
HOW PERCEPTIONS OF COST, ACCESS, AND QUALITY DRIVE OUTPATIENT REVISIT INTEREST

By

Gaby Priscillia Putri¹, Mugi Wahidin², Anggun Nabila³, Susi Shorayasari⁴, Arif Rachman⁵

^{1,3,4}Faculty of Health Sciences, Universitas Esa Unggul, Jakarta, Indonesia

²National Research and Innovation Agency, Organization for Health Research, Bogor, Indonesia

⁵Department of Cell Biology and Biomolecular, Faculty of Medicine, Indonesian Defense University, Bogor, Indonesia

E-mail: ¹priscilliagaby24@gmail.com, ²mugi.wahidin@esaunggul.ac.id,

³anggun.nabila@esaunggul.ac.id, ⁴susi.shorayasari@esaunggul.ac.id,

⁵arif.rachman@idu.ac.id

Article History:

Received: 17-03-2026

Revised: 22-03-2026

Accepted: 20-04-2026

Keywords: Interest In Returning Visits, Perception Of Cost, Perception Of Access, Perception Of Quality Of Service

Abstract: This research was motivated by a decrease in interest in revisiting patients at RSGM X, Jakarta, from 40.5% (2020) to 16.2% (2024). The purpose of the study was to analyze the relationship between cost perception, access, and service quality with outpatient revisit interest. The research method used a cross-sectional design of 63 patients by 2025 with quota sampling technique. Bivariate analysis used Chi-Square and Prevalence Ratio (PR) tests. The results showed that 57.1% of patients had low interest in repeat visits. The majority of respondents perceived high costs (74.6%), unaffordable access (68.3%), but good quality (61.9%). There was a significant relationship between cost perception (PR=5,787), access (PR=3,721), and quality (PR=2,875) and interest in repeat visits ($p=0,000$). Cost is the dominant factor with a risk of 5.8 times, followed by access and quality. There is a significant relationship between these three factors and interest in repeat visits. Priority recommendations are to improve access through integrated digital systems and flexible tariff schemes, as well as strengthen service quality through continuous surveys and empathic communication training.

INTRODUCTION

Health services are an increasing need of the community, so maintaining the quality of services is crucial. Patients' perceptions of the quality of service, which are based on reliability, responsiveness, empathy, and direct evidence, have been shown to influence their

interest in returning visits¹. Interest in return visits is defined as a patient's willingness to revisit a health facility within a certain period of time and their willingness to make regular revisits². This behavior appears as a conscious or unconscious evaluation of service transactions that have been experienced before, influenced by various factors such as perception, demographic conditions, family encouragement, health workers, and promotions³.

However, satisfaction alone is not enough to guarantee patient loyalty. Mandey (2013) emphasized that patients who are only satisfied with dental clinic services will not necessarily be loyal and want to return. They need to feel confident that they are being served well and according to their needs⁴. According to Aliman and Mohamad (2013) added that the patient's behavioral goals to return can be triggered by the quality of service, and satisfied patients tend to recommend the treatment received to others⁵. According to Tanudjaya, this makes dental and oral health services a unique and competitive field⁶.

Globally, dental and oral health problems are reaching alarming proportions. The World Health Organization (WHO) notes that more than 3.5 billion people suffer from dental and oral health problems, with dental caries being the most common non-communicable disease⁷. Global Burden of Disease (GBD) data in 2019 shows that there are 2.3 billion cases of permanent dental caries and nearly 1 billion people suffer from periodontal disease⁸. This condition not only has an impact on physical health, but also on the social, psychological, and economic functions of patients, so that the need for quality, affordable, and accessible dental health services is increasing.

Some of the main factors that affect revisit intention include cost perception, accessibility, and service quality. Patients' decision to return to dental health services is strongly related to affordability⁹. Patients tend to be more loyal to health facilities that they

¹ Natasya Ariska Salsabila et al., "Effect of Quality Dental and Oral Health Services on Patient Re-Visit at Puskesmas," *Jurnal Kesehatan Siliwangi* 2, no. 2 (2021): 665–71.

² Dwayne A. Baker and John L. Crompton, "Quality, Satisfaction and Behavioral Intentions," *Annals of Tourism Research* 27, no. 3 (2000): 785–804, [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5).

³ Husnul Ayu Amalia, Arni Rizqiani Rusydi, and Ella Andayanie, "Faktor Yang Berhubungan Dengan Minat Berkunjung Kembali Pada Pasien Di RSIA Permata Hati Makassar," *Window of Public Health Journal* 4, no. 6 (2023): 968–77, <https://doi.org/10.33096/woph.v4i6.1324>.

⁴ H A Suwadi et al., "Pengaruh Product Variety Dan Cita Rasa Terhadap Preferensi Konsumen UMKM Aneka Kue Di Pasar Bahu Kota Manado," *EMBA* 12, no. 3 (2024): 669–79, <https://doi.org/10.35794/emba.v12i03.57531>.

⁵ Alvera Noviyani and Pramon Viwattanakulvanid, "Service Quality as a Driver of Perceived Value Satisfaction and Revisit Intention in Indonesia," *Scientific Reports* 15, no. 43363 (2025): 1–13, <https://doi.org/10.1038/s41598-025-29414-3>.

⁶ Yuniarti Yuniarti and Anas Hidayat, "The Analysis of Patients' Revisits Intention Factors in Sub-Urban Hospital," *International Journal of Research in Business and Social Science (2147- 4478)* 10, no. 4 (2021): 420–29, <https://doi.org/10.20525/ijrbs.v10i4.1232>.

⁷ Marco A. Peres et al., "Oral Diseases: A Global Public Health Challenge," *The Lancet* 394, no. 10194 (2019): 249–60, [https://doi.org/10.1016/S0140-6736\(19\)31146-8](https://doi.org/10.1016/S0140-6736(19)31146-8).

⁸ E. Bernabe et al., "Global, Regional, and National Levels and Trends in Burden of Oral Conditions from 1990 to 2017: A Systematic Analysis for the Global Burden of Disease 2017 Study," *Journal of Dental Research* 99, no. 4 (2020): 362–73, <https://doi.org/10.1177/0022034520908533>.

