



## THE RELATIONSHIP OF SERVICE QUALITY, PRICING, AND DIGITAL MARKETING WITH CUSTOMER REVISIT INTENTION

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### ABSTRACT

Patient revisit intention is an important indicator for evaluating hospital service performance, as it reflects patient satisfaction and loyalty. This study aims to analyze the effect of service quality, tariffs, and digital marketing on patient revisit intentions at Bhayangkara Kediri Hospital in 2025, both partially and simultaneously. This research employs a quantitative approach with an observational analytic design and a cross-sectional method. The study population included all outpatient patients who revisited the hospital from June to August 2024, totaling 18,317 patients, and a sample of 110 respondents was selected using purposive sampling based on inclusion criteria, calculated with Slovin's formula and supported by a power test. Data were collected using structured questionnaires that had been tested for validity and reliability, and subsequently analyzed using multiple linear regression. The results indicate that, partially, service quality ( $X_1$ ) has a positive and significant effect on patient revisit intention ( $\beta = 0.147$ ;  $t = 3.297$ ;  $p = 0.001$ ), as do tariffs ( $X_2$ ) ( $\beta = 0.173$ ;  $t = 2.453$ ;  $p = 0.016$ ) and digital marketing ( $X_3$ ) ( $\beta = 0.299$ ;  $t = 4.158$ ;  $p < 0.001$ ). Simultaneously, all three independent variables significantly affect patient revisit intention ( $F = 38.336$ ;  $p < 0.001$ ), with a coefficient of determination ( $R^2$ ) of 0.520, indicating that 52% of the variation in revisit intention is explained by the study variables, while 48% is influenced by other factors. These findings emphasize that improving service quality and optimizing digital marketing are the main factors in strengthening patient loyalty, while tariffs act as a supporting variable in patients' decision to revisit.

Keywords: digital marketing; patient loyalty; patient revisit; pricing; service quality

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## INTRODUCTION

The global health sector has shown a growing demand for high-quality, efficient, and affordable healthcare services. Changes in social interaction patterns and the advancement of digital communication technologies have encouraged healthcare organizations to adopt more patient-centered marketing strategies. Recent studies indicate that digital marketing practices, including the use of social media and online platforms, have become essential components of healthcare marketing strategies to enhance patient engagement and experience (Wati, 2025). Empirical findings also reveal that digital marketing significantly influences patient satisfaction and loyalty through improvements in digital service quality and patient experience (Mayasari & Rachmat, 2025). Moreover, hospital digital marketing initiatives—encompassing social media, websites, and mobile applications—have been proven to strengthen patient loyalty by fostering positive experiences and stronger commitment to healthcare providers (Burhanuddin et al., 2025). These findings affirm that the digital transformation of healthcare marketing is not merely a technological trend but a strategic necessity for building long-term patient relationships and increasing competitiveness in the modern healthcare industry.

In Indonesia, the growth of hospitals has been very rapid, driven by the improvement of socio-economic conditions, advances in science and technology, and increasingly intense competition among hospitals (Ministry of Health of the Republic of Indonesia, 2022). Hospitals are required not only to provide effective and high-quality services but also to consider economic value and

customer satisfaction as the keys to maintaining their existence in a competitive environment (Ariani Salsabila et al., 2024). Through national health policies, the government has established the principles of patient-centered care that is safe, comfortable, and upholds human dignity and privacy (Ministry of Health of the Republic of Indonesia, 2021).

Service quality and perceived economic value influence patient satisfaction and loyalty, which in turn shape patients' intention to return. Improving service quality and managing patient value have become crucial strategies for hospitals to maintain competitiveness and build long-term relationships with customers (Utomo, 2024). The East Java Provincial Health Profile (2023) reported an increase in the number of hospitals over the past five years, from 384 units in 2019 to 423 units in 2023. This growth was dominated by private hospitals, which rose from 279 to 304 units, thereby pushing each healthcare institution to continuously improve service quality and strengthen promotional strategies in order to remain competitive amid the increasing dynamics of public demand (East Java Provincial Health Office, 2023).

