., 2023), good handling of customer complaints determines customers' attitudes in experiencing service quality (Gillespie & Reader, 2018) so that it has an impact on revisit intentions (Sigurdsson et al., 2021), and handling customer complaints which functions to restore customer trust consists of aspects of procedural justice, interactional justice and distributive justice (Lovelock & Wirtz, 2015).

Customer experience is one of the determinants of a customer's intention to revisit a service (Paisri et al., 2022), customer experience is generated after consuming a product or service (Malathi & Jasim, 2022), experience is created from what is seen, perceived and suitability of the service with the benefits that customers feel from a service (Friedel et al., 2023), and customer experience is formed based on aspects of sensory experience, emotional experience and social experience (Schmitt, 2011).

Persahabatan Hospital is an A-accredited private hospital that has Pulmonary Poly services. Based on the results of observations on January 10, 2023, in the hospital service quality department, information was obtained that the number of visits by old patients to the pulmonary clinic in 2022 had decreased compared to 2021. In 2021, repeat visits by old patients to the pulmonary polyclinic were 154,788, while in 2022 totaling 150,925. The total number of repeat visits by old patients in the Lung Poly Room at Persahabatan Hospital from 2021 to 2022 was 27,181 patients.

Based on this data, it can be seen that there are problems with patients' intentions to make repeat visits. If you look at the period that is still in the condition of the Covid-19 pandemic, if there are no problems with patients' intentions to make repeat visits to the Persahabatan Hospital Lung Polyclinic, in 2022 the number of old patients should be There were more repeat visits than in 2021. To explore this problem, a discussion was held with the head of the hospital quality department about what his predictions were regarding the causes of the number of old patients decreasing in 2022? The answer was put forward that "This is probably due to service quality problems and possibly also due to the long queues of patients in 2021 at the Pulmonary Clinic, causing congestion and making patients uncomfortable with the long queues, which makes it take a long time for them to get their turn for treatment from a doctor."

Referring to this information, a preliminary survey was conducted on 30 patients, to examine service problems and satisfaction that would make them continue to use Friendship Hospital's Pulmonary Poly services in the future. The survey results concluded that patients were less satisfied with services related to comfort and completeness of facilities as much as 89.20%. Based on this percentage, it appears that there are service quality problems that shape patients' negative perceptions of the hospital's image, so that it becomes one of the predictions that causes patients to have negative experiences and has an impact on reducing patients' intentions to make repeat visits.

A follow-up survey was conducted on 7 old patients at the same time for their opinions about the system for handling patient complaints provided by the hospital, especially at the Pulmonary Polyclinic. Several complaints were conveyed by patients, especially regarding media that was more concise in conveying patient complaints, patients stated that the media for submitting complaints was only available on the hospital *website* portal, whereas not all patients understood how to access the *website*, especially those who were elderly, and handling patient complaints from 3 people. Patients who have experienced this seem slow and even ignored without any resolution

regarding the queue problem at the Pulmonary Polyclinic. Based on this information, it appears that there are problems in terms of providing facilities for conveying patient complaints and also the process of resolving patient complaints so that this is one of the factors predicted to reduce the patient's intention to make repeat visits, because several studies have concluded that service providers' concern in handling customer complaints will form an experience that interprets the value of the service provider in the customer's mind (Ryynänen, 2020), handling customer complaints forms a perception of value that the customer will always remember as an experience in consuming services (van Dael et al., 2020), there is customer satisfaction with the way the service provider handles his complaint will direct his intention to make a repeat visit in the future (Hanganu & Ioan, 2022), and handling customer complaints is a form of care from the service provider that the customer will always remember, thus determining his intention to make a repeat purchase (Istanbulluoglu & Sakman, 2022).

For supporting data purposes, observations were made again at the hospital service quality department on January 11, 2023, to determine the level of patient satisfaction in 2021. The results of the observations obtained were that there were the largest number of patient complaints related to hospital cleanliness, staff friendliness and communication. officers related to services and actions taken by health workers in serving them at the Pulmonary Clinic amounted to 57.05%. Referring to this information is one of the initial predictions that the patient's experience determines his intention to make a repeat visit, because basically the experience created starts from the first impression during the visit, communicating, feeling the service performance and suitability of the service with the benefits he gets (Polas et al ., 2022), experience determines customers' intentions to make repeat visits (Rather et al., 2022), Customer experience is very important to maintain its value because it will deliver a more optimal perceived brand image in increasing the intention to make repeat visits (Lemon & Verhoef, 2016), as well as creating a positive experience with the customer complaint handling system, making customers' confidence in making repeat visits greater (Cai & Chi, 2018).