⁹ Febi Syaher and Ronny Samsul Bahri, "The Influence of Service Quality , Price , and Customer Satisfaction as a Mediation on Patient Revisit Intention at Oris Dental Aesthetic Pangkalan," *American Journal of*

consider to provide costs according to the quality of service received^{10,11}. The perception of the economic value of this service is an important determinant in return visit behavior. Access factors such as distance, transportation, and flexibility of service time are also very influential^{12,13}. Patients with easier access tend to be more satisfied and interested in visiting again. The quality of service itself, which includes physician professionalism, empathy, communication, and clinical facilities, has a direct impact on patient loyalty^{14,15}. Without good service, cost and access factors are not enough to maintain patient loyalty^{16,17}.

In Indonesia, the gap between the need and utilization of dental health services is striking. The 2023 Indonesian Health Survey recorded that the prevalence of dental and oral problems in the population aged ≥ 3 years reached 56.9%, but only 11.2% received dental health services in the past year¹⁸. The perception of high costs, limited access, and poor service quality are the main factors in low public visits^{19,20}.

In understanding this phenomenon, two main theories are often used are The

Economic and Management Business 4, no. 8 (2025): 1259–77, <https://doi.org/10.58631/ajemb.v4i8.294>.

¹⁰ Aritonang, Restu, Bernard T Widjaja, and Wani Devita Gunard. "The Impact of Price and Service Quality on Patient Loyalty at Pratama BHG Dental Polyclinic with Patient Satisfaction as an Intervening Variable." *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi* 3, no. 5 (2024): 1448–55. <https://doi.org/10.56799/ekoma.v3i5.4370>.

¹¹ Wibowo, Hans Kristian, and Sheellyana Junaedi. "The Impact of Service Quality, Patient Satisfaction, and Trust on Positive Word of Mouth (WOM) of Dental Clinic's Patients." *Journal of International Conference Proceedings* 3, no. 2 (2018): 95–105. <https://doi.org/10.58631/ajemb.v4i8.294>.

¹² Iqbal, Sana, Sheeza Shah, Bismillah Naeem, Sameera Kazi, Atiya Noor, and Mirza Hamid Baig. "Patient Satisfaction with Dental Services : A Cross-Sectional Study of Five Public Sector Dental Hospitals in Karachi." *Annals ASH & KMDC* 13, no. 2 (2025): 4–11. <https://doi.org/10.58397/2eb62f19>.

¹³ Ghanem, Eman J Al, Nora A AlGhanem, Zahra S AlFaraj, Layla Y AlShayib, Dhuha A AlGhanem, Walla S AlQudaihi, and Sara Z AlGhanem. "Patient Satisfaction With Dental Services." *Cureus* 15, no. 11 (2023): 1–9. <https://doi.org/10.7759/cureus.49223>.

¹⁴ Sharka, Rayan, Lamer Sedayo, Majd Morad, and Jameel Abuljadayel. "Measuring the Impact of Dental Service Quality on Revisit Intention Using an Extended SERVQUAL Model." *Frontiers in Oral Health* 5, no. April (2024). <https://doi.org/10.3389/froh.2024.1362659>.

¹⁵ Trisnawati, Ici, Siti Dyah Handayani, and Nuryakin Nuryakin. "The Effect Of Dental Clinic Service Quality On Patient Satisfaction, Word Of Mouth, And Revisit Intention In Yogyakarta." *Jurnal Aisyah : Jurnal Ilmu Kesehatan* 7, no. 4 (2022): 1351–56. <https://doi.org/10.30604/jika.v7i4.1885>.

¹⁶ Wiogo, Lanny, and Pauline H Pattyranie. "The Effect of Service Quality, Perceived Value, on Revisit Intention Mediated by Customer Satisfaction in Primary Health Care." *R2J* 7, no. 3 (2025): 1892. <https://jurnal.ranahresearch.com/index.php/DOI:https://doi.org/10.38035/rrj.v7i3https://creativecommons.org/licenses/by/4.0/>.

¹⁷ Lienata, Andrew, and Margaretha Pink Berlianto. "The Effect of Service Quality and Clinic Image on Satisfaction to Mediate Revisit Intention and Loyalty in Beauty Clinic Industry." *Daengku: Journal of Humanities and Social Sciences Innovation* 3, no. 4 (2023): 551–63. <https://doi.org/10.35877/454ri.daengku1735>.

¹⁸ Kemenkes RI BKPK, "Survei Kesehatan Indonesia (SKI)," in *Survei Kesehatan Indonesia (SKI)*, 1st ed. (Jakarta: BKPK Kemenkes RI, 2023), 317–47, file:///C:/Users/USER/Downloads/LAPORAN SKI 2023 DALAM ANGKA_REVISI I_OK.pdf.

¹⁹ Stephanie, Skolastika Stephanie, and Zoel Hutabarat. "The Influence Of Factors In Dental Practice: Price, Facilities, Dentist Services, Staff Services, And Word Of Mouth With Patient Satisfaction And Patient Loyalty As Mediators At YDC Dental Clinic, East Jakarta." *Jurnal Economic Resource* 8, no. 2 (2025): 511–25.

²⁰ Antok Setiawan Jodi, I Wayan Gede, Tjokorda Gde Raka Sukawati, and I Putu Gde Sukaatmadja. "Determinants of Revisit Intention: Literature Review." *International Journal of Research and Review* 10, no. 10 (2023): 501–8. <https://doi.org/10.52403/ijrr.20231064>.

Andersen's Behavioural Model of Health Care Utilisation ^{21,22} which explains that the use of health services is an interaction between predisposing factors (demographic characteristics), enabling factors (resources such as cost and access), and need factors (health conditions). The SERVPERF (Service Performance) theory measures service quality through five dimensions: physical evidence, reliability, responsiveness, assurance, and empathy ^{23,24}. The combination of these two models is important for understanding and improving patient compliance and return visit interest.

RSGM X in Jakarta, as a dental hospital, has a strategic role in serving the general public, with a patient composition of 90% BPJS and 10% non-BPJS. However, the hospital faces a serious challenge in the form of a significant decline in the rate of patient revisits, from 40.5% in 2020 to just 16.2% in 2024, or a cumulative decline of 21.3% in five years. A preliminary survey of 30 outpatients indicated that negative perceptions of cost, access, and quality of service were the main factors in this decline. The impact is not only on hospital revenue and reputation, but also on decreased medication adherence and increased risk of patient health complications ^{25,26}.

Given the lack of research on the factors that influence the interest of outpatient revisits at dental health facilities, most studies in Indonesia have focused on public hospitals or private clinics ^{27,28}. Therefore, in-depth research on the relationship between the perception of cost, access, and service quality with interest in revisiting RSGM X in Jakarta in 2025 is very important and urgent to be carried out.

