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# The influence of experience economy and healthcare facility on intention of revisiting through patient satisfaction as an intervening variable

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**Abstract:** The development of the hospital service sector provides many choices of places for people to seek treatment. Hospitals have a duty to provide health services to the community on an ongoing basis. The purpose of this study is to test and analyze the effect of experience economy and healthcare facility on the intention of revisiting patients through patient satisfaction as an intervening variable (Study on Outpatients at Kalisat Regional Hospital). This study uses descriptive quantitative research. The population of this study were outpatients of the Kalisat Regional Hospital and sampling using purposive sampling method. The analysis technique used in hypothesis testing is Variance-based SEM or Partial Least Square (SEM-PLS) testing with the warp pls 7.0 program. The results showed that experience economy has a positive and significant effect on intention of revisiting and patient satisfaction. Healthcare facility has a positive and significant effect on intention of revisiting and patient satisfaction. Patient satisfaction has a positive and significant effect on intention of revisiting. Experience economy and healthcare facility have a positive and significant effect on intention of revisiting through patient satisfaction as an intervening variable.

**Keywords:** Experience Economy; Facility; Revisiting; Satisfaction

**JEL Classification:** I12; I18; M31



## Introduction

Developments in the hospital services sector offer a variety of treatment and healthcare options for the community. Hospitals have a duty to provide sustainable health services to the community. Hospitals are responsible for providing health services to the community in a consistent and comprehensive manner. Hospitals are responsible as health service providers to provide well-assured health services. In general, hospitals aim to provide quality health services according to the needs of the community. Affordable health services must be available to everyone, so that hospitals can achieve their main goal of providing good health services (Mahkamah Konstitusi, 2024).

Revisits are an important part of the hospital's goal to get people to come and consult about their health. Thus, intention of revisiting can help achieve the hospital's main goal. A more in-depth analysis is needed to comprehensively understand this pattern and formulate appropriate strategies to increase the number of patient visits, especially new patients. Efforts that can be made include increasing the promotion and publication of regional hospitals, expanding the range of services, improving the experience economy and patient satisfaction. Solutions that can be taken by the hospital to increase satisfaction and the number of return visits at Kalisat Regional Hospital by improving services, providing a good patient experience, facilities, and maintaining hospital customer satisfaction. Gusmawan et al., (2020) explains that patient satisfaction is a feeling of pleasure or disappointment in patients that arises after comparing the performance of service products received according to their expectations.

Kalisat Jember Regional Hospital has provided health services to the community with the aim of reaching health services in the north eastern region of Jember Regency. Over the past five years, the level of visits to the Kalisat Jember Regional Hospital has decreased.

**Table 1** Data on patient visits in the outpatient department of Kalisat Regional Hospital Year 2019 to 2024

No	year	Number of Patient Visits				Total
		New Patient		Old Patient		
		N	%	N	%	
1	2019	6.977	23,33	22.842	76,67	29.819
2	2020	8.938	32,24	17.777	67,76	27.715
3	2021	6.298	31,19	13.885	68,80	20.183
4	2022	6.687	32,13	14.126	67,87	20.813
5	2023	7.615	32,34	17.979	67,66	25.594

Source: Kalisat Hospital Medical Record Data 2024

Table 1 shows that the number of patient visits in the outpatient department of Kalisat Regional Hospital in Kalisat RSD from 2019 to 2023 shows an upward and downward trend. A more in-depth analysis is needed to fully understand this pattern and devise appropriate strategies to increase the number of patient visits, especially new patients, to RSD Kalisat.

Patients' experience economy in hospitals is not only limited to the costs incurred, but includes all the financial aspects they face during the treatment process. This aspect can greatly influence the patient's decision to choose the hospital again in the future. Patients' economic experience at the hospital has a significant influence on their interest in revisiting. Hospitals that can provide quality healthcare services at an affordable and clear cost will be more successful in attracting and retaining patients. The findings put forward by Choliq et al. (2024), Ardana et al. (2024), Romadhona et al. (2023), Realino et al. (2021), dan Examayana et al. (2020) states that the experience economy has a positive and significant effect on the intention of revisiting. Experience economy / economic experience of patients in hospitals has a significant influence on their level of satisfaction. The findings that support the development of this hypothesis include Amanah et al. (2023), Niartiningsih and Nurfitriani (2024), dan Putri and Maulana (2023) stated

that the patient's experience economy has a positive and significant effect on satisfaction. Meanwhile, according to Afwan et al. (2024) states that the patient's experience economy does not have a positive and significant effect on satisfaction.