RESEARCH METHODS

Research methods

This type of research is included in quantitative research with a causality design which functions to examine whether there is a causal relationship between two separate events. In this study, it consists of 2 independent variables, namely brand image (X1) and complaint handling (X2), which will measure their influence on the intervening variable, namely patient experience (Z) and the dependent variable, namely intention to revisit (Y). The following is a research constellation that describes the research flow: **H1**: Brand image and complaint handling influence the intention to re-visit patients at the Persahabatan Hospital Pulmonary Polyclinic with experience as an intervening variable.

Research Sample

The sample is part of the population (Sugiyono, 2018). The sampling technique is carried out using a *probability sampling technique* where each population has the same opportunity to be sampled. Determining the sample size refers to (Hair et al., 2013) by multiplying the number of questionnaire questions by five, so that the minimum number of respondents required is 48 items x 5 = 240 respondents. Based on the calculation results, it is known that the minimum sample size is 240 respondents with the sampling method using *accidental sampling* where every sample encountered at that time is used as a respondent.

The sample criteria must meet the inclusion criteria and exclusion criteria, which are as follows:

a. Inclusion Criteria: (1) Are outpatients at the Pulmonary Polyclinic. (2) Aged 20 – >50 years. (3) Willing to fill out the questionnaire.

b. Exclusion Criteria: (1) Patients who cannot be communicated with. (2) Do not return the questionnaire.

Data collection technique

The measurement technique in this research uses a data collection tool in the form of a questionnaire as primary data, because this research is quantitative in nature using a questionnaire, a quality value scale is determined (Ruswanti & Januarko, 2015), using a Likert scale of 1 – 4 points with a score of 4 to answer strongly agree (SS), 3 to answer agree (S), 2 to answer disagree (TS), 1 to answer strongly disagree (STS).

1.) Revisit Intention Variable

Respondents to this survey were patients who used outpatient services at the Persahabatan Hospital Lung Polytechnic more than once. This variable acts as a dependent variable which can be influenced by brand image (X1), complaint handling (X2), and patient experience (Z).

2.) Brand Image Variables

Respondents to this survey were patients who used outpatient services at the Persahabatan Hospital Lung Polytechnic more than once. This variable acts as an independent variable that can influence patient experience (Z) and revisit intention (Y).

3.) Complaint Handling Variables

Respondents to this survey were patients who used outpatient services at the Persahabatan Hospital Lung Polytechnic more than once. This variable acts as an independent variable that can influence patient experience (Z) and revisit intention (Y).

4.) Patient Experience Variables

Respondents to this survey were patients who used outpatient services at the Persahabatan Hospital Lung Polytechnic more than once. This variable acts as an intervening variable that can influence repeat visit intentions (Y) and also mediate brand image (X1) and complaint handling (X2).

5.) Calibration of Research Instruments

After the questionnaire is formed, to test the validity and reliability of the questionnaire formed, a validity and reliability test is carried out. Validity Test Is a test that tries to ascertain how well a measuring instrument is able to measure what it wants to measure. The validity test was carried out using *the product moment* correlation technique using the SPSS program. The assumption for decision making is that if the value of $r_{count} > r_{table}$ then the instrument is said to be valid, and if the value of $r_{count} < r_{table}$ then the instrument is said to be invalid. Reliability Test is a test that aims to measure the reliability of each statement item in the questionnaire. In this test, *Cronbach's alpha technique* was used with the help of the SPSS program. If the instrument has a *Cronbach's alpha value* > 0.60 then the instrument is considered reliable. Questionnaires can be used as data collection instruments for research once they are considered valid and reliable.