²¹ Alkhalwaldeh, Abdullah, Mohammed ALBashtawy, Ahmad Rayan, Asem Abdalrahim, Ahmad Musa, Nidal Eshah, Abdallah Abu Khait, Jamal Qaddumi, Omar Khraisat, and Sa'd ALBashtawy. "Application and Use of Andersen's Behavioral Model as Theoretical Framework: A Systematic Literature Review From." *Iran J Public Health* 52, no. 7 (2023): 1346–54. <https://doi.org/10.18502/ijph.v52i7.13236>.

²² Andersen, Ronald M. "Revisiting the Behavioral Model and Access to Medical Care: Does It Matter?*" *Journal of Health and Social Behavior* 36, no. 1 (2013): 1–10. <https://doi.org/10.2307/2137284>.

²³ Rumintjap, Astrid Felicia, and Harimukti Wandebori. "Developing Healthcare Service Quality Model Using Servperf Scale: An Application To The Inpatient Department at A Private Hospital In Bogor." *Journal Of Business And Management* 6, no. 1 (2017): 56–65. <https://doi.org/https://journal.sbm.itb.ac.id/index.php/jbm/article/view/2140/1114>.

²⁴ Carbajo, Laura, Ignacio Párraga-martínez, Juan Jesús, Rosado Cabral, Luis Matías, Beltrán Romero, Máximo Bernabeu, Grupo De Investigación, Norte De Huelva, and Hospital De Riotinto. "Atención Primaria Validación de La Herramienta SERVPERF Para El Análisis de Calidad En La Atención En Urgencias Con La Ecografía Clínica." *Atención Primaria* 57, no. 6 (2025): 103204. <https://doi.org/10.1016/j.aprim.2024.103204>.

²⁵ Fitriana, Alif Nur, Suhadi Prayitno, and Riska Ratnawati. "Hubungan Service Quality Terhadap Minat Kunjungan Ulang Pasien Poli Paru Revisiting Polypulmonary Patients Manguharjo Madiun Tahun 2023." *Health Information: Jurnal Penelitian* 15, no. 2 (2023): 1–6. <https://myjurnal.poltekkes-kdi.ac.id/index.php/hijp/article/download/1090/1019>.

²⁶ Runtuwene, Nadya L, Erwin G Kristianto, and Gustaaf A.E Ratag. "Analisis Faktor-Faktor Yang Berhubungan Dengan Kepuasan Pasien." *Medical Scope Journal* 4, no. 2 (2023): 135–40.

²⁷ Yuniarti, Yuniarti, and Anas Hidayat. "The Analysis of Patients' Revisits Intention Factors in Sub-Urban Hospital." *International Journal of Research in Business and Social Science* (2147- 4478) 10, no. 4 (2021): 420–29. <https://doi.org/10.20525/ijrbs.v10i4.1232>.

²⁸ Ramadhani, Dwinanda Farizka, and Oscar Jayanagara. "Antecedent of Patient Revisit Intention: An Empirical Study In Dental Clinic." *Dinasti International Journal of Economics, Finance & Accounting* 6, no. 1 (2025): 150–61. <https://doi.org/10.38035/dijefa.v6i1.3947>.

METHODS

This study uses an analytical quantitative design with a cross-sectional approach to analyze the relationship between the perception of cost, access, and quality of service and the interest in revisiting outpatients at RSGM X in Jakarta in December 2025. The research concept framework describes that the three independent variables affect the dependent variable, namely interest in returning visits.

Operational definitions are set for each variable with measurements using a Likert scale questionnaire. Interest in returning visits is categorized as low (<43) and high (≥ 43). Cost perceptions are categorized as expensive (≥ 43) and cheap (<43). Access perceptions are categorized as unaffordable (<43) and affordable (≥ 43). Perception of service quality was measured through the five dimensions of SERVPERF and categorized as poor (<60) and good (≥ 60).

The study population is all outpatients of RSGM X in Jakarta with an average of 4,765 patients per month. The sample was taken using the quota sampling technique with the inclusion criteria of old patients aged ≥ 18 years. The sample size was calculated using a two-proportion difference test formula based on previous research, resulting in a minimum of 63 respondents after adding 10% of the anticipation of drop out.

The research instrument was in the form of a structured questionnaire that was tested for validity and reliability in 30 respondents. The validity test using Pearson Product Moment correlation shows all valid items ($r_{\text{count}} > r_{\text{table}} 0.361$). The reliability test with Cronbach's Alpha showed all reliable variables with a value of >0.7 : interest in return visits (0.955), cost (0.924), access (0.893), and quality of service (0.958).

Data analysis was carried out univariate to describe the frequency distribution of each variable, and bivariate used the Chi-Square test to test the relationship between variables with a significance level of $p < 0.05$. Relationship strength was measured using a Prevalence Ratio (PR) with a 95% confidence interval. The normality test showed that the data was not normally distributed ($p = 0.000$), so that non-parametric analysis is selected according to statistical rules.

RESULTS AND DISCUSSION

A. Univariate Analysis

Based on the table. 1 It can be seen that 63 respondents found that most patients had low interest in returning visits, namely 57.1% (36 people), while 42.9% (27 people) were in the high category. In terms of cost perception, the majority of respondents (74.6% or 47 people) considered the cost of the service to be expensive, and only 25.4% (16 people) perceived it to be cheap.

In the access variable, as many as 68.3% (43 people) felt that access was unaffordable, while 31.7% (20 people) rated access affordable. Meanwhile, the perception of service quality showed positive results, where 61.9% (39 people) rated the service as good and 38.1% (24 people) rated it poor. This data illustrates that although the quality of service is considered good by the majority, obstacles in terms of cost and access are still predominantly felt by patients at RSGM X in Jakarta.

Table. 1 Distribution of Interest in Returns, Perception of Cost, Perception of Access, Quality of Respondent Service

Variable	Category	Frequency	Percentage (%)
Interest in Returning Visits	Low (<43)	36	57,1
	Height (≥43)	27	42,9
Cost Perception	Cheap (<43)	47	74,6
	Expensive (≥43)	16	25,4
Access Perception	Unaffordable (<43)	43	68,3
	Affordable (≥43)	20	31,7
Quality of Service	Bad (<60)	24	38,1
	Good (≥ 60)	39	61,9

Overview Of Interest In Revisiting Outpatients At Rsgm X In Jakarta In 2025.