The role of service facilities in hospitals has great importance in shaping patients' views of the quality of services provided. Adequate and comfortable facilities will increase patient satisfaction and convince them to choose the hospital again. Adequate and comfortable service facilities are one of the important factors that can increase patients' intention of revisiting. Hospitals that are able to provide complete and modern facilities will find it easier to attract and retain patients. The results of research findings that support the development of this hypothesis include Wahyuni et al. (2022), Septianing et al. (2021), Suwastawa et al (2021) and Kurniawan (2019), explained that the service facility / healthcare facility has a positive effect on the interest in revisiting / Intention of Revisiting. Meanwhile, research that states that it has no significant effect is stated by Lestyaningsih and Pramudyo (2023), Murdani and Martha (2023). Adequate and comfortable healthcare facilities are one of the key factors in increasing patient satisfaction. The findings that support this hypothesis include Sofyan et al. (2023); Maulidiah et al. (2023); Nanda and Wangdra (2023); G. and Yulianthini (2022); Jayanti et al. (2022); Sasmita et al. (2023); Suhardi et al. (2022), Rahmat Fajrin et al. (2021) Septianing and Farida (2021), Muhtadi et al (2020); and Alana and Putro (2020), and stated that there is an influence of facilities on patient satisfaction. However, there are different studies from Halim (2023) stated that facilities do not have a significant effect on visitor satisfaction.

By increasing patient satisfaction, hospitals can achieve financial benefits while strengthening a good reputation and increasing patient satisfaction. The results of previous research there are several research results that support the development of hypoethics in this study including Yulianti and Sugianingrat (2023); Khasanah and Mahendri (2023); Riadi et al. (2023); Salsabila et al. (2022); Rasyidin and Listiana (2021); Ahmad (2021); and Japariato (2019) stated that patient satisfaction has a positive and significant effect on intention of revisiting. However, there is research from Ananda and Amirudin (2023) which states that patient satisfaction has no significant effect on intention of revisiting.

Based on the gap in the results of previous research that is not significant on the relationship between facilities/healthcare facilities, patient satisfaction/patient satisfaction and intention of revisiting patients, related to the existing phenomenon, the researcher seeks to identify key factors that are believed to have an important role in solving the problems that occur in this research object. Factors that may affect are how the influence of experience economy, service facilities / health care facilities, patient satisfaction / patient satisfaction on the intention of revisiting patients applied to outpatients at Kalisat Regional Hospital. The purpose of this study is to test and analyse the effect of experience economy and healthcare facility on the intention of revisiting patients through patient satisfaction as an intervening variable (Study on Outpatients at Kalisat Regional Hospital).

### **Experience Economy**

Experience economy is a concept where managers can start something new through creating memorable experiences for each consumer. (Hossain et al., 2023) convey when services or products are not just offered. Experience economy is a concept where managers can start something by innovating by creating memorable experiences for consumers. Experience can be referred to as a product that offers something to consumers that can generate memories. Experience economy is an opinion regarding the assessment of service users that is very important, therefore, hospitals need to prioritise customer interests when planning marketing strategies. Experience economy can also be interpreted as the way patients assess the comparison between the services received and the services expected.

The findings that support the development of this hypothesis include Choliq et al. (2024), Exaramayana et al. (2020), Realino et al. (2021), Ardana et al. (2024) dan Romadhona et al. (2023) convey if the experience economy affects the intention of revisiting.

### **Healthcare Facility**

Marketing activities, namely marketing communication in the form of promotion, are the most important part of always reminding, influencing, and informing patients to always remember and increase the desire or interest in visiting the hospital again when health services are needed. Facilities have a strategic position to increase interest in visiting again, because good facility functions will increase patients not to move to other health facilities. Healthcare facilities are an important aspect of the service business. Therefore, factors such as facility condition, interior and exterior design and cleanliness should be considered, especially those that are directly related to the consumer experience.

Patients who receive satisfactory service are likely to return if they need treatment again, and will share their positive experiences with those closest to them. The experience of satisfied or dissatisfied customers is influenced by the extent to which their expectations are met and the extent of the actual service they receive after visiting. Research findings that support the development of this hypothesis include Wahyuni et al. (2022), Kurniawan (2019), Septianing et al. (2021), and Suwastawa et al (2021), explains that healthcare facilities have a positive effect on the intention of revisiting.

### **Patient Satisfaction**

Great satisfaction will give patients the desire to always use health services when in need in the future, if patient satisfaction is high and is considered good by patients, the orientation that must be considered for the future is customer orientation, so that companies can provide services whose ultimate goal is to be customer oriented. Customer satisfaction depends on how the product is able to provide value in line with consumer expectations. If product performance does not meet consumer expectations, it can cause dissatisfaction. But if the product results are commensurate with expectations, consumers will feel satisfied. The relationship between the above theory and the hospital

image is formed based on the company's journey, which then if the image of the hospital in the eyes of the public is in accordance with the health services provided by the hospital, it will increase satisfaction for patients, thus patients will use health services at the hospital again for the next visit.

The results of previous research there are several research results that support the development of hypoethics in this study including Yuniarti, (2021); Park et al., (2021) Gusmawan et al., (2020);Nguyen, et al., (2020) dan Rizkiawan, (2019) stated that patient satisfaction has a positive and significant effect on the interest in visiting again / Intention of Revisiting.