Bhayangkara Hospital Kediri, a type B hospital owned by the Indonesian National Police (POLRI), has been providing healthcare services since 1971. Based on patient visit data from 2021–2024, there has been a year-on-year upward trend. In 2021, the hospital recorded a total of 11,222 visits, consisting of 6,580 new patients (58.63%) and 4,642 returning patients (41.37%). This number increased significantly in 2022 to 20,589 visits, with new patients (64.08%) still dominating over returning patients (35.92%). However, in 2023, a shift occurred, with returning patients starting to dominate visits (57.39%) compared to new patients (42.61%), reaching a total of 54,852 visits. This trend continued in 2024, when visits reached 63,696, with returning patients accounting for 58.97%. The changing composition of visits indicates the potential for increasing customer revisit intention, which may be linked to several factors, such as service quality, pricing, and hospital digital marketing strategies.

Data on non-BPJS (non-National Health Insurance) patient visits at Bhayangkara Hospital Kediri from January to April 2025 show that the majority of visitors were general patients, both new and returning. In January, there were 116 new general patients (2.26%) and 292 returning general patients (5.68%), while insured patients were recorded in very low numbers, with none among new patients. A similar trend was observed in the following months, with the highest number of new general patients recorded in February (2.83%) and the highest number of returning general patients in March (6.29%). Meanwhile, the contribution of insured patients remained low, both as new and returning patients. This condition indicates that non-BPJS patients, particularly general patients, still dominate the visit pattern. This highlights the importance of improving service quality, adjusting pricing, and optimizing digital marketing strategies to maintain and increase repeat visits from the non-BPJS segment, which directly influences the hospital's service sustainability and revenue. By understanding the preferences and satisfaction levels of this patient group, hospitals can develop more effective, customer-oriented service strategies.

The hospital is equipped with a wide range of facilities and services. However, based on patient visit data from 2021–2024, there has been a dynamic shift between new and returning patients. Interestingly, since 2023, the dominance has shifted from new to returning patients, suggesting a growing potential for patient loyalty. In 2024, of the 63,696 total visits, returning patients accounted for 58.97%, underscoring the importance of factors influencing patient revisits. Discussions with the Hospital Director, Public Relations Division, and the Head of Human Resources at Bhayangkara Hospital Kediri on May 5, 2025, revealed concerns about declining revisit rates among general and privately insured patients. Three factors are strongly suspected to influence this condition: service quality, service pricing, and digital marketing strategies. Patient visit data for non-BPJS patients in January–April 2025 also confirm the dominance of general patients, highlighting the need to strengthen service and marketing strategies for this segment.

Several previous studies emphasize that service quality is a key factor influencing both patient satisfaction and loyalty. A study conducted at Sitti Khadijah 1 Mother and Child Hospital in Makassar found that service quality positively affected patient satisfaction, which in turn increased patient loyalty (Arfa et al., 2025). A systematic review further supports this finding, showing that service dimensions such as reliability, responsiveness, assurance, empathy, and tangibles significantly contribute to patient loyalty (Pasya, 2024). In addition to service quality, pricing or perceived value also plays an important role in determining whether patients remain loyal. A study at Siloam Hospitals, for example, demonstrated that value perceptions aligned with incurred costs can increase customer loyalty (F. O. I. Putri et al., 2022). Meanwhile, technological advancements have encouraged hospitals to optimize digital marketing strategies as a more personal and responsive communication tool. Digital marketing has been proven effective in strengthening hospital image, increasing satisfaction, and building long-term relationships with patients (Burhanuddin et al., 2025). The purpose of this study is to identify the characteristics of patients who make repeat visits to Bhayangkara Hospital Kediri, as well as to analyze the relationship between service quality, service tariffs, and digital marketing with patient revisit behavior. Through this approach, the study seeks to provide a comprehensive understanding of how these factors collectively influence patients' decisions to return for healthcare services, thereby offering insights for improving hospital service strategies and enhancing patient loyalty.