The study found that 57.1% of patients had low interest in returning visits, in line with the study of Trisnawati et al. (2022) in Yogyakarta (2.69%), Amri et al. (2024) at Persahabatan Hospital (51.52%), and Ramadhani et al. (2025) which recorded 0.89%^{29,30}. The statement "you want to make RSGM X in Jakarta a permanent treatment" was the lowest indicator (36.5% disagreed), indicating patient retention issues.

Interestingly, although the majority of patients perceive low cost (74.6%) and good quality (61.9%), access barriers felt to be unaffordable by 68.3% of patients are the main inhibiting factors. Access is the dominant determinant of low outpatient loyalty. Based on Andersen's theory, interest in revisiting is an interaction of predisposition, enabling factors (access, cost), and need. Enabling factors correlate with the tangible and reliability dimensions, while patient needs are aligned with the responsiveness dimension. This lack of dimension weakens patient trust and satisfaction.

To increase interest in return visits, the top priority is to improve service access through the development of integrated digital portals, one-stop service systems, and expansion of operating hours. After access is improved, it is necessary to strengthen the quality of service in terms of reliability and responsiveness, with a communication strategy that shifts the narrative from cheap rates to commensurate service values.

Overview Of Cost Perception In Outpatients At Rsgm X In Jakarta In 2025

Research shows that 74.6% of patients perceive the cost of services as expensive. This finding is different from the research of Syaher & Bahri (2025) in Palembang which only recorded 0.75% of complaints of high costs, and Prasetya & Suhita (2017) in Trenggalek with

²⁹ Trisnawati, Ici, Siti Dyah Handayani, and Nuryakin Nuryakin. "The Effect Of Dental Clinic Service Quality On Patient Satisfaction, Word Of Mouth, And Revisit Intention In Yogyakarta." *Jurnal Aisyah : Jurnal Ilmu Kesehatan* 7, no. 4 (2022): 1351–56. <https://doi.org/10.30604/jika.v7i4.1885>.

³⁰ Amri, Zahrani Alvia, Lili Indrawati, Yeny Sulistiyowati, Rini Susanti, Dosen Universitas, Respati Indonesia, and Minat Kunjungan Ulang. "Hubungan Persepsi Pasien Terkait Kualitas Pelayanan Dengan Minat Kunjungan Ulang Di Rawat Jalan RSUP Persahabatan Tahun 2023." *Jurnal Manajemen Dan Administrasi Rumah Sakit Indonesia (MARSII)* 8, no. 1 (2024): 33–43.

63.8% of patients assessing affordable rates ^{31,32}.

Based on the questionnaire, two main statements dominated respondents' disapproval: *"You understand the details of the fees charged by RSGM X in Jakarta"* and *"The fees paid are in line with the results of the treatment you feel"* (57.1%), confirming that the perception of expensive is a significant problem.

According to Andersen's theory, cost is an enabling factor that facilitates access to services. Although the perception of expensive is dominant, this does not automatically encourage loyalty because in the sustainable utilization behavior model, convergence with predisposing factors (trust) and demand factors (service quality) is required. Expensive costs serve as an initial attraction, but the return decision is largely determined by the fulfillment of clinical needs and the low barriers to other enabling factors, especially access.

To improve cost perception, it is recommended that RSGM X in Jakarta not focus on reducing rates, but rather strengthening value perception through cost-benefit commensurate communication.

Concrete steps include transparency of pre-action cost details, educational materials on technological advantages and medical competencies, patient testimonials, and the integration of value for money metrics in routine satisfaction surveys. This approach is expected to convert expensive perceptions into long-term loyalty.

Overview Of Access Perception In Outpatients At Rsgm X In Jakarta In 2025

The study found that 68.3% of patients perceive access to RSGM X in Jakarta as unaffordable. The obstacles that are perceived include geographical aspects (location is difficult to reach), temporal (long waiting times, inflexible operating hours), administrative (convoluted procedures), and supporting facilities (limited parking, lack of information). This condition is a critical signal because access is an enabling factor that determines the use of services.

Based on the questionnaire, the two dominant statements that respondents disagreed with were *"Transportation to RSGM X in Jakarta is easy to get"* and *"The location of RSGM X in Jakarta is easy to find through instructions or public information"* (52.3% disagree). These findings are in line with the research of Ramadhani et al. (2025) at Pondok Kopi Islamic Hospital (60.0%), Zaini et al. (2022) at the Tegal Gundil Health Center (51.7%), and Amri et al. (2024) at the Persahabatan Hospital (43.94%) ^{33,34}.

According to Andersen's theory, access includes enabling factors that together with

³¹ Syaher, Febi, and Ronny Samsul Bahri. "The Influence of Service Quality, Price, and Customer Satisfaction as a Mediation on Patient Revisit Intention at Oris Dental Aesthetic Pangkalan." *American Journal of Economic and Management Business* 4, no. 8 (2025): 1259-77. <https://doi.org/10.58631/ajemb.v4i8.294>.

³² Prasetya, Mira Eni, and Byba Melda Suhita. "Mutu Pelayanan Dan Tarif Pelayanan Terhadap Minat Pemanfaatan Ulang Jasa Rawat Inap Di Rumah Sakit Mardi Mulya Trenggalek." *Strada: Jurnal Ilmiah Kesehatan* 6, no. 1 (2017): 50-57. <https://doi.org/https://sjik.org/index.php/sjik/article/view/139>.

³³ Ramadhani, Dwinanda Farizka, and Oscar Jayanagara. "Antecedent of Patient Revisit Intention: An Empirical Study In Dental Clinic." *Dinasti International Journal of Economics, Finance & Accounting* 6, no. 1 (2025): 150-61. <https://doi.org/10.38035/dijefa.v6i1.3947>.

³⁴ Amri, Zahrani Alvia, Lili Indrawati, Yeny Sulistiyowati, Rini Susanti, Dosen Universitas, Respati Indonesia, and Minat Kunjungan Ulang. "Hubungan Persepsi Pasien Terkait Kualitas Pelayanan Dengan Minat Kunjungan Ulang Di Rawat Jalan RSUP Persahabatan Tahun 2023." *Jurnal Manajemen Dan Administrasi Rumah Sakit Indonesia (MARSII)* 8, no. 1 (2024): 33-43.

predisposing factors and needs determine service utilization behavior. The high perception of unaffordable access indicates structural barriers that thwart patients' interest in revisiting services on an ongoing basis, even though health awareness and needs may exist.