Data analysis technique

1.) Statistical Analysis Description

Three box method analysis which refers to opinions (Ferdinand, 2014). The answer index per variable which attempts to obtain a descriptive picture of the responses to the respondents' statement items was analyzed using a *three-box approach*. The assessment method used has a maximum score of 4 and a minimum score of 1, and the formula used to calculate the respondent's answer index is as follows: Index value: {(F1x1)+(F2x2)+(F3x3)+(F4x4}/4.

2.) *Structural Equation Modelling*

In this research, hypothesis testing uses Structural Equation Modeling with the help of the Lisrel program, with the following stages:

a. Construct Validity and Reliability Test
At this stage, the measurement model is evaluated through confirmatory factor analysis (CFA) by testing the validity and reliability of the construct. To test the validity of the construct, it is tested by looking at the loading factor value. If the loading factor value is greater than 0.5 then the indicator declared valid. Meanwhile, the reliability test is carried out by looking at the CR and VE values for each construct. If the CR value is ≥ 0.7 and VE ≥ 0.4, it means that the construct is reliable (Hair et al., 2013).

b. Structural Model Fit Test
This stage is carried out to test whether the hypothesized model is a good model to

represent the research results. The indicators that can be used are:

Indikator GOF

Indikator	Nilai Standar	Kesimpulan
AGFI	≥ 0,90	*Good fit*
CFI	≥ 0,90	*Good fit*
GFI	≥ 0,90	*Good fit*
IFI	≥ 0,90	*Good fit*
RFI	≥ 0,90	*Good fit*
NNFI	≥ 0,90	*Good fit*
NFI	≥ 0,90	*Good fit*
Probability	< 0,05	*Good fit*
RMSEA	< 0,08	*Good fit*

Sumber: (Hair et al., 2013)

c. Hypothesis testing

This research will analyze the significant level of estimates of the structural model. This research will analyze the significance level of estimates for the structural model. The level of significance can be seen from the t-value which is compared with the ttable value. That way, it can be seen later whether the research hypothesis is accepted or rejected. The assumption that applies is that if $p_{value} > 0.05$ then the hypothesis is rejected and if $p_{value} < 0.05$ then the hypothesis is accepted. Meanwhile, for partial influence, if $t_{value} < 1.96$ then the hypothesis is rejected, and if $t_{value} > 1.96$ then the hypothesis is accepted (Hair et al., 2013). Then an evaluation is also carried out where all variance coefficient values are the same and the maximum value is 1 (one). The closer the value is to zero, the less influence it has. So that the increase in the coefficient value is related to the level of importance of the related variable in the causal relationship.

Statistical Hypothesis

Statistical hypotheses are used as reference material for accepting research hypotheses, while this research uses a two-way significance test, so that statistical hypotheses can be formulated as follows:

a. **H1**: $\rho \neq 0$ means that there is a significant influence of brand image (X1) and complaint handling (X2) on intention to revisit (Y) with patient experience (Z) as an intervening variable.

b. **H2**: $\rho \neq 0$ means that there is a significant influence of brand image (X1) on patient experience (Z).

c. **H3**: $\rho \neq 0$ means that there is a significant influence of complaint handling (X2) on patient experience (Z).

d. **H4**: $\rho \neq 0$ means that there is a significant influence of brand image (X1) on repeat visit intention (Y).

e. **H5**: $\rho \neq 0$ means that there is a significant influence of complaint handling (X2) on intention to revisit (Y).

f. **H6**: $\rho \neq 0$ means that there is a significant influence of patient experience (Z) on intention to revisit (Y).

RESULTS AND DISCUSSION

Research Result

1) Hospital Profile

Based on the Decree of the Minister of Health of the Republic of Indonesia Number 514/MENKES/SK/III/2011, the Persahabatan General Hospital is a Class A Government General Hospital located in East Jakarta, precisely on Jalan Persahabatan Raya. Currently Persahabatan Hospital has a capacity of 596 beds, is accredited for 16 areas of health services, and is a national top referral hospital for respiratory problems.

As an organization, Persahabatan Hospital has set the vision of "Becoming a World Class Hospital with Respiratory Excellence" and with the mission:

a. Implementing health services that are oriented towards quality & patient safety, based on the latest technology.

b. Carrying out the national respiratory reference function.

c. Implementing international standards, environmentally friendly and efficient governance.

d. Carrying out education, research and training in the fields of medicine and health.