### **Intention of Revisiting**

Rizkiawan explains that intention of revisiting / intention to revisit is the intention that visitors have to revisit a health service provider in the future and the customer's willingness to make a return visit. Intention of revisiting is a behaviour that arises from customer responses to a service, indicating a desire to return to visit in the future. Intention of revisiting / intention to revisit is part of the psychomotor and subconscious of customers due to satisfaction in using health services, in his research also mentions several reasons why customers do not return to use health services, namely that the customer may have died, the customer moved to a distant place so that it is too far to reach, the customer uses other health services, the customer is persuaded by competitors because of recommendations from the closest person, the customer may not be satisfied with the medical and non-medical services provided by the health service provider.

The results of previous research there are several research results that support the development of hypoethics in this study including Yulianti *et al.* (2023), Khasanah and Mahendri (2023), Riadi *et al.* (2023) ,Salsabila *et al.* (2022), Rasyidin (2021), Ahmad (2021), and Japariato (2019) stated that patient satisfaction has a positive and significant effect on intention of revisiting / intention to visit again.

### **Conceptual Framework**

In this study, we can describe a conceptual framework that explains how the theory connects the independent variable to the dependent variable to determine the effect of Experience economy, healthcare facility, patient satisfaction on the intention of revisiting outpatients at Kalisat Regional Hospital. To make it easier to understand, it can be explained through the following model:

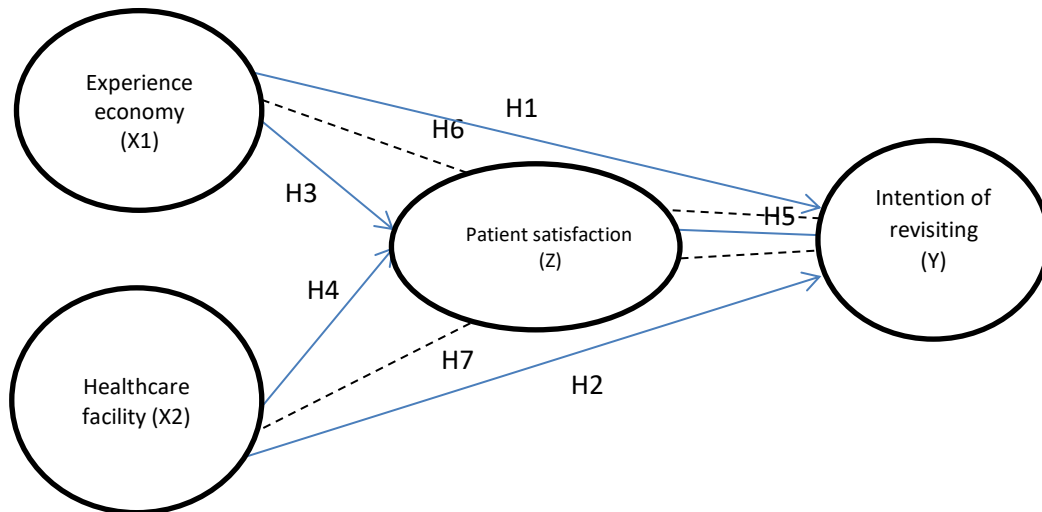


Figure 1 Conceptual Framework

### Research Hypothesis Development

(Hossain *et al.*, 2023) conveyed that services or products are not just offered. *Experience economy* is a concept when managers can start something by innovating by creating a memorable experience for consumers. *Experience* can be referred to as a product that offers something to consumers that can generate memories. Choliq *et al.* (2024), Exaramayana *et al.* (2020), Realino *et al.* (2021), Ardana *et al.* (2024) and Romadhona *et al.* (2023) said that the *experience economy* affects the *intention of revisiting*. On this basis, the researcher formulated the hypothesis that *the experience economy* has a positive and significant effect on *the intention of revisiting*. (H1)

The results of research findings that support the development of this hypothesis include Wahyuni *et al.* (2022), Kurniawan (2019), Septianing *et al.* (2021), and Suwastawa *et al.* (2021), explained that healthcare facilities have a positive effect on the *intention of revisiting*. On this basis, the researcher formulated a hypothesis *that the healthcare facility* has a positive and significant effect on *intention of revisiting*. (H2)

The findings that support the development of this hypothesis include Rizkiawan, (2019), Citra *et al.* (2021), Mufrizal *et al.* (2021), and Jonathan *et al.* (2022) state that the patient experience economy has a positive and significant effect on patient satisfaction. On this basis, the researcher formulates the hypothesis that *experience economy* has a positive and significant effect on patient satisfaction. (H3)

The findings that support this hypothesis include, Syam & Achmadi, (2022), Vanichchinchai, (2021), Park *et al.*, (2021), Yuniarti, (2021), Mufrizal *et al.*, (2021), Nasution, (2020), Haryono & Octavia, (2020), Rizkiawan, (2019), and Afroz, (2019), stating the effect of facilities on patient satisfaction. On this basis, the researcher formulates the hypothesis *Healthcare facility* has a positive and significant effect on patient satisfaction. (H4)