To improve access perception, systemic interventions are suggested including the development of a real-time online registration system, simplification of one-stop service procedures, expansion of operational hours, provision of clear access information through websites/applications, customer journey mapping, and proactive campaigns to promote ease of access after improvements have been made.

Overview Of The Perception Of The Quality Of Dental And Oral Services In Outpatients At Rsgm X In Jakarta In 2025

The research showed that most respondents (61.9%) rated the quality of service at RSGM X in Jakarta in the good category. These findings are in line with the research of Dwinanda & Oscar (2025) at Omni Dental Clinic Palembang (89%), Amri et al. (2024) at Persahabatan Hospital (59.09%), Prasetya & Suhita (2017) at Mardi Mulya Trenggalek Hospital (77.6%), and Ramadhani et al. (2025) at Pondok Kopi Islamic Hospital (55.06%)^{35,36}. The consistency of these results indicates that positive perceptions of the quality of dental health services are quite common in various healthcare facilities.

Based on the questionnaire, the statement *"Overall service quality meets your expectations"* is one of the indicators with the highest approval rate (46.03% agree). This shows that although the majority of patients rate the quality as good, there is still significant room for improvement given that almost half of the respondents are not fully satisfied with the suitability of the service to their expectations.

According to SERVPERF's theory, service quality is measured through five dimensions: physical evidence, reliability, responsiveness, assurance, and empathy. The results of the analysis showed that the Empathy dimension received the highest score (4.40), followed by Reliability (4.38) and Tangibles (4.37). However, the Reliability and Responsiveness dimensions are suspected to be weak points because they are closely related to access aspects such as the timeliness of appointments, speed of service, and ease of procedures that are not detected in general assessments.

To improve service quality, it is recommended to implement real-time SERVPERF digital surveys, analysis by dimension to indicator level, integration of quality metrics with access, as well as specific interventions on Reliability and Responsiveness through the improvement of scheduling systems and rapid response communication training. This approach is expected to maintain good perceptions while increasing long-term patient loyalty.

³⁵ Amri, Zahrani Alvia, Lili Indrawati, Yeny Sulistiyowati, Rini Susanti, Dosen Universitas, Respati Indonesia, and Minat Kunjungan Ulang. "Hubungan Persepsi Pasien Terkait Kualitas Pelayanan Dengan Minat Kunjungan Ulang Di Rawat Jalan RSUP Persahabatan Tahun 2023." *Jurnal Manajemen Dan Administrasi Rumah Sakit Indonesia (MARSII)* 8, no. 1 (2024): 33-43.

³⁶ Prasetya, Mira Eni, and Byba Melda Suhita. "Mutu Pelayanan Dan Tarif Pelayanan Terhadap Minat Pemanfaatan Ulang Jasa Rawat Inap Di Rumah Sakit Mardi Mulya Trenggalek." *Strada: Jurnal Ilmiah Kesehatan* 6, no. 1 (2017): 50-57. <https://doi.org/https://sjik.org/index.php/sjik/article/view/139>.

B. Bivariate Analysis

The Relationship Of Cost Perception, Access Perception, Service Quality With Interest In Returning Visits

Table. 2 showed that the analysis of the relationship between cost perception and return interest showed statistically significant results ($p=0.000$). Of the 47 respondents who perceived high costs, most (72.3%) had low interest in returning visits, while only 12.5% of the low-cost group had low interest.

A Prevalence Ratio (PR) value of 5.787 (95% CI 1.564-21.414) indicates that patients with a perception of high costs are 5.8 times more at risk of disinterest than patients with a perception of low costs.

These findings confirm that the perception of costs that do not meet expectations is a major factor inhibiting patient loyalty. Patients who feel financially burdened tend to be reluctant to make repeat visits despite needing services.

Instead, the perception of affordable costs is driving high interest in returning to dental health services at the facility.

From the table. 2, It can be seen that there is an analysis of the relationship between access perception and interest in revisiting shows significant results ($p=0.000$). Of the 43 respondents who perceived access to be unaffordable, most (74.4%) had low interest in returning visits. In contrast, only 20% of respondents with a perception of affordable access have low interest.

A Prevalence Ratio (PR) value of 3.721 (95% CI 1.522-9.096) indicates that patients who feel that access is not affordable are at a 3.7 times higher risk of not being interested again than patients with affordable access.

These findings confirm that barriers to access, such as distance, wait times, and administrative procedures, are significant inhibiting factors in building patient loyalty. Easy and affordable access actually encourages high interest in returning to use dental health services.

Table.2 The Relationship of Cost Perception, Access Perception, Service Quality with Interest in Returning Visits

		Interest in Returning			Total	P-value	PR (95% CI)
		Visits					
		Low	Height				
Cost Perception	Expensive	n	34	13	47	0,000	5,787 (1,564 - 21, 414))
		%	72,3	27,7	100,0		
	Cheap	n	2	14	16		
		%	12,5	87,5	100,0		
Access Perception	Unaffordable	n	32	11	43	0,000	3,721 (1,522 -9, 096)
		%	74,4	25,6	100,0		
	Affordable	n	4	16	20		
		%	20,0	80,0	100,0		
Quality of Service	Bad	n	23	1	24	0,000	2,875 (1,83 - 4,516)
		%	95,8	4,2	100,0		
	Good	n	13	26	39		
		%	33,3	66,7	100,0		

From the table. 2 showed that there was an analysis of the relationship between the perception of service quality and interest in returning visits showed very significant results ($p=0.000$). Of the 24 respondents who rated the quality as poor, almost all (95.8%) had low interest in returning visits. On the other hand, of the 39 respondents with a perception of good quality, only 33.3% had low interest.

A Prevalence Ratio (PR) value of 2.875 (95% CI 1.83-4.516) indicates that patients with poor quality perception are 2.9 times higher at risk of disinterest than patients with good quality perception.

These findings confirm that service quality is the main foundation of patient loyalty. Failure to provide quality services, especially on the dimensions of empathy and reliability, not only creates dissatisfaction but can destroy trust and end the patient's relationship with the hospital.

The Relationship Between Cost Perception And Interest In Revisiting Outpatients At Rsgm X In Jakarta In 2025

The analysis showed a very significant relationship between cost perception and interest in revisiting RSGM X in Jakarta. Patients who perceived high cost were 5.8 times more likely (PR=5,787; 95% CI 1,564-21,414) to have low return interest compared to patients with low cost perception. Of the 47 respondents who felt that the cost was expensive, 72.3% (34 people) stated that they were not interested again, while only 12.5% (2 out of 16 people) from the low-cost perception group had low interest. These findings confirm that cost is not just nominal, but a subjective perception of fairness and commensurate with the quality of service.