2) Respondent Profile

Karakteristik Responden

Responden Berdasarkan Jenis Kelamin			Jumlah
Kategori	Jumlah	Persentase	
Pria	93	39%	240
Wanita	147	61%	
Responden Berdasarkan Usia			Jumlah
Kategori	Jumlah	Persentase	
20 - 30 Tahun	94	39%	240
>30 - 40 Tahun	81	34%	
>40 - 50 Tahun	50	21%	
>50 Tahun	15	6%	
Responden Berdasarkan Pendidikan Terakhir			Jumlah
Kategori	Jumlah	Persentase	
≤ SMA / Sederajat	64	27%	240
Diploma	95	40%	
Sarjana	77	32%	
Magister	4	2%	
Responden Berdasarkan Jangka Waktu Pengobatan			Jumlah
Kategori	Jumlah	Persentase	
≤1 - 5 Tahun	65	27%	240
2 - 10 Tahun	60	25%	
3 - 20 Tahun	59	25%	
4 - 30Tahun	56	23%	

Sumber: Rekapitulasi data primer, 2023

The table above is a demographic that describes the characteristics of respondents

based on the results of research through a survey of outpatients at the Lung Clinic at Persahabatan Hospital, totaling 240 respondents.

For respondents based on gender, the highest number of respondents was female at 61% and the lowest was male at 39%. Of the respondents based on age, the highest were 20 - 30 years old at 39% and the lowest was >50 years old at 6%. Of the respondents based on their last education, the highest was a diploma at 40% and the lowest was a master's at 4%. Of respondents based on treatment period, the highest range was ≤ 1 - 5 years at 27% and the lowest range was 4 - 30 years at 23%.

3) Test the Quality of Research Instruments
a. Validity test

Validity test using the SPSS program with the product moment correlation technique, with an rtable value if N= 30, α= 0.05 then an rtable value of 0.361 is obtained.

Hasil Uji Validitas Instrumen Citra Merek

No	rhitung	rtabel	Keterangan
P1	.748**		Valid
P2	.851**		Valid
P3	.870**		Valid
P4	.822**		Valid
P5	.841**		Valid
P6	.784**	0,361	Valid
P7	.792**		Valid
P8	.822**		Valid
P9	.823**		Valid
P10	.886**		Valid
P11	.847**		Valid
P12	.742**		Valid

Sumber: Olahan SPSS, 2023

From the table above, it can be seen that all indicators have a value of rcount > rtable (0.361), so it can be concluded that the brand image survey uses 12 statement items in the continuation of the survey, because all indicators are declared valid.

Hasil Uji Validitas Instrumen Penanganan Keluhan

No Pernyataan	rhitung	rtabel	Keterangan
P1	.727**		Valid
P2	.931**		Valid
P3	.824**		Valid
P4	.857**		Valid
P5	.808**		Valid
P6	.898**	0,361	Valid
P7	.889**		Valid
P8	.888**		Valid
P9	.835**		Valid
P10	.760**		Valid
P11	.866**		Valid
P12	.760**		Valid

Sumber: Olahan SPSS, 2023

From the table above, it can be seen that all indicators have a value of rcount > rtable (0.361), so it can be concluded that the complaint handling survey uses 12 statement items in the continuation of the survey, because all indicators are declared valid.

Hasil Uji Validitas Instrumen Pengalaman Pasien

No	rhitung	rtabel	Keterangan
P1	.771**		Valid
P2	.877**		Valid
P3	.941**		Valid
P4	.941**		Valid
P5	.907**		Valid
P6	.863**	0,361	Valid
P7	.854**		Valid
P8	.868**		Valid
P9	.883**		Valid
P10	.941**		Valid
P11	.865**		Valid
P12	.903**		Valid

Sumber: Olahan SPSS 2023

From this table, it can be seen that all indicators have a value of rcount > rtable (0.361), so it can be concluded that in the patient experience survey, 12 statement items were used in the continuation of the survey, because all indicators were declared valid.