The results of previous research there are several research results that support the development of hypotheses in this study Yuniarti, (2021), Ayu et al., (2021), Citra et al., (2021), Salewangan et al., (2021), Yuniarti, (2021), Helmawati, (2021), Park et al., (2021), Gusmawan et al., (2020), Nguyen, et al., (2020), and Rizkiawan, (2019) state that patient satisfaction has a positive and significant effect on intention of revisiting. On the basis of previous research, the researcher formulates the hypothesis that patient satisfaction has a positive and significant effect on intention of revisiting

Patient satisfaction is able to influence psychological behaviour to make a return visit The results of previous research described by Vanichchinchai, (2021), Triana Helmawati, (2021), Basalamah et al., (2021), Salewangan et al., (2021) Haryono & Octavia, (2020), and Faaghna et al., (2019), state that there is a significant effect of experience economy on intention of revisiting through the satisfaction felt by patients, so that with patient satisfaction the quality of service provided by the hospital will foster the intention of revisiting. Referring to this, the researcher formulates the hypothesis: Experience economy has a positive and significant effect on intention of revisiting through patient satisfaction as an intervening variable (H6).

The findings of Faaghna et al., (2019), and Jonathan et al. (2022) there is a positive and significant effect of hospital facilities on revisit interest through satisfaction. On this basis, the researcher proposes the hypothesis Healthcare facility has a positive and significant effect on intention of revisiting through patient satisfaction as an intervening variable (H7).

## **Research Method**

This study uses descriptive quantitative research type. The target of this study is outpatients at Kalisat Regional Hospital who have a history of chronic disease and require routine or ongoing treatment.

The population of this study were outpatients of Kalisat Regional Hospital and sampling using purposive sampling method. The analytical method applied to test the hypothesis is using Variance-based SEM or Partial Least Square (SEM-PLS) techniques with the warp pls 7.0 programme. SEM-PLS is used for exploratory research. The PLS approach is more suitable for prediction purposes and is used as a measurement tool with the consideration that the measurement scale for the dependent variable and the independent variable used in the study is a nominal scale and an ordinal scale so that it is non-parametric.

The variables of this study can be identified as exogenous variables (X), namely experience economy (X1) and healthcare facility (X2). The intervening variable is patient satisfaction (Z). The endogenous variable is intention of revisiting (Y).

**Tabel 2** Identification of Research Variable Measurements

No	Variable	Definition	Indicator
1	Experience Economy	An economic concept that emphasizes the creation of unique and memorable experiences for consumers	a) Entertainment experience b) Educational experience c) Escapist experience d) Estetika experience
2	Healthcare Facility	Physical and non-physical aspects provided by hospitals, clinics, or health centers to support medical services	a) condition of facilities, b) completeness c) interior design, d) Exterior Design
3	Patient Satisfaction	Subjective evaluation of services received during hospital treatment	a) Expectation fit b) Interest in returning c) Willingness to recommend
4	Intention of Revisiting	The patient's intention to return to using the same health service, recommends the health facility to others.	a) Transactional interest b) Preferential interest c) Referral interest d) Exploratory interests

Data collection was carried out by survey method through questionnaires distributed *online (google form)*. The method of hypothesis analysis and testing uses variance-based SEM testing or Partial Least Square (SEM-PLS) with the WARP-PLS program.

## Result and Discussion

### Descriptive Analysis of Respondent Demographics

The respondents to the study were 115 outpatients at the Kalisat Regional Hospital. An overview of the demographic statistics of respondents can be seen in Table 3.

**Table 3** Descriptive Statistics of Respondent Demographics

	Criterion	Frequency (people)	Percentage (%)
Age	17 – 20 years old	11	9,57
	21 – 30 years old	14	12,17
	31 – 40 years old	31	26,96
	41 – 50 years old	38	33,04
	> 50 years	21	18,26
	Sum	115	100,00
Gender	Man	49	42,61
	Woman	66	57,39
	Sum	115	100,00
Last Education	Elementary School / Equivalent	26	22,61
	Junior High School/Equivalent	33	28,70
	High School/Equivalent	18	15,65
	Diploma	24	20,87
	Sarjana	11	9,57
	Postgraduate	3	2,61
	Sum	115	100,00
Work	PNS/TNI/POLRI	9	7,83
	Private employee	27	23,48
	Self employed	36	31,30
	Students/Students	22	19,13
	Other	21	18,26
	Sum	115	100,00

Based on Table 3, the results of descriptive analysis showed that outpatients of Kalisat Regional Hospital who were male were 49 people or 42.61%, while those who were female were 66 people or 57.39% respondents. In terms of age, outpatients are in the adult age group which is vulnerable to health problems.

In terms of educational background, it illustrates that outpatients at Kalisat Regional Hospital represent community groups with relatively low levels of education. As in general, community groups in rural areas generally still have low levels of education, this of course also has an impact on the level of awareness of health in community groups with low levels of education.