The results of the study are in line with Syaher & Bahri (2025) in Palembang who found a significant influence of price perception on return visit interest (82.5%), and Prasetya & Suhita (2017) in Trenggalek with a similar relationship (63.8%)^{37,38}.

According to Andersen's theory, cost is an enabling factor that facilitates or hinders the utilization of services. Financial barriers are significant barriers even though predisposing factors (health awareness) and need factors (complaints) are met. In the context of RSGM X in Jakarta as a healthcare facility, a less flexible tariff structure for general patients can reinforce the perception of high prices in certain segments. Therefore, strategic recommendations include market segmentation analysis, review of tariff structures, implementation of flexible payment schemes, and strengthening value-based communication that emphasizes cost-effectiveness with service benefits. Hospitals need to shift the narrative from mere rates to service value by highlighting medical competence and modern technology, so that patients view costs as long-term health investments.

The Relationship Between Access Perception And Interest In Revisiting Outpatients At Rsgm X In Jakarta In 2025

The study proved a significant relationship between the perception of access and

³⁷ Syaher, Febi, and Ronny Samsul Bahri. "The Influence of Service Quality , Price , and Customer Satisfaction as a Mediation on Patient Revisit Intention at Oris Dental Aesthetic Pangkalan." *American Journal of Economic and Management Business* 4, no. 8 (2025): 1259-77. <https://doi.org/10.58631/ajemb.v4i8.294>.

³⁸ Prasetya, Mira Eni, and Byba Melda Suhita. "Mutu Pelayanan Dan Tarif Pelayanan Terhadap Minat Pemanfaatan Ulang Jasa Rawat Inap Di Rumah Sakit Mardi Mulya Trenggalek." *Strada: Jurnal Ilmiah Kesehatan* 6, no. 1 (2017): 50-57. <https://doi.org/https://sjik.org/index.php/sjik/article/view/139>.

interest in revisiting RSGM X in Jakarta. Patients who felt unaffordable access were at 3.8 times higher risk (PR=3,721) to have low return interest. of the 43 respondents with a perception of difficult access, 74.4% (32 people) stated that they were not interested again, while only 20% of the easy access group had low interest. These findings confirm access as a key determinant of patient loyalty.

These results are in line with the research of Amri et al. (2024) at the Persahabatan Hospital (40.9%) and Ramadhani et al. (2025) at the Pondok Kopi Islamic Hospital^{39,40}.

According to Andersen's theory, access is an enabling factor that together predisposes and needs determine service utilization behavior. Structural barriers such as difficult locations, long wait times, and convoluted procedures cause 68.3% of patients to perceive access as unaffordable, thwarting revisit intentions despite health awareness and needs.

For this reason, RSGM X in Jakarta needs to establish access as the main performance indicator with the target of reducing the perception of unaffordable access from 68.3% to below 30% in a year. Strategic steps include customer journey mapping, process restructuring through one-stop service, simplifying administration, and developing an integrated digital portal with real-time online booking features, tele-dentistry, and digital payments.

In addition, proactive campaigns are needed to promote new ease of access, efficiency of visits through integrated care packages, advanced diagnostic research, and macro policy studies such as expanding operating hours, online transportation cooperation, and developing satellite clinics outside military complexes to reach a wider population.

The Relationship Between Perception Of Dental And Oral Service Quality And Interest In Revisiting Outpatients At Rsgm X In Jakarta In 2025

The quality of service has proven to be the most critical determining factor for the interest in returning patients to RSGM X in Jakarta. Patients with poor quality perception were 2.87 times more likely (PR=2.875; 95% CI 1.83-4.516) to have low return interest compared to patients with good quality perception. This finding was particularly strong, with 95.8% (23 out of 24 respondents) who rated poor quality stating that they were not interested in returning, while only 33.3% of the good-perception group had low interest. The highest dimension score was Empathy (4.40), followed by Reliability (4.38) and Tangibles (4.37).

These results are in line with the research of Ramadhani & Jayanagara (2025) which found that 81.5% of patients with poor quality perception have low interest, as well as Amri et al. (2024) at Persahabatan Hospital (31.82%) and Ramadhani et al. (2025) at Pondok Kopi

³⁹ Amri, Zahrani Alvia, Lili Indrawati, Yeny Sulistiyowati, Rini Susanti, Dosen Universitas, Respati Indonesia, and Minat Kunjungan Ulang. "Hubungan Persepsi Pasien Terkait Kualitas Pelayanan Dengan Minat Kunjungan Ulang Di Rawat Jalan RSUP Persahabatan Tahun 2023." *Jurnal Manajemen Dan Administrasi Rumah Sakit Indonesia (MARSI)* 8, no. 1 (2024): 33-43.

⁴⁰ Ramadhani, Dwinanda Farizka, and Oscar Jayanagara. "Antecedent of Patient Revisit Intention: An Empirical Study In Dental Clinic." *Dinasti International Journal of Economics, Finance & Accounting* 6, no. 1 (2025): 150-61. <https://doi.org/10.38035/dijefa.v6i1.3947>.

Islamic Hospital (82.1%)^{41,42}.

In dental health services that require a harmonious personal relationship between health workers and patients, the incompetence/lack of empathy of health workers will not only ruin all forms of experience but destroy trust as the basis for interest in returning visits.

According to SERVPERF theory, despite high empathy scores, low physician personal attention, sense of security, and diagnostic accuracy indicate gaps in the technical dimension. The findings of 95.8% of patients with poor perception of disinterest reaffirmed that failure in the critical dimension is fatal to loyalty.

To improve quality, it is recommended to implement real-time digital SERVPERF surveys, empathic communication training, strengthening diagnostic competencies, internal audit of SOPs, therapeutic communication, facility maintenance, and dissemination of satisfied patient testimonials. Interventions focused on the weak dimension are expected to maintain good perceptions while increasing long-term loyalty.

CONCLUSION

The results showed that the interest in revisiting patients was low (57.1%). The majority perceive access as unaffordable (68.3%), but low cost (74.6%) and good quality (61.9%). There is a significant relationship between the perception of cost, access, and quality of dental and oral health services and interest in returning visits. To improve it, priority is needed to improve access through digital systems and restructuring of administrative flows. Cost perception can be improved with flexible rate schemes. The quality of service needs to be strengthened through continuous surveys and training in empathic communication, diagnostic competence, and patient safety assurance.