Hasil Uji Validitas Instrumen Niat Kunjungan Ulang

No	rhitung	rtabel	Keterangan
P1	.744**		Valid
P2	.791**		Valid
P3	.856**		Valid
P4	.886**		Valid
P5	.864**		Valid
P6	.810**	0,361	Valid
P7	.905**		Valid
P8	.912**		Valid
P9	.860**		Valid
P10	.758**		Valid
P11	.759**		Valid
P12	.829**		Valid

Sumber: Olahan SPSS 2023

From the table above, it can be seen that all indicators have a value of rcount > rtable (0.361), so it can be concluded that the return visit intention survey uses 12 statement items in the continuation of the survey, because all indicators are declared valid.

b. Reliability Test

This was done to determine the reliability of each valid question item, with reference to decision making if the Cronbach's alpha value is > 0.60 then the questionnaire is declared reliable or reliable in research.

Rangkuman Uji Reliabilitas

Variabel	N	Cronbach' Alpha	Keterangan
Citra Merek	12	0,853	Reliabel
Penanganan Keluhan	12	0,860	Reliabel
Pengalaman Pasien	12	0,873	Reliabel
Niat Kunjungan Ulang	12	0,855	Reliabel

Sumber: Olahan SPSS 2023

From the table above, it can be seen that all research variables have a *Cronbach's alpha value* > 0.60, so it can be concluded that the questionnaire for each research variable can be relied on in further research.

4) Descriptive Statistical Analysis

Descriptive statistical analysis in this research was carried out through three box method analysis referring to opinions (Ferdinand, 2014), to find out For each research instrument, a quality range is formed which is divided into three quality interval ranges with the following calculations:

Index value:
{(F1x1)+(F2x2)+(F3x3)+(F4x4)}/4 .
Information:
F1 = Frequency of respondents who answered 1
F2 = Frequency of respondents who answered 2
F3 = Frequency of respondents who answered 3
F4 = Frequency of respondents who answered 4

$$Retang\ atas = \frac{240x4}{4} = 240$$

$$Rentang\ bawah = \frac{240x1}{4} = 60$$

The resulting index number shows a lower range score of 60 and an upper range of 240 (Ferdinand, 2014). From these results, the upper range is then subtracted from the lower range: 240 – 60 = 180. Using the *three-box method,* the value 180 is divided into 3 parts, resulting in a range for each part of 60 which will be used as a list of index interpretations as follows:

Interval Mutu *Three Box Method*

Indeks	Kategori	Kode
60 – 120	Rendah	R
120,1 – 180	Sedang	S
180,1 – 240	Tinggi	T

a. Description of Brand Image Variables
The results of the analysis per indicator concluded that, the highest index was in indicator number 9 with an index of 206.3 which was in the high category which was in the affinity dimension, while the lowest was in indicator number 7 with an index of 193.5 which was in the high category and included in the dimension reputation. The results of the analysis per dimension, the highest is in the affinity dimension with an average index of 204.8 which is in the high category and the lowest dimension is in the reputation dimension with an average index of 197.7 which is in the high category. Overall, the brand image variable is in the high category because it has an average index of 200.2.

b. Description of Complaint Handling Variables
The results of the analysis per indicator conclude that the highest index is in indicator number 5 with an index of 214 which is in the high category which is in the dimension of interactional justice, while the lowest is in indicator number 3 with an index of 204 which is in the high category and is included in the dimension of procedural justice. The results of the analysis per dimension, the highest is in the interactional justice dimension with an average index of 210.13 which is in the high category and the lowest dimension is in the procedural justice dimension with an average index of 207.5 which is in the high category. Overall, the complaint handling variable is in the high category because it has an average index of 208.75.

c. Description of Patient Experience Variables
The results of the analysis per indicator concluded that, the highest index was in indicator number 10 with an index of 207.75 which was in the high category, which was in the social experience dimension, while the lowest was in indicator number 1 with an index of 198 which was in the high category and included in the experience dimension. sensory. The results of the analysis per dimension, the highest is in the social experience dimension with an average index of 207.13 which is in the high category and the lowest dimension is in the sensory experience dimension with an average index of 200.56 which is in the high category. Overall, the patient experience variable is in the high category because it has an average index of 203.38.

d. Description of Revisit Interest Variables
The results of the analysis per indicator concluded that, the highest index was in indicator number 6 with an index of 198.25 which was in the high category which was in the preferential intention dimension, while the lowest was in indicator number 4 with an index of 182 which was in the high category and included in the transactional intention dimension. . The results of the analysis per dimension, the highest is in the preferential intention dimension with an average index of 194.3 which is in the high category and the lowest dimension is in the transactional intention dimension with an average index of 187.38 which is in the high category. Overall, the return visit intention variable is in the high category because it has an average index of 190.79.

