

Patient Engagement's Influence On Brand Image As A Mediator To Strengthen Revisit Intention

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Abstract. *The transformation of medical services in Indonesia from a disease-centered model to a patient-centered model has created intense competition among medical institutions. At one of the Maternal and Child Hospitals in Jakarta, a decline in visits from Non-BPJS patients indicates the need for a deeper understanding of the factors influencing patients' intentions to revisit. This study aims to analyze the influence of patient involvement and patient experience on the intention to revisit the hospital, with the mediation of the hospital's brand image. A quantitative approach with a cross-sectional design was used in this study. Data were collected through questionnaires from 119 Non-BPJS patients in the Outpatient Unit. Data analysis was conducted using PLS-SEM with the Smart-PLS program. The results showed that patient involvement and patient experience significantly influenced the intention to revisit, with the hospital's brand image serving as a strong mediator. Enhancing patient involvement, positive experiences, and a strong brand image can significantly increase patients' intention to return to the Maternal and Child Hospital in Jakarta.*

Keywords: *Patient engagement, patient experience, hospital brand image, intention to revisit, patient-centered care.*

1. INTRODUCTION

The healthcare industry in Indonesia is continuously undergoing significant transformations, particularly with the paradigm shift from a disease-focused care model to a patient-centered care model. Since the implementation of the National Hospital Accreditation Standards (SNARS) in 2021, this concept has become a cornerstone in the provision of healthcare services across various hospitals Ajzen, I. (1991). The patient-centered care model not only grants patients an active role in medical decision-making but also emphasizes the importance of meeting patient needs and preferences as an integral part of the care process.

This shift has had a profound impact on the competition among healthcare institutions, where strategies to better understand and meet patient needs have become crucial (Kang, H., Kim, M., & Kim, S. (2020), Wiwi, W., Hartono, S., & Yuliana, L. (2023)). Amidst this competition, hospitals are not only required to deliver high-quality services but also to maintain patient loyalty by strengthening a positive brand image. The healthcare system has also experienced a shift during the COVID-19 pandemic, which led to an increase in patient engagement in the decision-making process, significantly impacting satisfaction and care outcomes (Cadel, L. A., Parker, V., & Jones, D. (2021), Concannon, T. W., & Meissner, P. (2014), Goodman, M. S., & Sanders Thompson, V. L. (2017)).

However, there is a major issue faced by one of the Maternity and Children's Hospitals in Jakarta, namely, the Patient Visit Rate Has Not Yet Reached Optimal Levels. Although the

average daily patient visits in both BPJS and non-BPJS outpatient units reach 40% to 50%, these figures have not met the optimal targets set in the Organization's Activity Plan (RKO). The RKO expects an increase in patient visits to reach 1,000 patients per day, with the visit proportion divided into 54% BPJS patients and 46% Non-BPJS patients. This indicates that further efforts are needed to achieve the desired goals.

Additionally, No Significant Increase in Patient Visits has been observed. As of January 2024, there has not been a significant increase in the number of outpatient visits. Non-BPJS patient visits have even decreased by 14% compared to the previous year, despite this hospital's strengths in maternity and pediatric care.

This study focuses on patient engagement and patient experience as two key variables that may influence patients' revisit intentions, with hospital brand image serving as a mediating factor. Patient engagement, which is part of the patient-centered care model, has been shown to enhance patient loyalty and the quality of care outcomes (Kendir, A. K., Salim, N. F., & Zhang, Y. (2023), Ongkaruna, L. A. L., & Kristaung, R. (2023)). Meanwhile, a positive patient experience also plays a crucial role in shaping revisit intentions (Wang, S., Li, J., & Huang, X. (2013), Octaviani, L., Hafiz, M. S., & Rizki, R. (2023)). However, the role of hospital brand image as a mediator in this relationship still requires further exploration (Chishti, S., Sharma, N., & Singh, M. (2023), Mandagi, S. A., Li, Y., & Zheng, M. (2023), Odoom, S., Agyekum, K., & Amoako, I. (2021)).

Therefore, this study aims to conduct an in-depth analysis of how patient engagement and experience can influence their revisit intentions at one of the Maternity and Children's Hospitals in Jakarta, and how the hospital's brand image can strengthen or weaken this relationship. The findings of this study are expected to provide insights for hospital management in developing more effective strategies to increase patient visits, ultimately supporting the hospital's operational sustainability and the improvement of its service quality.

