

**The Influence of Service Quality and Hospital Image on Revisit Intention Through Word of Mouth on Inpatient Services at the Ibnu Sina Regional General Hospital in Gresik District**

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**Abstract**

This study aims to analyze service quality and hospital image affect revisit intention through word of mouth at Ibnu Sina Gresik hospital. This research uses quantitative methods with 180 respondents consisting of patients and employees who work at Ibnu Sina Gresik hospital. The results of this study indicate that there is an effect of service quality on revisit intention through word of mouth, and there is also an effect of hospital image on revisit intention through word of mouth at Ibnu Sina Gresik hospital. This research is expected to be used as material for hospital evaluation in order to improve service quality to patients.

**Keywords:** service quality, hospital image, revisit intention, word of mouth.

**1. Introduction**

*1.1 Introduce the Problem*

Hospitals as one of the health services, in the world of marketing, are facing very tight competitive dynamics. So that it requires an increase in the ability of hospital management to maintain efficiency and provide optimal service to patients because patients provide subjective assessments of those who receive (Angraini and Ferdina 2018).

As a service industry, hospitals are asked to maintain the quality of their services in order to maintain a positive image of the hospital (Afrizal and Suhardi 2019). Hospital service quality has a close relationship with hospital image. In the medical service industry, the quality of service provided greatly affects the positive image of the hospital which ultimately affects positive communication between individuals or groups of patients and patient return visits (Khoo 2020). It is important for type B government hospitals, namely Ibnu Sina Hospital, to re-examine service quality and hospital image in order to encourage the formation of positive word of mouth about the hospital and increase patient return visits.

Revisit intention is a person's willingness to recommend to others to be willing to revisit the same hospital because of a satisfying experience and recommend the hospital to others as a form of loyalty (Chien 2017). The positive and negative feelings that consumers receive from services can affect consumers' attitudes towards hospitals when receiving services and reflect behavioral intentions afterwards (Cakici, Akgunduz, and Yildirim 2019). Revisit intention is considered important for the sustainability of a company, because acquiring new customers is considered more expensive than maintaining existing customers. In order to maintain existing customers, it is done by providing customers with the best quality of service, increasing patient satisfaction, and maintaining a good image of the hospital (Chelliah et al. 2019). Revisit intention is a fundamental issue for the manager of a company because return visits can provide more income and minimize costs. Revisit intention is important for organizational performance and revenue capability (Pratminingsih, Rudatin, and Rimenta 2014). Customers who are satisfied with the goods and services provided will repurchase goods and services, so companies that can satisfy customers will be able to increase their profits and target markets because there are repurchases from customers (Chotimah and Dian Wahyudi 2019).

### *1.2 Explore Importance of the Problem*

In the midst of the dynamics of the external environment, RSUD Ibnu Sina Gresik experienced a decrease in BOR and BTO which is presented in the performance efficiency of RSUD Ibnu Sina has not reached the ideal limit of Bed Occupancy Rate of 60-85%. This is in line with the Bed Turn Over which fluctuates every year with an average of 39.30 times with the ideal number being 40-50 times. The problem that occurs at Ibnu Sina Hospital in Gresik is that the number of patient visits in the hospital in 2017-2021 has fluctuated. In 2017 it was 51.62%, then in 2018 and 2019 there was an increase of 1.08% and 23.98%. The increase in BOR in 2019 was due to the COVID-19 pandemic. With the decline in the ratio of Bed Occupancy Rate and Bed Turn Over, it certainly has a negative effect on the operating income of Ibnu Sina Gresik Hospital, besides that the low BOR rate shows that there is still a lack of utilization of hospital facilities (Widiyanto and Wijayanti 2020). Based on this data, there has been an imbalance in the quality of service provided by the hospital compared to what patients expect, which will both directly and indirectly have an impact on word.of.mouth and patient revisit intention (Chaniotakis 2016).

Some of the factors that hinder hospitals in providing services are caused by the following five factors: 1) The gap between consumer expectations and management perceptions, 2) The gap between management perceptions and service quality specifications, 3) The gap between service quality specifications and service delivery, 4) The gap between service provision and external communication 5) The gap between services received by consumers and services expected by consumers (Van de Walle 2016).

The level of satisfaction of inpatients at RSUD Ibnu Sina Gresik fluctuates every year with an average satisfaction level of 74.04%. Where in 2018 and 2019 there was a decrease compared to 2017, then increased again in 2020 and 2021. The problem that occurs at RSUD Ibnu Sina Gresik is that the percentage of patient satisfaction is still below the predetermined target of 79%. By not achieving the target for patient satisfaction, of course, it has a bad impact on the formation of negative information on service quality and a decrease in the number of visits. In

addition, criticism is still found in the suggestion box (Source: data on criticism and suggestions in 2020), including: 1. The nurse's response to patient responses and complaints does not provide satisfaction, 2. The doctor in charge's explanation is only sufficient, 3. The nurse is less friendly and polite.

In general, whether or not a customer is satisfied is the difference between expectations and perceived performance. Customer satisfaction means that the performance of the product or service is at least as desired. As a patient who expects a fast and accurate reception of patients, but the reception of patients is slow and causes dissatisfaction from the customers themselves.