Matrik Analisa Instrumen Penelitian

Variabel	Indeks			Perilaku
	R	S	T	
Citra Merek			*	Yakin
Penanganan keluhan			*	Percaya
Pengalaman Pasien			*	Puas
Niat Kunjungan Ulang			*	Percaya

Based on the table above, the respondent's behavior can be explained in accordance with the applicable indices and theories, as follows:
a. The brand image variable is at a medium level.
b. The handling variable is at a medium level.
c. The patient experience variable is at a high level.
d. The repeat visit intention variable is at a high level.

5) Construct Validity and Reliability Test

At this stage, the measurement model is evaluated through confirmatory factor analysis (CFA) by testing the validity and reliability of the construct. To test the validity of the construct, it is tested by looking at the loading factor value. If the loading factor value is greater than 0.5 then the indicator is declared valid. Meanwhile, the reliability test is carried out by looking at the CR and VE values for each construct. If the CR value is ≥ 0.7 and VE ≥ 0.4, it means that the construct is reliable (Hair et al., 2013). The following are the results of the construct validity and reliability analysis:

Rangkuman Uji Validitas dan Reliabilitas Konstruk

Variabel	Indikator	λ	λ²	e	CR	VE
Citra Merek	CRS 1	0.69	0.476	0.5239	0.9108	0.4609
	CRS 2	0.72	0.518	0.4816		
	CRS 3	0.73	0.533	0.4671		
	CRS 4	0.66	0.436	0.5644		
	CRS 5	0.69	0.476	0.5239		
	CRS 6	0.74	0.548	0.4524		
	CRS 7	0.7	0.49	0.51		
	CRS 8	0.6	0.36	0.64		
	CRS 9	0.66	0.436	0.5644		
	CRS 10	0.66	0.436	0.5644		
	CRS 11	0.6	0.36	0.64		
	CRS 12	0.68	0.462	0.5376		
Penanganan Keluhan	PK1	0.74	0.548	0.4524	0.9264	0.5125
	PK 2	0.75	0.563	0.4375		
	PK 3	0.72	0.518	0.4816		
	PK 4	0.72	0.518	0.4816		
	PK 5	0.79	0.624	0.3759		
	PK 6	0.71	0.504	0.4959		
	PK 7	0.68	0.462	0.5376		
	PK 8	0.75	0.563	0.4375		
	PK 9	0.68	0.462	0.5376		
	PK 10	0.66	0.436	0.5644		
	PK 11	0.68	0.462	0.5376		
	PK 12	0.7	0.49	0.51		
Pengalaman Pasien	PP 1	0.76	0.578	0.4224	0.9424	0.5772
	PP 2	0.74	0.548	0.4524		
	PP 3	0.74	0.548	0.4524		
	PP 4	0.77	0.593	0.4071		
	PP 5	0.82	0.672	0.3276		
	PP 6	0.72	0.518	0.4816		
	PP 7	0.78	0.608	0.3916		
	PP 8	0.74	0.548	0.4524		
	PP 9	0.8	0.64	0.36		
	PP 10	0.77	0.593	0.4071		
	PP 11	0.75	0.563	0.4375		
	PP 12	0.72	0.518	0.4816		
Niat Kunjungan Ulang	NKU 1	0.88	0.774	0.2256	0.9725	0.747
	NKU 2	0.87	0.757	0.2431		
	NKU 3	0.9	0.81	0.19		
	NKU 4	0.86	0.74	0.2604		

	NKU 5	0.9	0.81	0.19		
	NKU 6	0.91	0.828	0.1719		
	NKU 7	0.89	0.792	0.2079		
	NKU U8	0.87	0.757	0.2431		
	NKU U9	0.89	0.792	0.2079		
	NKU 10	0.8	0.64	0.36		
	NKU 11	0.79	0.624	0.3759		
	NKU 12	0.8	0.64	0.36		

Sumber: Olahan Penulis, 2023

Based on the table above, all indicators of the variables studied have a loading factor value greater than 0.5, so it can be concluded that all the indicators are valid. Then the variables also showed a CR value > 0.7 and a VE value > 0.4 so it was concluded that the variables studied were reliable.