2. RESEARCH METHODOLOGY

Research Location and Time

This study was conducted at the Outpatient Unit of one of the Maternity and Children's Hospitals in Jakarta during August 2024. The timing was chosen because it represents a period with a representative visit rate for the target population.

Research Design

This research employed a quantitative approach with a cross-sectional design to analyze the causal relationships between the variables studied. The cross-sectional approach was

selected as it allows for data collection at a single point in time, making it suitable for identifying causal relationships among the variables in this study. The research model used is a causal relationship model, consisting of two independent variables (patient engagement and patient experience), one mediating variable (hospital brand image), and one dependent variable (revisit intentions).

Population and Sample

The research population consisted of general patients who paid out-of-pocket or used private health insurance other than BPJS and visited the Outpatient Unit at the hospital under study in August 2024. The sample was selected using purposive sampling to ensure that the sample comprised patients who met the research criteria, thereby ensuring relevant and reliable results. Strict inclusion and exclusion criteria were applied to ensure the relevance and representativeness of the study's findings.

Data Collection Techniques

Data were collected through a validated questionnaire measuring patient engagement, patient experience, hospital brand image, and revisit intentions. The questionnaire used had previously undergone a validation process to ensure that the measurement tool had good validity and reliability. The minimum sample size was calculated using G*Power software, with the results indicating that at least 119 respondents were needed.

Data Analysis Techniques

Data analysis was conducted using descriptive statistics and the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique to test the relationships between variables in the research model. PLS-SEM was chosen because it can address multicollinearity issues and provide robust results even with a relatively small sample size. The testing was conducted by assessing the outer model and inner model, which includes AVE values, loading factors, R-Square, and statistical significance based on p-values and T-statistics. Additionally, respondent answer distribution analysis was performed using the Three Box Method. This method was used to categorize respondents' answers from the questionnaire into low, medium, and high categories.

3. RESEARCH RESULTS

General Overview of Respondents

This study involved 119 non-BPJS patients as respondents. The questionnaire included respondent demographics such as gender, age, and education level. From the descriptive data,

the majority of respondents were female (56.30%), aged over 48 years (38.66%), and held a bachelor's degree (64.70%). For more detailed information, see Table 1.

Table 1. Respondent Characteristics

Characteristic	N	%
1 Gender		
Male	52	43.70
Female	67	56.30
2 Age		
18 – 27 years	4	3.36
28 – 37 years	29	24.37
38 – 47 years	40	33.61
48 years & above	46	38.66
3 Education		
Diploma	23	19.33
Bachelor's Degree	77	64.70
Master's Degree	16	13.44
Doctorate	3	2.53