### Direct Effect Test Result

A summary of the direct influence of these variables can be seen in the following table.

**Tabel 4** Direct Effect Test Result

Influence		Estimate	P	Information
Experience Economy	→ Intention of Revisiting	0,405	<0,001	Signifikan
Healthcare Facility	→ Intention of Revisiting	0,534	<0,001	Signifikan
Experience Economy	→ Patient Satisfaction	0,189	0,019	Signifikan
Healthcare Facility	→ Patient Satisfaction	0,169	0,031	Signifikan
Patient Satisfaction	→ Intention of Revisiting	0,638	<0,001	Signifikan

The results of direct effect testing show that experience economy has a positive and significant effect on intention of revisiting. This means that if the experience economy is getting better, it will increase the intention of revisiting at the Kalisat Regional Hospital Outpatient Installation.

Healthcare facility has a positive and significant effect on intention of revisiting. This means that if the healthcare facility is getting higher, it will increase the intention of revisiting at the Kalisat Regional Hospital Outpatient Installation.

Experience economy has a positive and significant effect on patient satisfaction. This means that the better the experience economy at the Kalisat Regional Hospital Outpatient Installation, it will increase patient satisfaction at the Kalisat Regional Hospital Outpatient Installation.

Healthcare facility has a positive and significant effect on patient satisfaction. This means that the better the healthcare facility, it will increase patient satisfaction at the Kalisat Regional Hospital Outpatient Installation.

Patient satisfaction has a positive and significant effect on intention of revisiting. This means that if patient satisfaction at the Kalisat Regional Hospital Outpatient Installation is higher, it will cause intention of revisiting to also increase.

### Indirect Effect Test Result

Illustration of an indirect relationship between exogenous latent variables *experience economy* ( $X_1$ ) and *health facility* ( $X_2$ ) and endogenous latent variables are bound *intention of revisiting* ( $Y$ ) with endogenous variables *intervening patient satisfaction* ( $Z$ ). A summary of the indirect influence of these variables can be seen in the following table

**Tabel 5** Indirect Effect Test Result

Influence	Estimate	P	Information
Experience Economy → Patient Satisfaction → Intention of Revisiting	0,258	<0,001	Signifikan
Healthcare Facility → Patient Satisfaction → Intention of Revisiting	0,340	<0,001	Signifikan

The test results show that the better *the experience economy*, the higher *the Patient Satisfaction* and ultimately the better *the intention of revisiting*. Referring to these results, it can be stated that *patient satisfaction* plays a role as an *intervening variable* in the relationship between *the experience economy* and *the intention of revisiting*. So that *the experience economy* has a positive and significant effect on *the intention of revisiting* through *patient satisfaction* as an intervening variable.

The better *the healthcare facility*, the more *patient satisfaction* will increase and ultimately will encourage *better intention of revisiting*. Referring to these results, it can be stated that *patient satisfaction* plays a role as an *intervening variable* in the relationship between *healthcare facilities* and *intention of revisiting*. So that *healthcare facilities* have a positive and significant effect on *the intention of revisiting* through *patient satisfaction* as an intervening variable.

### Results of Coefficient of Determination Analysis (R<sup>2</sup>)

The test results related to *the R-square* value can be seen in Table 6.

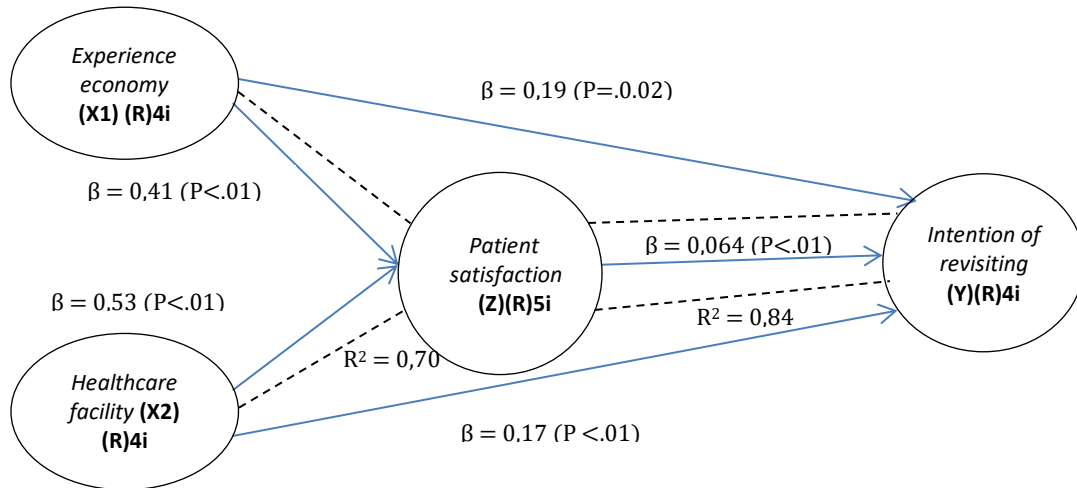
**Table 6** R-Square Value

Variable	Variable Name	R-square
Z	Patient Satisfaction	0,698
Y	Intention of Revisiting	0,839

Table 6 shows that the *R-square value* of the *patient satisfaction construct* is 0.698 and the *R-square* value of the *intention of revisiting construct* is 0.839. An *R-square* of 0.698 can be interpreted as 69.8% of the variability of *patient satisfaction* changes can be explained by the *variables of experience economy* and *healthcare facility*. An *R-square* of 0.839 can be interpreted as 83.9% of the variability of change in *intention of revisiting* can be explained by the variables of *experience economy*, *healthcare facility*, and *patient satisfaction*.