## METHOD

This study employed a quantitative approach using an explanatory correlation survey method and a cross-sectional design, conducted at the Outpatient Department of Bhayangkara Hospital Kediri from June to August 2025. The research population consisted of 9,113 patients, with a sample of 110 respondents determined using the Slovin formula and power analysis. Primary data were collected through a Google Form-based questionnaire with a four-point Likert scale, while secondary data were obtained from hospital reports and relevant publications. The research instrument passed validity testing ( $r$ -calculated  $> 0.361$ ) and reliability testing (Cronbach's Alpha  $> 0.60$ ). Data analysis was carried out using SPSS version 22 with multiple linear regression, preceded by classical assumption testing, and complemented by t-tests and the coefficient of determination ( $R^2$ ). All stages of the study were conducted in accordance with research ethics principles, including obtaining informed consent and ensuring respondent confidentiality.

## RESULT

### Respondent Characteristics

In this study, a total of 110 patients from Bhayangkara Hospital Kediri were selected as respondents. The characteristics of respondents can be described based on gender, age, educational background, occupation, and income, as presented in the following table.

Table 1.

Demographics		f	%
Jenis Kelamin	Female	69	62.73
	Male	41	37.27
Pendidikan Terakhir	Elementary School	1	0.91
	Junior High School	5	4.55
	Senior High School	16	14.55
	Diploma/Bachelor (S1)	82	74.55
	Postgraduate (S2/S3)	6	5.45
Age (years)	20-25	25	22.73
	26-31	37	33.64
	32-37	28	25.45
	38-43	11	10.0
	>43	9	8.18

Demographics		f	%
Occupation	Student	5	4.55
	Private Employee	76	69.09
	Entrepreneur	13	11.82
	Civil Servant/Army/Police	7	6.36
	Housewife	8	7.27
	Retired	1	0.91
Monthly Income	<Rp. 2.000.000	11	10
	Rp. 2.000.000 –Rp. 4.000.000	10	9.09
	Rp. 4.000-000 –Rp. 6.000.000	65	59.09
	>Rp. 6.000.000	24	21.82

Based on the findings presented in Table 1, the majority of respondents were female (62.73%), held a Diploma/Bachelor’s degree (74.55%), and were within the productive age range, particularly 26–31 years (33.64%). Most respondents worked as private sector employees (69.09%) with a monthly income between Rp 4,000,000 and Rp 6,000,000 (59.09%), indicating that the respondents in this study were predominantly of productive age, with higher educational backgrounds, employed in the private sector, and classified within the middle-income group.

**Classical Assumption Test**

**Normality Test**

Normality test is used to determine whether the residuals are normally distributed or not. The test was conducted using the Kolmogorov-Smirnov test and further confirmed by the P-P plot graph.

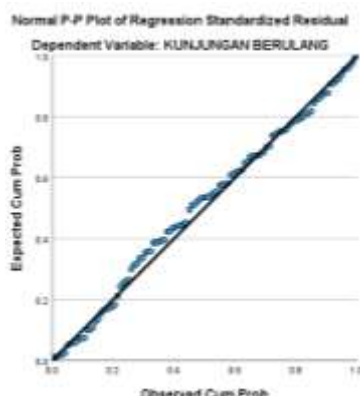


Figure 1. Results of the P-P Plot Normality Test for Data Respondents

The Normal P-P Plot of Regression Standardized Residual shows that the residuals are normally distributed, as the data points closely follow the diagonal line. This confirms that the normality assumption has been fulfilled, making the data appropriate for regression analysis.

**Multicollinearity Test**

The multicollinearity test is used to determine whether or not there is a linear relationship among the independent variables in the regression model. In this study, the multicollinearity test was conducted by examining the Variance Inflation Factor (VIF) values of each independent variable.

Table 2.

Results of the Multicollinearity Test on Questionnaire Data Collected from Respondents at Bhayangkara Hospital Kediri

Variabel	Tolerance	VIF
X1	0.597	1.674
X2	0.576	1.737
X3	0.627	1.596

The multicollinearity test results show that all Tolerance values are above 0.1 and all VIF values are below 10, indicating no multicollinearity among the independent variables. Thus, all variables are suitable for inclusion in the regression model.

### Heteroscedasticity Test

Heteroscedasticity refers to a condition where the variance of the error term is not constant. It can be detected using several methods, such as the Park test, Glejser test, Spearman’s correlation, Goldfeld-Quandt, Breusch-Pagan-Godfrey, White test, and residual plots.

Table 3.