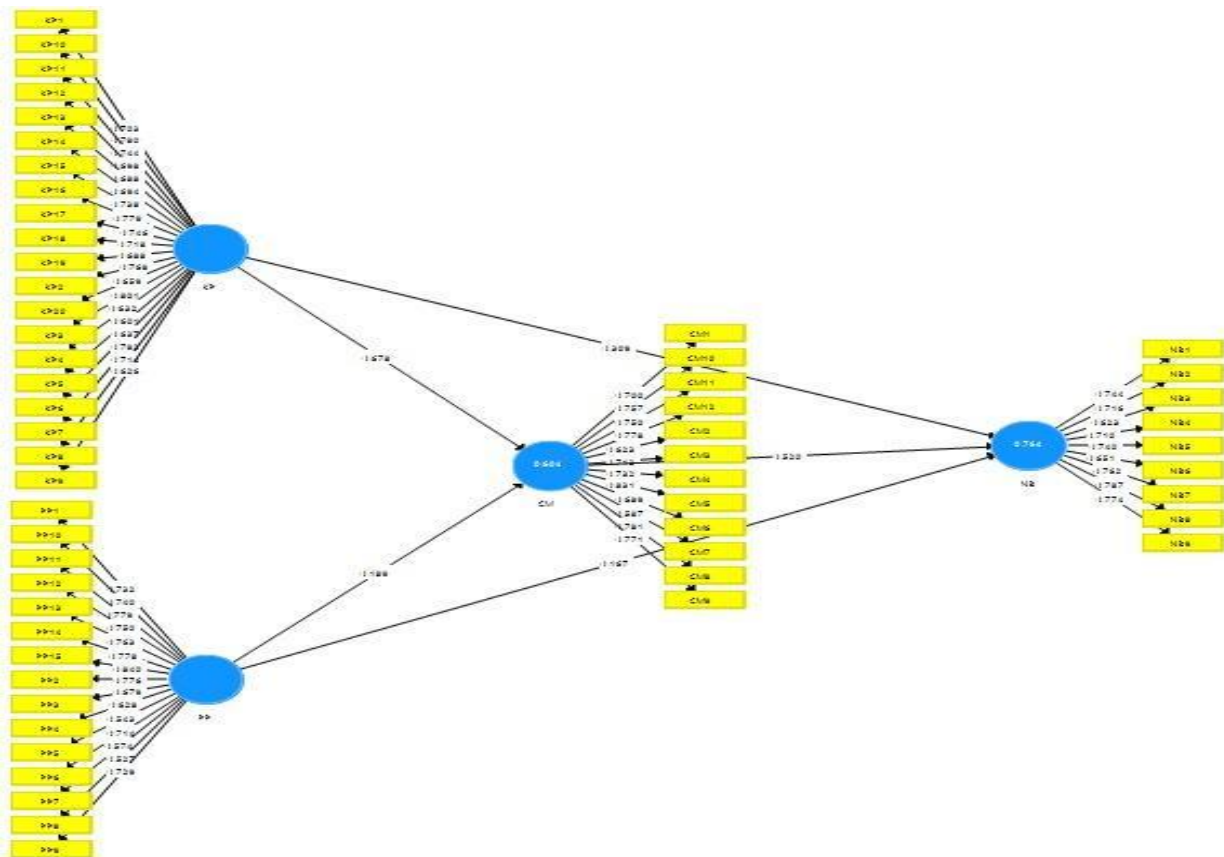


Figure 1. Outer Model

Outer Model Testing

The validity and reliability tests were conducted to ensure the quality of the measurement instrument. The outer model estimation results are presented in Figure 1. The test results indicate that all indicators are valid, with factor loadings above 0.5 and composite reliability above 0.7. Therefore, the instrument is deemed suitable for further analysis.

Three Box Method

The Three Box Method is a statistical technique that categorizes data into three ranges based on calculated index scores, providing a clear and measurable way to assess the strength of variables or indicators in a research study. In this analysis, with a total sample size of 119, the data were divided into three categories: low (29.75 – 59.5), medium (> 59.5 – 89.25), and high (> 89.25 – 119). The results from this method indicate that the variables of Patient Engagement, Brand Image, Patient Experience, and Revisit Intentions fall within the medium category.

This suggests that the majority of patients are moderately engaged, showing some participation but not overly active. Additionally, patients feel reasonably satisfied with their experience, though there remains room for improvement. The patients' confidence in the brand image is also at an adequate level but may need to be strengthened to enhance loyalty. While there is intent in revisiting, it is not yet fully strong. These findings indicate potential opportunities to increase patient engagement, improve their experience, strengthen the brand image, and boost the likelihood of repeat visits.

Inner Model Testing

The path diagram construction of the structural model in this study uses 2 exogenous variables and 2 endogenous variables, illustrating the relationships between variables. Based on the bootstrapping method, the inner model is presented in Figure 2.

Table. 3 R-Square

Variable	R-Square	R-Square Adjusted
Brand Image	0.604	0.597
Revisit Intentions	0.764	0.758

According to Table 3, the inner model testing resulted in an Adjusted R-Square value of 0.758 for Revisit Intentions and 0.604 for Brand Image, indicating good predictive power of the model.