Acknowledgment

We would like to thank the Faculty of Public Health, Universitas Esa Unggul, for their technical support and all the contributors who helped in this study.

REFERENCES

- [1] Alkhalwaldeh, Abdullah, Mohammed ALBashtawy, Ahmad Rayan, Asem Abdalrahim, Ahmad Musa, Nidal Eshah, Abdallah Abu Khait, Jamal Qaddumi, Omar Khraisat, and Sa'd ALBashtawy. "Application and Use of Andersen's Behavioral Model as Theoretical Framework: A Systematic Literature Review From." *Iran J Public Health* 52, no. 7 (2023): 1346–54. <https://doi.org/10.18502/ijph.v52i7.13236>.
- [2] Amalia, Husnul Ayu, Arni Rizqiani Rusydi, and Ella Andayani. "Faktor Yang Berhubungan Dengan Minat Berkunjung Kembali Pada Pasien Di RSIA Permata Hati Makassar." *Window of Public Health Journal* 4, no. 6 (2023): 968–77. <https://doi.org/10.33096/woph.v4i6.1324>.
- [3] Amri, Zahrani Alvia, Lili Indrawati, Yeny Sulistiyowati, Rini Susanti, Dosen Universitas,

⁴¹ Ramadhani, Dwinanda Farizka, and Oscar Jayanagara. "Antecedent of Patient Revisit Intention: An Empirical Study In Dental Clinic." *Dinasti International Journal of Economics, Finance & Accounting* 6, no. 1 (2025): 150–61. <https://doi.org/10.38035/dijefa.v6i1.3947>.

⁴² Amri, Zahrani Alvia, Lili Indrawati, Yeny Sulistiyowati, Rini Susanti, Dosen Universitas, Respati Indonesia, and Minat Kunjungan Ulang. "Hubungan Persepsi Pasien Terkait Kualitas Pelayanan Dengan Minat Kunjungan Ulang Di Rawat Jalan RSUP Persahabatan Tahun 2023." *Jurnal Manajemen Dan Administrasi Rumah Sakit Indonesia (MARSII)* 8, no. 1 (2024): 33–43.

- Respati Indonesia, and Minat Kunjungan Ulang. "Hubungan Persepsi Pasien Terkait Kualitas Pelayanan Dengan Minat Kunjungan Ulang Di Rawat Jalan RSUP Persahabatan Tahun 2023." *Jurnal Manajemen Dan Administrasi Rumah Sakit Indonesia (MARSI)* 8, no. 1 (2024): 33–43.
- [4] Andersen, Ronald M. "Revisiting the Behavioral Model and Access to Medical Care : Does It Matter ?*." *Journal of Health and Social Behavior* 36, no. 1 (2013): 1–10. <https://doi.org/10.2307/2137284>.
- [5] Antok Setiawan Jodi, I Wayan Gede, Tjokorda Gde Raka Sukawati, and I Putu Gde Sukaatmadja. "Determinants of Revisit Intention: Literature Review." *International Journal of Research and Review* 10, no. 10 (2023): 501–8. <https://doi.org/10.52403/ijrr.20231064>.
- [6] Aritonang, Restu, Bernard T Widjaja, and Wani Devita Gunard. "The Impact of Price and Service Quality on Patient Loyalty at Pratama BHG Dental Polyclinic with Patient Satisfaction as an Intervening Variable." *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi* 3, no. 5 (2024): 1448–55. <https://doi.org/10.56799/ekoma.v3i5.4370>.
- [7] Baker, Dwayne A., and John L. Crompton. "Quality, Satisfaction and Behavioral Intentions." *Annals of Tourism Research* 27, no. 3 (2000): 785–804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5).
- [8] Bernabe, E., W. Marcenes, C. R. Hernandez, J. Bailey, L. G. Abreu, V. Alipour, S. Amini, et al. "Global, Regional, and National Levels and Trends in Burden of Oral Conditions from 1990 to 2017: A Systematic Analysis for the Global Burden of Disease 2017 Study." *Journal of Dental Research* 99, no. 4 (2020): 362–73. <https://doi.org/10.1177/0022034520908533>.
- [9] BKPK, Kemenkes RI. "Survei Kesehatan Indonesia (SKI)." In *Survei Kesehatan Indonesia (SKI)*, 1st ed., 317–47. Jakarta: BKPK Kemenkes RI, 2023. [file:///C:/Users/USER/Downloads/LAPORAN SKI 2023 DALAM ANGKA_REVISI I_OK.pdf](file:///C:/Users/USER/Downloads/LAPORAN%20SKI%202023%20DALAM%20ANGKA_REVISI%20I_OK.pdf).
- [10] Carbajo, Laura, Ignacio Párraga-martínez, Juan Jesús, Rosado Cabral, Luis Matías, Beltrán Romero, Máximo Bernabeu, Grupo De Investigación, Norte De Huelva, and Hospital De Riotinto. "Atención Primaria Validación de La Herramienta SERVPERF Para El Análisis de Calidad En La Atención En Urgencias Con La Ecografía Clínica." *Atención Primaria* 57, no. 6 (2025): 103204. <https://doi.org/10.1016/j.aprim.2024.103204>.
- [11] Fitriana, Alipta Nur, Suhadi Prayitno, and Riska Ratnawati. "Hubungan Service Quality Terhadap Minat Kunjungan Ulang Pasien Poli Paru Revisiting Polypulmonary Patients Manguharjo Madiun Tahun 2023." *Health Information: Jurnal Penelitian* 15, no. 2 (2023): 1–6. <https://myjurnal.poltekkes-kdi.ac.id/index.php/hijp/article/download/1090/1019>.
- [12] Ghanem, Eman J Al, Nora A AlGhanem, Zahra S AlFaraj, Layla Y AlShayib, Dhuha A AlGhanem, Walla S AlQudaihi, and Sara Z AlGhanem. "Patient Satisfaction With Dental Services." *Cureus* 15, no. 11 (2023): 1–9. <https://doi.org/10.7759/cureus.49223>.
- [13] Iqbal, Sana, Sheeza Shah, Bismillah Naeem, Sameera Kazi, Atiya Noor, and Mirza Hamid Baig. "Patient Satisfaction with Dental Services : A Cross-Sectional Study of Five Public Sector Dental Hospitals in Karachi." *Annals ASH & KMDC* 13, no. 2 (2025): 4–11.