Results of the Heteroscedasticity Test on Questionnaire Data from Respondents

Variabel	Sig. (2-tailed)
X1	0.114
X2	0.302
X3	0.250

The heteroscedasticity test in Table 5.15 shows significance values of 0.114 (X1), 0.302 (X2), and 0.250 (X3), all above 0.05. This confirms no heteroscedasticity, indicating the regression model meets the homoscedasticity assumption and is suitable for further analysis.

### Multiple Regression Analysis

#### Simultaneous F-Test

The F-test is conducted to determine whether the independent variables, as a whole or simultaneously, significantly affect the dependent variable.

Table 4.

Results of the F-Test on Questionnaire Data from Respondents at Bhayangkara Hospital Kediri

Value	F-Statistik	Sig.	Conclusion
	38.336	<0,001	Significant

The critical region is defined such that  $H_0$  is rejected if  $p\text{-value} < \alpha = 0.05$ .

The F-test results ( $F = 38.336$ ,  $\text{Sig.} < 0.001$ ) indicate that X1 (Service Quality), X2 (Pricing), and X3 (Digital Marketing) simultaneously have a significant effect on Y (Customer Revisit Intention) at Bhayangkara Hospital Kediri.

#### Koefisien Determinan

The coefficient of determination ( $R^2$ ) is 0.520, indicating that service quality, pricing, and digital marketing explain 52% of the variation in revisit intention, while the remaining 48% is influenced by other factors outside the model. The Adjusted  $R^2$  of 0.507 confirms that the regression model has a fairly good ability to explain the effect of the independent variables on patient revisit intention at Bhayangkara Hospital Kediri.

#### Partial T-Test

The t-test is conducted to examine the extent to which each independent variable individually explains the variation in the dependent variable. The results can be seen in the coefficient table.

Table 5.

T-Test Results on Questionnaire Data from Respondents at Bhayangkara Hospital Kediri

Variabel	Nilai Beta	t hitung	Sig.	Keterangan
Konstanta	2.827			
X1	0.147	3.297	0.001	Signifikan
X2	0.173	2.453	0.016	Signifikan
X3	0.299	4.158	<0.001	Signifikan

Daerah kritis  $H_0$  ditolak jika  $p\text{-value} < \alpha = 0,05$

Based on the results of the t-test presented in Table 5, variable X1 (Service Quality) has a Beta value of 0.147, a t-value of 3.297, and a significance value of 0.001 ( $< 0.05$ ), indicating a significant effect on revisit intention. Variable X2 (Pricing) shows a Beta value of 0.173, a t-value of 2.453, and a significance value of 0.016 ( $< 0.05$ ), also indicating a significant effect. Variable X3 (Digital Marketing) has a Beta value of 0.299, a t-value of 4.158, and a significance value of  $< 0.001$  ( $< 0.05$ ), confirming a significant effect on revisit intention. Based on the t-test results in Table 5.17 and the regression equation:

$$Y = 2.827 + 0.147 X1 + 0.173 X2 + 0.299 X3 + e$$

The constant value of 2.827 indicates that if service quality, pricing, and digital marketing are held at zero, the patient revisit intention remains at 2.827. The regression coefficient for service quality (X1) is 0.147 ( $t = 3.297$ ,  $\text{Sig.} = 0.001 < 0.05$ ), indicating a positive and significant effect; each one-unit increase in service quality increases revisit intention by 0.147, assuming other variables are constant. The coefficient for pricing (X2) is 0.173 ( $t = 2.453$ ,  $\text{Sig.} = 0.016 < 0.05$ ), also showing a positive and significant effect; each one-unit increase in pricing increases revisit intention by 0.173, meaning the more appropriate the price relative to patient-perceived value, the higher the likelihood of revisits. Digital marketing (X3) has the largest coefficient of 0.299 ( $t = 4.158$ ,  $\text{Sig.} < 0.001$ ), indicating it has a positive, significant, and dominant influence on revisit intention; each one-unit increase in digital marketing raises revisit intention by 0.299, assuming other variables remain constant.