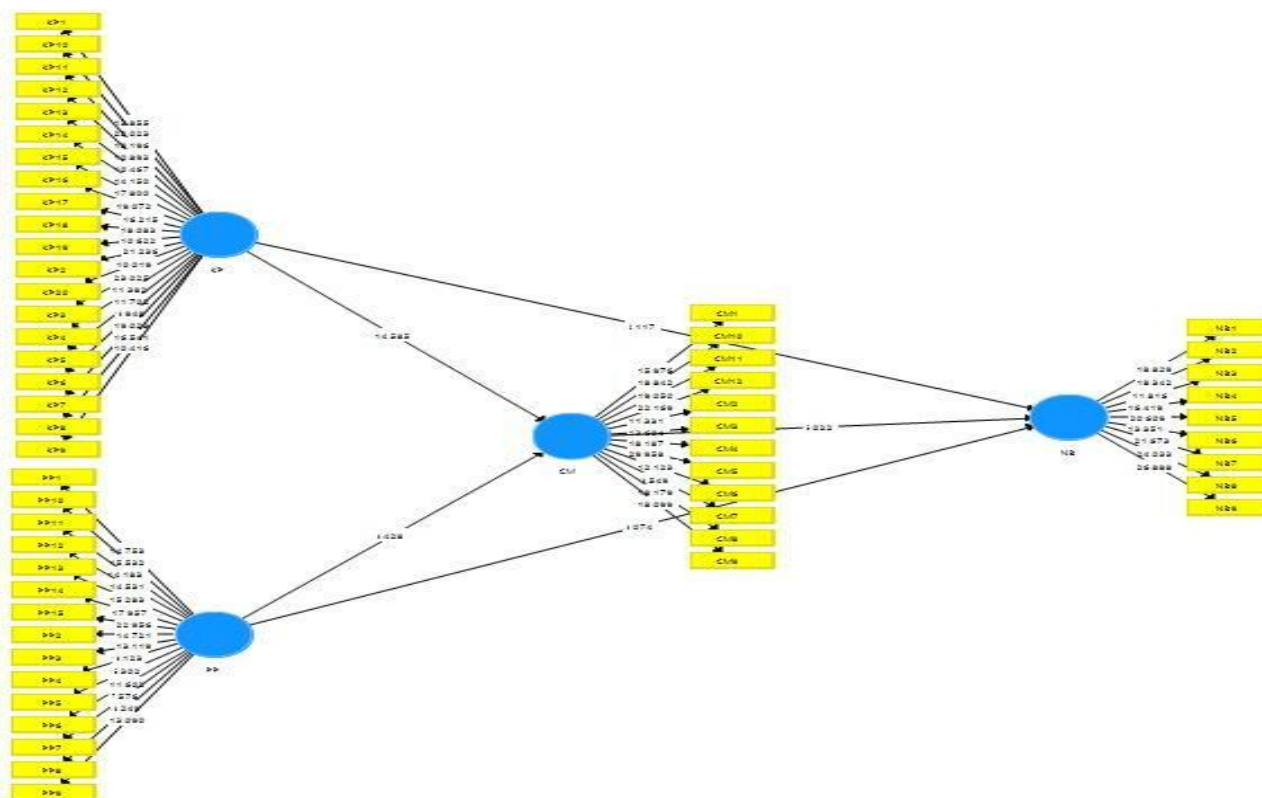


Figure 2. Inner Model

Hypothesis Testing

Table. 4 Direct Effects

Constructs	β	<i>p-value</i>
Patient Engagement \Rightarrow Brand Image	0.678	0.000
Patient Engagement \Rightarrow Revisit Intentions	0.309	0.000
Patient Experience \Rightarrow Brand Image	0.189	0.002
Patient Experience \Rightarrow Revisit Intentions	0.167	0.001
Brand Image \Rightarrow Revisit Intentions	0.520	0.000

The hypothesis testing results show that all direct effects in the research model are considered significant. All constructs (Patient Engagement, Patient Experience, and Brand Image) showed p -values <0.05 and T -statistics ≥ 1.96 . This indicates that every relationship between the variables in the model is significant, whether it be the influence of Patient Engagement on Brand Image and Revisit Intentions, Patient Experience on Brand Image and Revisit Intentions, or the influence of Brand Image on Revisit Intentions.

Table. 5 Indirect Effects

Constructs	β	p-value
Patient Engagement \Rightarrow Brand Image \Rightarrow Revisit Intentions	0.678	0.000
Patient Experience \Rightarrow Brand Image \Rightarrow Revisit Intentions	0.520	0.000

Regarding indirect effects, Brand Image serves as a significant mediator. The testing shows that Brand Image significantly mediates the impact of Patient Engagement and Patient Experience on Revisit Intentions, with p-values of 0.000 and 0.007, respectively, both of which are less than 0.05. This confirms that Brand Image plays a crucial role in linking Patient Engagement and Patient Experience with Revisit Intentions.

Below is a summary of the hypothesis testing results in this study:

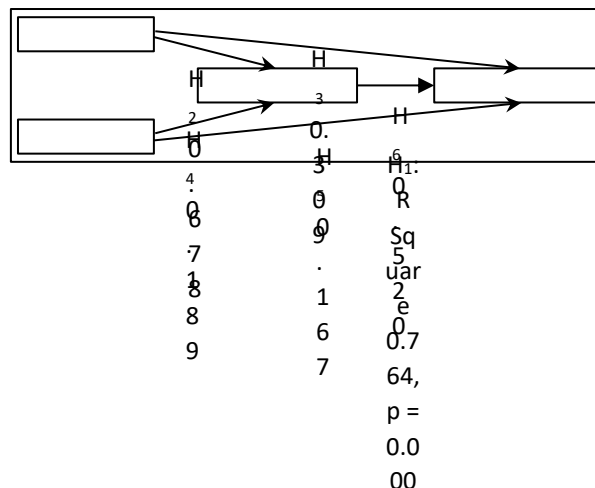


Figure 3. Hypothesis Testing Result

The hypothesis testing results indicate that Patient Engagement (X1) has a significant impact on Brand Image (Z) with a coefficient of 0.678, meaning that higher patient engagement strengthens the brand image. Additionally, Brand Image (Z) has a strong influence on Patients' Revisit Intentions (H6), with a coefficient of 0.520, indicating that a positive brand image increases patients' intentions to revisit.

The combined impact of Patient Engagement on Revisit Intentions through Brand Image (combined value 0.35256) is greater than the combined impact of Patient Experience (X2) on Revisit Intentions through Brand Image (combined value 0.09828). This suggests that Patient Engagement plays a more dominant role in shaping Patients' Revisit Intentions compared to

Patient Experience. Therefore, enhancing patient engagement is a crucial strategy for strengthening the hospital's brand image and increasing patients' revisit intentions.

4. DISCUSSION

The Impact of Patient Engagement and Patient Experience on Revisit Intentions Through Brand Image Mediation

The study results indicate that brand image significantly mediates the relationship between patient engagement and patient experience with the intention to revisit. A positive brand image enhances this relationship, increasing patients' intention to return to one of the Mother and Child Hospitals in Jakarta. The inner model testing reveals that patient engagement and patient experience significantly influence the intention to revisit through the mediation of brand image, with an R-Square value of 0.764 and a p-value of 0.000. This suggests that brand image plays a crucial role as a mediator in the relationship between patient engagement and experience with the intention to revisit. With a contribution of 76.4%, this model demonstrates strong predictive capability, indicating that active patient engagement and satisfactory experiences can significantly enhance hospital brand image, ultimately impacting patients' intention to return.

The analysis also shows that brand image has a higher value compared to patient engagement, highlighting the need to focus more on enhancing patient engagement to improve experiences and revisit intentions. This finding is consistent with the Patient Engagement Index (Xu, H., Wang, L., & Liu, Y. (2018)) and the Theory of Planned Behavior [15]. Previous research supports these findings, emphasizing the importance of brand image and patient engagement in increasing satisfaction and loyalty (Chishti, S., Sharma, N., & Singh, M. (2023)), (Selin, J., & Choi, S. (2021)).

The Impact of Patient Engagement on Brand Image

The analysis reveals that patient engagement significantly enhances brand image. The inner model testing results demonstrate that patient engagement has a very strong impact on brand image, with a T-statistic value of 13.308 and a p-value of 0.000. This indicates that higher levels of patient engagement in the care process lead to more positive perceptions of the hospital's brand image. Furthermore, an R-Square value of 0.604 suggests that 60.4% of the variance in brand image can be explained by patient engagement, underscoring that active engagement is a key element in building a positive brand image.

High engagement, particularly in information-seeking behaviors, contributes to a more positive brand image. Dimensions such as information-seeking score high, whereas health

maintenance requires more attention. The Patient Engagement Index (Xu, H., Wang, L., & Liu, Y. (2018)) and Lovemarks (Roberts, K. (2005)) theories elucidate that active engagement enhances brand image. Related research also supports these findings, highlighting the importance of patient engagement in shaping a positive brand image (Kang, H., Kim, M., & Kim, S. (2020), (Mandagi, S. A., Li, Y., & Zheng, M. (2023)).

The Impact of Patient Engagement on Revisit Intentions

The results indicate that patient engagement positively influences the intention to revisit. Hypothesis testing reveals that patient engagement has a significant and positive effect on the intention to revisit, with a coefficient value of 0.309 and a p-value of 0.000. Additionally, the inner model results show a T-statistic value of 4.161, reinforcing the significance of this relationship. Thus, higher levels of patient engagement are associated with a greater likelihood of patients returning to utilize hospital services. This underscores the importance of fostering active patient engagement in all aspects of care.

Active information-seeking behaviors enhance the likelihood of revisit, while health maintenance requires improvement. Subjective norms, such as social influence, also play a crucial role in revisit intentions. These findings align with the Patient Engagement Index (Xu, H., Wang, L., & Liu, Y. (2018)) and the Theory of Planned Behavior (Ajzen, I. (1991)). Previous research has demonstrated that patient engagement promotes revisit intentions by improving satisfaction and accessibility of services (Kang, H., Kim, M., & Kim, S. (2020)).