### Analysis Results of *Structural Equation Modelling (PLS-SEM)*

The results of the test analysis with the WARPLS 7.0 program can be described with the results of the SEM-PLS model as seen in the following figure which shows the influence of *experience economy* and *healthcare facility* on *patient satisfaction* and *intention of revisiting* at the Outpatient Installation of Kalisat Regional Hospital.



**Figure 2** PLS-SEM Results

The following is a summary of the results of the hypothesis test which is the result of the SEM-PLS test.

**Tabel 7** Recapitulation of Hypothesis Testing Results

No	Research Hypothesis	Path Coefficient	P value	Information
1	Experience economy has a positive and significant effect on Intention of Revisiting	0,189	0,019	H1 accepted
2	Healthcare Facility has a positive and significant effect on Intention of Revisiting	0,169	0,031	H2 accepted
3	Experience economy has a positive and significant effect on Patient Satisfaction	0,405	<0,001	H3 accepted
4	Healthcare Facility has a positive and significant effect on Patient Satisfaction	0,534	<0,001	H4 accepted
5	Patient Satisfaction has a positive and significant effect on Intention of Revisiting	0,638	<0,001	H5 accepted
6	Experience economy has a positive and significant effect on Intention of Revisiting through Patient Satisfaction as an intervening variable	0,258	<0,001	H6 accepted
7	Healthcare Facility has a positive and significant effect on Intention of Revisiting through Patient Satisfaction as an intervening variable	0,340	<0,001	H7 accepted

### **The Influence of Experience Economy on the Intention of Revisiting.**

Testing the experience economy variable (X1) on the intention of revisiting (Y) obtained Path coefficient value = 0.189 and p-value = 0.019. Because the p-value is lower than the  $\beta$  value ( $0.000 < 0.05$ ), it means that the experience economy has a significant effect on the intention of revisiting. So that the hypothesis which states that experience economy has a positive and significant effect on intention of revisiting is proven correct or H1 is accepted. This means that if the experience economy is getting better, it will increase the intention of revisiting at the Kalisat Regional Hospital Outpatient Installation.

(Hossain et al., 2023) convey that services or products are not just offered. Experience economy is a concept when managers can start something by innovating by creating memorable experiences for consumers. Experience can be referred to as a product that offers something to consumers that can generate memories. The results of this study support the research findings of Choliq *et al.* (2024), Ardana *et al.* (2024), Romadhona *et al.* (2023), Realino *et al.* (2021) and Exaramayana *et al.* (2020), who said that *the experience economy affects the intention of revisiting*.

### **The Effect of Healthcare Facility on Intention of Revisiting**

Testing the healthcare facility variable (X2) on the intention of revisiting (Y) obtained a path coefficient value = 0.169 with a p-value = 0.031. Because the p-value is lower than  $\beta$  ( $0.000 < 0.05$ ), it means that the healthcare facility has a significant effect on the intention of revisiting. The results showed that healthcare facility has a significant influence on intention of revisiting. So that the hypothesis which states that healthcare facility has a positive and significant effect on intention of revisiting is proven correct or H2 is accepted. This means that if the healthcare facility is getting better, it will increase the intention of revisiting at the Kalisat Regional Hospital Outpatient Installation.

Facilities have a strategic position to increase interest in returning visits, because a good function of the facility will increase patients not to move to other health facilities. The findings of this study support the results of the research Wahyuni et al. (2022), Septianing et al. (2021), and Suwastawa et al (2021), and Kurniawan (2019), which explains that the healthcare *facility* has a positive effect on the intention *of revisiting*. The findings of this study are not in line with the findings of the research Lestyaningsih and Pramudyo (2023), Murdani and Martha (2023) and Sarim et al. (2019) which states that *healthcare facilities* have no significant effect on *the intention of revisiting*.

### **The Influence of Experience Economy on Patient Satisfaction**

Testing the *experience economy* (X1) variable on *patient satisfaction* (Z) obtained *Path coefficient* = 0.405 and *p-value* < 0.001, *Path coefficient* value = 0.189 and *p-value* = 0.019. Because the *p-value* is lower than  $\beta$  ( $0.000 < 0.05$ ), it means that *the experience economy* has a significant effect on *patient satisfaction*. The results of the study show that *the experience economy* has a significant influence on *patient satisfaction*. So that the hypothesis that the *experience economy* has a positive and significant effect on *patient*

*satisfaction* is proven to be true or H3 is accepted. This means that the better *the experience economy* that exists at the Kalisat Regional Hospital Outpatient Installation, the better *patient satisfaction* will be at the Kalisat Regional Hospital Outpatient Installation.