6) Structural Model Fit Test

Hasil Uji Kecocokan Model Struktural

GoFI	Nilai Standar	Hasil	Kesimpulan
AGFI	$\geq 0,90$	0,96	*Good fit*
CFI	$\geq 0,90$	0,97	*Good fit*
GFI	$\geq 0,90$	0,90	*Good fit*
IFI	$\geq 0,90$	0,97	*Good fit*
RFI	$\geq 0,90$	0,95	*Good fit*
NNFI	$\geq 0,90$	0,97	*Good fit*
NFI	$\geq 0,90$	0,96	*Good fit*
Probability	$< 0,05$	0,000	*Good fit*
RMSEA	$< 0,08$	0,063	*Good fit*

Sumber: Olahan Peneliti, 2022

Berdasarkan tabel di atas, seluruh indikator yang menunjukkan hasil kecocokan yang baik yaitu, maka model penelitian dapat dikatakan *Good Fit* untuk mengukur hubungan antara variabel laten dan variabel yang diamati.

Based on the table above, all indicators show good fit results, namely, the research model can be said to be *Good Fit* for measuring the relationship between latent variables and observed variables.

7) Hypothesis testing

After testing the suitability of the entire model, the next stage in this research is to test the research hypothesis in the structural model. This stage is carried out to see the relationship between the variables and how the hypothesis can be accepted or rejected. In conclusion, the results of the analysis of direct and indirect influences will form the total influence, with the following summary:

Hasil Analisa Pengaruh Langsung

Struktur	Pengaruh	Koefisien	R²
Struktur 1	X1→Z	0,17	0,74
	X2→Z	0,73	
Struktur 2	X1→Y	0,23	0,90
	X2→Y	0,25	
	Z→Y	0,54	

Sumber: Olahan peneliti, 2023

Hasil Analisa Pengaruh Tidak Langsung dan Total

Pengaruh	Pengaruh Tidak Langsung	Pengaruh Total	P$_{value}$
X1→Z→Y	0,09	0,32	0,000
X1→Z→Y	0,40	0,65	

Sumber: Olahan peneliti, 2023

Rangkuman Uji Hipotesis

Hipotesis	P_{value}	T_{value}	Kesimpulan
Pengaruh citra merek dan penanganan keluhan terhadap niat kunjungan ulang dengan pengalaman pasien sebagai variabel intervening			H1 Diterima
Pengaruh citra merek terhadap pengalaman pasien		2,53	H2 Diterima
Pengaruh penanganan keluhan terhadap pengalaman pasien	0,000	9,07	H3 Diterima
Pengaruh citra merek terhadap niat kunjungan ulang		5,32	H4 Diterima
Pengaruh penanganan keluhan terhadap niat kunjungan ulang		3,86	H5 Diterima
Pengaruh pengalaman pasien terhadap niat kunjungan ulang		7,94	H6 Diterima

Sumber: Olahan peneliti, 2023

a. The influence of brand image and complaint handling on intention to revisit with patient experience as an intervening variable shows a p_{value} comparison of 0.000 < 0.05, which means that if first through patient experience, then brand image and complaint handling have a significant effect on intention to revisit, and admission. acceptance category H1.

b. t_{value} comparison of 2.53 > 1.96, which means brand image has a significant effect on patient experience and is in the acceptance category of H2.

c. t_{value} comparison of 9.07 > 1.96, which means that handling complaints has a significant effect on patient experience and is in the acceptance category H3.

d. t_{value} comparison of 5.32 > 1.96, which means brand image has a significant effect on repeat visit intentions and is included in the H4 acceptance category.

e. The influence of complaint handling on intention to revisit shows a t_{value} comparison of 3.86 > 1.96, which means that complaint handling has a significant effect on intention to revisit and is in the acceptance category H5.

f. The influence of patient experience on intention to revisit shows a t_{value} comparison of 7.94 > 1.96, which means that patient experience has a significant influence on intention to revisit and is in the acceptance category H6.