## **DISCUSSION**

Based on the partial test results, service quality (X1) has a positive and significant effect on patient revisit intention at Bhayangkara Hospital Kediri ( $\beta = 0.147$ ;  $t = 3.297$ ;  $p = 0.001$ ). This finding aligns with previous studies confirming that service quality positively influences patient loyalty and revisit intention (Baharta, 2019; Alretha dan Damayanti, 2024; Choiriah et al., 2022). Key service attributes such as facilities, staff performance, professionalism, and healthcare responsiveness are crucial in ensuring patient comfort and security (Cahya dan Angelina, 2024). Descriptive analysis indicated an average service quality score of 86.53% (very good), with the highest on Safety (90.77%) and the lowest on Timeliness (78.82%). This demonstrates that safety, effectiveness, equity, and patient-centered care are well-implemented, whereas timeliness remains an area needing improvement. Supporting studies highlight empathy, assurance, and patient satisfaction as critical predictors of revisit intention, while timeliness strongly affects patient satisfaction (Syam & Achmadi, 2022; Sari et al., 2020; Rahayu & Badruzzaman, 2023). Therefore, improving timeliness and administrative efficiency is essential to strengthen patient loyalty (Rahmawati, 2022; Fitriana & Nopriandi, 2023; Rahmawati, 2022; Rahmiati & Temesveri, 2020)

Tariff (X2) also has a positive and significant effect on patient revisit intention ( $\beta = 0.173$ ;  $t = 2.453$ ;  $p = 0.016$ ). Patients are more likely to return when tariffs are perceived as fair, transparent, and aligned with service quality and benefits. Descriptive analysis showed an average score of 64.58%, with the highest for price-benefit suitability (65.45%) and the lowest for price-quality alignment (63.88%). This supports marketing theory emphasizing that fair pricing increases satisfaction and loyalty (Kotler & Keller, 2016), and aligns with prior research demonstrating that transparent, benefit-oriented pricing strengthens patient satisfaction and encourages positive word-of-mouth (Dama et al., 2024; Khasanah & Mahendri, 2023; Permatasari et al., 2025; Tjintandewi & Rahyuda, 2018). Digital marketing (X3) also positively and significantly affects patient revisit intention ( $\beta = 0.299$ ;  $t = 4.158$ ;  $p < 0.001$ ). Effective digital marketing raises awareness, engages patients, and fosters loyalty, in line with health promotion principles outlined in Permenkes No. 44/2018 (Meithia et al., 2024). Descriptive results showed an average score of 65.7%, highest for interactivity (67.73%) and lowest for informativeness (63.18%), indicating that while engagement is satisfactory, information completeness could improve. Studies confirm that interactive, informative, and reliable digital marketing strengthens long-term relationships and revisit intention, particularly when integrated with high service quality and fair pricing (Afriani et al., 2023; Ariyo & Achadi, 2022; Burhanuddin et al., 2025; Josephine et al., 2024; Rahmadini et al., 2025; Ryan, 2016). Compliance with ethical standards and PKRS guidelines ensures digital marketing remains educational and patient-centered (Permenkes 44/2018).

The simultaneous test (F-test) shows that service quality, tariff, and digital marketing jointly have a significant effect on patient revisit intention ( $F = 38.336$ ;  $p < 0.001$ ), explaining 52% of the variation ( $R^2 = 0.520$ ; Adjusted  $R^2 = 0.507$ ). This aligns with Oliver's customer loyalty theory, which posits that satisfaction derived from quality service, fair pricing, and effective marketing

encourages repeat visits. Practically, Bhayangkara Hospital should maintain high service quality, manage fair and value-aligned tariffs, and implement interactive and informative digital marketing strategies to enhance perceived patient value and revisit likelihood. Previous studies support the integration of these factors in fostering patient loyalty (Burhanuddin et al., 2025; Mutiarahati et al., 2022; Pramesti et al., 2024; S. V. Putri et al., 2023; Syukriansyah & Kesumahati, 2024)

## **CONCLUSION**

Service quality, pricing, and digital marketing were all found to have a significant positive effect on revisit intention. Service quality showed the strongest impact through the safety indicator, although timeliness of service remained a weakness. Pricing also demonstrated a significant influence, with the suitability of cost to perceived benefits being considered more favorable than service quality. Likewise, digital marketing positively affected revisit intention, with interactivity identified as the strongest indicator, while informativeness was highlighted as an aspect that still requires improvement.

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