*Experience economy* is a view of service user assessments, so hospitals must be oriented to the interests of customers in the formulation of marketing strategies. *The experience economy* is also interpreted as a form of patient assessment of the level of service received with the expected level of service. Meanwhile, satisfaction. (Kotler, (2019) states that consumer satisfaction depends on how the product is able to provide value that is in line with consumer expectations. If the product performance does not meet consumer expectations, it can cause dissatisfaction. But if the product results match expectations, consumers will feel satisfied.

These findings support the results of research from Rizkiawan, (2019); Mufrizal et al., (2021); and Jonathan et al., (2022) which state that patient experience economy has a positive and significant effect on patient satisfaction. The findings of this study are not in accordance with the research findings Afwan *et al.* (2024) which states that the patient's *experience economy* does not have a positive and significant influence on satisfaction.

#### **The Effect of Healthcare Facilities on Patient Satisfaction**

Testing the *healthcare facility* (X2) variable on *patient satisfaction* (Z) obtained a *Path coefficient* value = 0.534 with a *p-value* of <0.001, a *Path coefficient* value = 0.169 with a *p-value* = 0.031. Because the *p-value* is lower than  $\alpha$  ( $0.000 < 0.05$ ), it means that *healthcare facilities* have a significant effect on *patient satisfaction*. The results of the study show that *healthcare facilities* have a significant influence on *patient satisfaction*. So that the hypothesis that health *facilities* have a positive and significant effect on *patient satisfaction* is proven to be true or H4 is accepted. This means that if *the health facility* is getting higher, it will increase *patient satisfaction* at the Outpatient Installation of the Kalisat Regional Hospital.

*Healthcare facilities* are an important aspect of the service business. Therefore, factors such as the condition of the facilities, interior and exterior design and cleanliness should be considered especially those directly related to the consumer experience. Patients who receive good quality services will return if they need treatment, spread positive things to friends and family, customer satisfaction or dissatisfaction is the result of responding to the evaluation of the perceived mismatch or disconfirmation between previous expectations and the actual performance of the health service felt after use.

The results of this study are in accordance with and support the research findings of Syam & Achmadi, (2022), Vanichchinchai, (2021); Park *et al.*, (2021); Yuniarti, (2021); Mufrizal *et al.*, (2021); and), Nasution, (2020); Haryono & Octavia, (2020);); and Rizkiawan, (2019); which states that there is an influence of facilities on patient satisfaction. The findings of this study are not in line with the research from Halim (2023) which states that facilities

do not have a significant effect on visitor satisfaction.

### **The Effect of Patient Satisfaction on the Intention of Revisiting**

Testing the *patient satisfaction* (Z) variable on *intention of revisiting* (Y) obtained a Path coefficient value = 0.638 with a *p-value* of <0.001. Because the *p-value* is lower than  $\beta$  ( $0.000 < 0.05$ ), it means that *patient satisfaction* has a significant effect on *the intention of revisiting*. The results showed that *patient satisfaction* had a significant influence on *the intention of revisiting*. So that the hypothesis that states that *patient satisfaction* has a positive and significant effect on *the intention of revisiting* is proven to be true or H5 is accepted. This means that if *patient satisfaction* is getting better, it will increase *the intention of revisiting* at the Outpatient Installation of the Kalisat Regional Hospital.

Very large satisfaction will give patients the desire to always use health services when they need it in the future, if patient satisfaction is high and is considered good by patients, then the orientation that must be thought about for the future is customer orientation, so that the company can provide services whose ultimate goal is to be customer-oriented. The results of this study are consistent with the results of research from Park *et al.*, (2021); Gusmawan *et al.*, (2020); Nguyen, *et al.*, (2020); Yuniarti, (2021) and Rizkiawan, (2019) who stated that patient satisfaction has a positive and significant effect on the interest in revisiting/ *intention of revisiting*. The findings of the study are not in line with the results of the research from Ananda and Amirudin (2023) which stated that there was no significant influence on *Intention of Revisiting*.

### **The Effect of Experience Economy on Intention of Revisiting with Patient Satisfaction as an Intervening Variable**

Based on the results of the indirect effect test in this study, it can be explained that the indirect influence between *the experience economy* (X1) on *the intention of revisiting* (Y) through *patient satisfaction* (Z) obtained path coefficient = 0.258 and *p-values* <0.001. Because the *p-value* is lower than  $\beta$  ( $0.000 < 0.05$ ), it means that *the experience economy* has an effect on *the intention of revisiting* through *patient satisfaction*. The results showed that the relationship between *experience economy* and revisiting had an effect on *intention of revisiting* through *patient satisfaction* as an intervening variable. The value of the positive path coefficient illustrates that the better *the experience economy*, the higher *the patient satisfaction* and ultimately the better *the intention of revisiting*. So that the hypothesis that the *experience economy* has a positive and significant effect on the *intention of revisiting* through *patient satisfaction* as an *intervening variable* is proven to be true or H6 is accepted.