The Impact of Patient Experience on Brand Image

A positive patient experience, particularly emotional support, significantly impacts the hospital brand image. The results indicate that patient experience positively affects brand image, with a coefficient value of 0.189 and a p-value of 0.002. The inner model analysis yields a T-statistic value of 3.108, confirming the statistical significance of this relationship. This suggests that the quality of the experience perceived by patients during their hospital care plays a crucial role in enhancing the brand image. Improved experiences lead to a more positive perception of the hospital brand.

Emotional support has a significant impact, whereas care coordination requires further attention. The Picker's Eight Picker Principles of Patient-Centered Care (Picker Institute. (1987)) and Lovemarks (Roberts, K. (2005)) elucidate this relationship, highlighting the role of emotional support and care coordination in shaping brand image. Previous research supports these findings, indicating that positive patient experiences strengthen brand image and enhance loyalty (Mandagi, S. A., Li, Y., & Zheng, M. (2023)), (Siripipat Than, A. (2021)).

The Impact of Patient Experience on Revisit Intentions

Patient experience positively influences the intention to revisit, with emotional support being a key factor. Patient experience also significantly impacts revisit intention, with a coefficient value of 0.167 and a p-value of 0.001. The inner model's T-statistic of 3.200 indicates that positive patient experiences enhance the likelihood of patients returning to use hospital services in the future. This suggests that a good experience not only affects immediate satisfaction but also influences patients' intention to revisit.

Improving patient experience directly boosts the intention to revisit. Subjective norms also play a role in the decision to return. These findings align with Picker's Eight Picker Principles of Patient-Centered Care (Picker Institute. (1987) and the Theory of Planned Behavior (Ajzen, I. (1991)). Previous research indicates that positive experiences contribute to revisit intentions, reinforcing the result that a good patient experience increases the likelihood of returning visits (Siripipat Than, A. (2021).

The Impact of Brand Image on Revisit Intentions

Brand image has a significant positive influence on the intention to revisit. The brand image significantly impacts the intention to revisit, with a coefficient value of 0.520 and a p-value of 0.000. The inner model testing reveals a T-statistic value of 6.178, indicating that a more positive brand image in the eyes of patients increases the likelihood of their returning to utilize hospital services. This underscores the importance of enhancing brand image as a key factor in improving patient loyalty.

Elements such as historical background and inspirational stories strengthen the brand image and enhance the intention to revisit. Dimensions like mystery exhibit a strong impact, whereas sensuality and intimacy require further attention. The Lovemarks Theory (Roberts, K. (2005) and the Theory of Planned Behavior (Ajzen, I. (1991)) elucidate how brand image affects the intention to revisit. Related findings confirm that a positive brand image boosts satisfaction and revisit intention (Chishti, S., Sharma, N., & Singh, M. (2023), Mandagi, S. A., Li, Y., & Zheng, M. (2023)).

Research Findings

This study finds that patient engagement has a significant impact on hospital brand image, which ultimately influences patients' intention to revisit. The combined effect of patient engagement on brand image, which then affects revisit intention, demonstrates a higher impact value (0.35256) compared to the factor of patient experience. Brand image serves as a crucial mediator, reinforcing the relationship between patient engagement and experience with the

intention to revisit. Therefore, enhancing patient engagement in service delivery is an effective strategy for strengthening brand image and fostering patient loyalty to the hospital.

Implications

Based on the study findings, several improvement steps are necessary to enhance hospital performance. To boost patient engagement, it is essential to develop more comprehensive educational modules on continuous care and disease prevention. Additional communication skills training for medical staff should also be provided. Regarding patient experience, care coordination needs to be improved by enhancing information and communication systems between departments and strengthening the role of care coordination managers. To improve the hospital's brand image, focus on enhancing physical elements such as building design and facilities, and improve staff interpersonal communication skills. Finally, to increase revisit intentions, improve accessibility and comfort by providing clear information on transportation and streamlining administrative processes.

5. CONCLUSION

This study reveals that patient engagement and patient experience significantly influence revisit intentions, with the hospital's brand image serving as a strong mediator. High patient engagement and positive experiences strengthen brand image, which in turn enhances revisit intentions. To improve hospital performance, it is crucial to develop patient education modules, enhance communication training for medical staff, improve care coordination systems, and strengthen brand image through facility improvements and better interpersonal communication. By implementing these measures, hospitals can increase patient engagement and experience, and promote higher revisit intentions.

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