Discussion

1) The Influence of Brand Image and Complaint Handling on Revisit Intentions with Patient Experience as an Intervening Variable

The results of the analysis conclude that the patient's experience of intervention positively influences brand image and complaint handling on intention to revisit, so that with trust, the brand image and complaint handling will be greater in increasing the intention to revisit patients at the Persahabatan Hospital Lung Polyclinic. This is illustrated by the results of the three-box method analysis, that patients get a satisfactory experience from the quality of services at Persahabatan Hospital's Pulmonary Clinic, so that the brand image they perceive and their belief in the seriousness of the RSUP in handling customer complaints, makes the patient's intention to make a repeat visit higher.

2) The Influence of Brand Image on Patient Experience

The results of the analysis show acceptance of the hypothesis where the brand image embedded in the minds of patients is at a high level which reflects the patient's confidence in the reputation of RSUP Persahabatan in serving lung problems, thus forming a perception of value as a positive experience that determines patient satisfaction.

3) The Effect of Complaint Handling on Patient Experience

The results of the analysis show acceptance of the hypothesis where the seriousness of handling complaints felt by patients is at a high level where patients believe in the seriousness of RSUP Persahabatan in handling and facilitating patient complaints, thus forming a perception of value as a positive experience that determines patient satisfaction.

4) The Influence of Brand Image on Revisit Intention

The results of the analysis show acceptance of the hypothesis where the brand image embedded in the patient's mind is at a high level which reflects the patient's attitude of being confident in the reputation of RSUP Persahabatan in serving lung problems,
so that an intention is formed to make a repeat visit to RSUP Persahabatan.

5) The Effect of Complaint Handling on Revisit Intentions

The results of the analysis show acceptance of the hypothesis where the seriousness of complaint handling felt by patients is at a high level, which reflects an attitude of trust that complaint handling is carried out fairly and professionally, so that it becomes the basis for determining the decision

to make a return visit to Persahabatan Hospital.

6) The Influence of Patient Experience on Intention to Revisit

The results of the analysis show acceptance of the hypothesis that the patient's experience made him feel satisfied with the quality of the Pulmonary Polyclinic services at Persahabatan Hospital, so that it became the basis for determining his decision to make a repeat visit to Persahabatan Hospital.

Research Findings

Based on the entire series of analysis, it was found that the patient's experience of intervention had a positive influence on the brand image and handling of complaints on the intention to revisit, so that with the patient's experience, the brand image and handling of complaints could be higher in increasing the patient's intention to make a repeat visit. Brand image and complaint handling have an impact on improving patient experience, and brand image, complaint handling and patient experience have an impact on increasing repeat visit intentions.

Research Limitations

Several limitations exist in this research, and this is a weakness that makes this research need to be further developed for organizational and educational purposes. The following are some of the limitations of this research:
a. This study only involved patient assessment perceptions in the outpatient unit.
b. This study did not assess the level of patient satisfaction.

CONCLUSION

The following are several managerial implications that can be conveyed in this research, so that they can be useful as a reference for organizations in making improvements related to the actual situation of each research variable:
a. Reputation is the weakest in the brand image variable, so improvements need to be made to the promotion system with methods of building patient trust and loyalty, so that they believe that RSUP Persahabatan is a trustworthy hospital, has competent health personnel, has concern in handling patient complaints and making decisions. affordable service prices.
b. Procedural justice is the weakest variable for handling complaints, so improvements need to be made to the system for submitting patient complaints by providing easy facilities for submitting patient complaints. accessible, facilitate bureaucracy in submitting complaints, resolve patient complaints quickly, and shorten procedures for submitting complaints.
c. Sensory experience is the weakest aspect of the patient experience variable, so improvements need to be made to the patient centered care system which will make patients feel well served by health workers, treated well, responded well to the complaints they experience and treated professionally by health workers in serving.
d. Transactional intention is the weakest aspect of the revisit intention variable, so improvements need to be made to the promotion system using the endorsement method, so that patients remain confident in visiting Persahabatan Hospital because the service is quality, because it handles complaints professionally, because it is served well and because it has a good reputation.

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