- <https://doi.org/10.58397/2eb62f19>.
- [14] Lienata, Andrew, and Margaretha Pink Berlianto. "The Effect of Service Quality and Clinic Image on Satisfaction to Mediate Revisit Intention and Loyalty in Beauty Clinic Industry." *Daengku: Journal of Humanities and Social Sciences Innovation* 3, no. 4 (2023): 551–63. <https://doi.org/10.35877/454ri.daengku1735>.
- [15] Minmed, Ladokgi RE.Martadinata. "Data Kunjungan SIMRS Periksa.Id Dari Tahun 2020-2024 Di RSGM Ladokgi RE.Martadinata." Jakarta, 2025.
- [16] Noviyani, Alvera, and Pramon Viwattanakulvanid. "Service Quality as a Driver of Perceived Value Satisfaction and Revisit Intention in Indonesia." *Scientific Reports* 15, no. 43363 (2025): 1–13. <https://doi.org/10.1038/s41598-025-29414-3> 1.
- [17] Peres, Marco A., Lorna M.D. Macpherson, Robert J. Weyant, Blánaid Daly, Renato Venturelli, Manu R. Mathur, Stefan Listl, et al. "Oral Diseases: A Global Public Health Challenge." *The Lancet* 394, no. 10194 (2019): 249–60. [https://doi.org/10.1016/S0140-6736\(19\)31146-8](https://doi.org/10.1016/S0140-6736(19)31146-8).
- [18] Prasetya, Mira Eni, and Byba Melda Suhita. "Mutu Pelayanan Dan Tarif Pelayanan Terhadap Minat Pemanfaatan Ulang Jasa Rawat Inap Di Rumah Sakit Mardi Mulya Trenggalek." *Strada: Jurnal Ilmiah Kesehatan* 6, no. 1 (2017): 50–57. <https://doi.org/https://sjik.org/index.php/sjik/article/view/139>.
- [19] Ramadhani, Dwinanda Farizka, and Oscar Jayanagara. "Antecedent of Patient Revisit Intention: An Empirical Study In Dental Clinic." *Dinasti International Journal of Economics, Finance & Accounting* 6, no. 1 (2025): 150–61. <https://doi.org/10.38035/dijefa.v6i1.3947>.
- [20] Rumintjap, Astrid Felicia, and Harimukti Wandebori. "Developing Healthcare Service Quality Model Using Servperf Scale: An Application To The Inpatient Department at A Private Hospital In Bogor." *Journal Of Business And Management* 6, no. 1 (2017): 56–65. <https://doi.org/https://journal.sbm.itb.ac.id/index.php/jbm/article/view/2140/1114>.
- [21] Runtuwene, Nadya L, Erwin G Kristianto, and Gustaaf A.E Ratag. "Analisis Faktor-Faktor Yang Berhubungan Dengan Kepuasan Pasien." *Medical Scope Journal* 4, no. 2 (2023): 135–40.
- [22] Salsabila, Natasya Ariska, Sri Mulyanti, Irwan Supriyanto, and Isa Insanuddin. "Effect of Quality Dental and Oral Health Services on Patient Re-Visit at Puskesmas." *Jurnal Kesehatan Siliwangi* 2, no. 2 (2021): 665–71.
- [23] Sharka, Rayan, Lamer Sedayo, Majd Morad, and Jameel Abuljadayel. "Measuring the Impact of Dental Service Quality on Revisit Intention Using an Extended SERVQUAL Model." *Frontiers in Oral Health* 5, no. April (2024). <https://doi.org/10.3389/froh.2024.1362659>.
- [24] Stephanie, Skolastika Stephanie, and Zoel Hutabarat. "The Influence Of Factors In Dental Practice: Price, Facilities, Dentist Services, Staff Services, And Word Of Mouth With Patient Satisfaction And Patient Loyalty As Mediators At YDC Dental Clinic, East Jakarta." *Jurnal Economic Resource* 8, no. 2 (2025): 511–25. <https://doi.org/10.57178/jer.v8i2.1426>.
- [25] Suwadi, H A, B Lumanauw, R L Samadi, H A Suwadi, B Lumanauw, and R L Samadi.

- “Pengaruh Product Variety Dan Cita Rasa Terhadap Preferensi Konsumen UMKM Aneka Kue Di Pasar Bahu Kota Manado.” *EMBA* 12, no. 3 (2024): 669–79. <https://doi.org/10.35794/emba.v12i03.57531>.
- [26] Syaher, Febi, and Ronny Samsul Bahri. “The Influence of Service Quality , Price , and Customer Satisfaction as a Mediation on Patient Revisit Intention at Oris Dental Aesthetic Pangkalan.” *American Journal of Economic and Management Business* 4, no. 8 (2025): 1259–77. <https://doi.org/10.58631/ajemb.v4i8.294>.
- [27] Trisnawati, Ici, Siti Dyah Handayani, and Nuryakin Nuryakin. “The Effect Of Dental Clinic Service Quality On Patient Satisfaction, Word Of Mouth, And Revisit Intention In Yogyakarta.” *Jurnal Aisyah : Jurnal Ilmu Kesehatan* 7, no. 4 (2022): 1351–56. <https://doi.org/10.30604/jika.v7i4.1885>.
- [28] Wibowo, Hans Kristian, and Sheellyana Junaedi. “The Impact of Service Quality, Patient Satisfaction, and Trust on Positive Word of Mouth (WOM) of Dental Clinic’s Patients.” *Journal of International Conference Proceedings* 3, no. 2 (2018): 95–105. <https://doi.org/10.58631/ajemb.v4i8.294>.
- [29] Wiogo, Lanny, and Pauline H Pattyranie. “The Effect of Service Quality, Perceived Value, on Revisit Intention Mediated by Customer Satisfaction in Primary Health Care.” *R2J* 7, no. 3 (2025): 1892. <https://jurnal.ranahresearch.com/index.php/DOI:https://doi.org/10.38035/rrij.v7i3> <https://creativecommons.org/licenses/by/4.0/>.
- [30] Yuniarti, Yuniarti, and Anas Hidayat. “The Analysis of Patients’ Revisits Intention Factors in Sub-Urban Hospital.” *International Journal of Research in Business and Social Science* (2147- 4478) 10, no. 4 (2021): 420–29. <https://doi.org/10.20525/ijrbs.v10i4.1232>.

HALAMAN INI SENGAJA DIKOSONGKAN