The level of competition that is very competitive for hospitals is required to improve the quality of their services, because the quality of service can directly affect customer satisfaction. Companies that strive to improve patient satisfaction encourage the *intention of revisiting*. Patient satisfaction is able to influence psychological behavior to make return visits.

The results of the study support the results of research from Haryono & Octavia, (2020); and Faaghna *et al.*, (2019), which stated that there is a significant influence of *the experience economy* on *the intention of revisiting* through the satisfaction felt by patients, so that with patient satisfaction, the quality of services provided by the hospital will foster the intention to revisit.

#### **The Effect of Healthcare Facility on Intention of Revisiting with Patient Satisfaction as an Intervening Variable**

Based on the results of the indirect effect test in this study, it can be explained that the indirect influence between *healthcare facility* (X2) on *intention of revisiting* (Y) through *patient satisfaction* (Z) obtained *path coefficient* = 0.340 and p-values <0.001. Because the *p-value* is lower than  $\beta$  ( $0.000 < 0.05$ ), it means that *healthcare facilities* have an effect on *the intention of revisiting* through *patient satisfaction*. The results showed that *the relationship between healthcare facilities* had an effect on *the intention of revisiting* through *patient satisfaction* as an intervening variable. The value of the positive path coefficient illustrates that the better *the health facility*, the better it will increase *patient satisfaction* and will ultimately encourage *better intention of revisiting*. So that the hypothesis that *healthcare facilities* have a positive and significant effect on *the intention of revisiting* through *patient satisfaction* as an *intervening variable* is proven to be true or H7 is accepted.

If the product performance does not meet consumer expectations, it can cause dissatisfaction from consumers. However, if the product meets expectations, consumers will feel satisfied. The concept discussed regarding the image of the saki house was developed based on the company's experience. If the public's perception of Rumah Saki is in accordance with its health service standards, this can increase patient satisfaction. As a result, patients will return to the hospital's health services for their next visit.

The findings of this study are in accordance with the results of Jonathan *et al.* (2022) and Faaghna *et al.*, (2019) which states that there is a positive and significant influence of hospital facilities on the intention of *revisiting* through satisfaction.

## **Conclusion**

The results of this study provide important insights into the characteristics and behaviors of outpatients at Kalisat Regional Hospital. From the perspective of educational background, it appears that the majority of outpatients come from a community with a relatively low level of education, which in turn may influence their overall health conditions and health awareness. In addition, the respondents also came from diverse occupational backgrounds, which can shape their perceptions and awareness regarding health issues. The research findings further reveal several key relationships: the experience economy has a positive and significant effect on the intention to revisit the hospital, as well as on patient satisfaction. Similarly, the quality of healthcare facilities also shows a significant and positive impact on both revisit intentions and satisfaction.

Moreover, patient satisfaction itself strongly influences the intention to revisit. Notably, both the experience economy and healthcare facilities indirectly affect the intention to revisit through the mediating role of patient satisfaction. These findings highlight the critical role of both service experience and facility quality in shaping patient satisfaction and loyalty in the healthcare setting.

The results of this study indicate that approximately 10% of patients still express hesitation or remain neutral in their responses, highlighting the need for targeted improvements. The findings emphasize that both the experience economy and healthcare facilities are critical in shaping patient satisfaction and the intention to revisit Kalisat Regional Hospital. Therefore, the hospital should prioritize improvements in several key areas. Within the experience economy dimension, a notable weakness is the limited patient involvement in their treatment process, which should be enhanced to foster a more engaging healthcare experience. Regarding healthcare facilities, the comfort of exterior service areas has been identified as a concern and requires significant attention. In terms of patient satisfaction, the hospital's responsiveness to complaints remains a weak point that must be addressed to build trust and loyalty. Similarly, in the area of revisit intention, there is a lack of strong patient commitment to continue using the hospital's services in the future. Furthermore, the study reveals that the experience economy and healthcare facility variables explain 69.8% of patient satisfaction, while the combination of experience economy, healthcare facilities, and patient satisfaction accounts for 83.9% of the intention to revisit. These findings suggest that future research should incorporate additional variables such as relationship marketing, patient trust, healthcare service quality, and perceived value to gain a more comprehensive understanding of the factors influencing patient satisfaction and revisit intentions.

#### **Author Contributions**

Conceptualization, O.W., N.M. and T.H.; Methodology, O.W.; Investigation, O.W.; Analysis, O.W.; Preparation of initial draft, O.W.; Supervision, N.M. and T.H.

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#### **Conflicts of Interest**

The authors declare no conflict of interest.

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