### *1.3 Describe Relevant Scholarship*

In accordance with the data above, which describes the hospital's problems with factors that affect the low number of inpatient revisits, it provides a serious signal for consistent and sustainable improvement efforts in increasing the number of inpatient revisits. The quality of services provided and the hospital image formed have not had a sufficient impact on increasing the number of patient revisits and also the word of mouth information formed is not optimal so that the hospital's objectives are still not fulfilled in providing complete services. Service quality and hospital image have a close relationship with the formation of word of mouth and its impact on the number of patient return visits (Abubakar and Ilkan 2016). So it is important for a regional district government hospital, namely RSUD Ibnu Sina Gresik, to review the quality of service and information that arises in the community regarding hospitals to encourage the number of patient return visits to the hospital (Kitapci et al. 2014), (Liu and Lee 2016), (Junaedi and Harjanto 2020).

In research (Widya et al. 2021) revisit intention is not significantly influenced by service quality which uses parasuraman indicators, namely: tangible, reliability, responsiveness, assurance, and empathy, but in research (Siripipatthanakul 2021) service quality has a significant effect on revisit intention, where the indicators used are universal indicators and modifications of parasuraman indicators, namely: environment quality (tangible and atmosphere), interpersonal quality (interaction activity and relation activity), technical quality (process expertise and safety measure), and administrative procedure (reliability, operational activity, and communication activity).

The phenomenon that occurred at RSUD Ibnu Sina Gresik, namely the decline in BOR, patient satisfaction, and the number of patient visits, was not proportional to the big name that existed at RSUD Ibnu Sina Gresik as a type.B regional referral hospital, so this was interesting to study. Previous research explains that the hospital image has a significant positive direct impact on the number of patient revisits (Widya et al. 2021).

### *1.4 State Hypotheses and Their Correspondence to Research Design*

Therefore, further research is needed to examine this controversy, therefore the researcher wants to examine in depth by raising the issue of the effect of service quality and hospital image on revisit intention through word of mouth using the Dandis 2022 modified service quality theory on inpatient services at Ibnu Sina Regional General Hospital, Gresik Regency".

Based on the background of the problems previously described to understand the effect of service quality, hospital image, word of mouth on revisit intention, the researcher formulates this research problem as follows:

1. Does service quality affect word of mouth?
2. Does hospital image affect word of mouth?
3. Does word of mouth affect revisit intention?
4. Does service quality affect revisit intention?
5. Does hospital image affect revisit intention?
6. Does service quality affect revisit intention through word of mouth?
7. Does hospital image affect revisit intention through word of mouth?.

## **2. Method**

This type of study uses an observational approach with a cross-sectional design, which is data collection without intervention on the sample and is carried out at one time where each research subject is only observed once. The approach in this study is a quantitative approach with field research.

### *2.1 Identify Subsections*

The research was conducted at RSUD Ibnu Sina Gresik at JL. Dr. Wahidin Sudiro Husodo 243 B Kec. Kebomas Kab. Gresik East Java Province. The research location was the inpatient room of Ibnu Sina Gresik Hospital. The research was conducted for 3 months, from September to November 2022. Data collection time was carried out for 1 month, starting from November 1-30, 2022, while data processing and analysis were carried out on December 1-31, 2022.

The implementation of data collection was carried out by researchers with the assistance of 1 enumerator. Enumerators are hospital employees in the K3RS section who understand the conditions found at Ibnu Sina Gresik Hospital. Researchers chose enumerators whose daily work did not have direct contact with patients to avoid biased results. Enumerators were also trained by researchers on how to fill out the questionnaire and how to ask each type of question in the research questionnaire.

### *2.2 Participant (Subject) Characteristics*

The sample in this study was selected using several sample criteria, namely:

- a. Inclusion Criteria
  1. Inpatients of RSUD Ibnu Sina Gresik.
  2. Patients hospitalized for more than three days.
  3. Patients who have been discharged by the doctor in charge.
  4. Patients at least 17 years old.
  5. Patient willing to be a respondent.

- b. Exclusion Criteria
  - 1. The patient refuses to be a respondent.
  - 2. Patients who undergo hospitalization for less than two days.
  - 3. Pediatric patients.
  - 4. Critical patients
  - 5. Isolation patients
  - 6. Patients who cannot be disturbed.
- c. Estimation of Sample Size

To find out the sample to be studied the following is data on the number of beds based on room class at Ibnu Sina Gresik Hospital.

### *2.3 Sampling Procedures*

Based on the Hair et al formula (2012) with a population of 353 beds in the inpatient room of Ibnu Sina Gresik Hospital, a minimum sample of 90 respondents was obtained up to a maximum sample of 180 respondents.

The sampling technique used is Proportional Random Sampling, by taking the proportion of subjects from each stratum determined in balance on the number of subjects in the area, then taking a simple random sample.

#### *2.3.1 Sample Size, Power, and Precision*

The number of samples required is 180 respondents. The number of respondents per room in the bougenfile room was 24 respondents, the ixia room was 17 respondents, in the wijaya kusuma room there were 11 respondents, the edelwise room was 15 respondents, the flamboyant room was 7 respondents, the gardenia room was 12 respondents, the heliconia room was 16 respondents, the jasmin room was 14 respondents, the rose room was 8 respondents, the saffron room was 23 respondents, the tulip room was 7 respondents, the orchid room was 10 respondents, and the cempaka room was 16 respondents..

#### *2.3.2 Measures and Covariates*

Variable measurement in this study uses a Likert scale, in which respondents are asked to provide answers to alternative answers. The Likert scale is used to measure the attitudes, opinions and preferences of a person or group of people about social phenomena Sugiyono (2013). The questionnaire is a number of written questions used to obtain information from respondents in the sense of reports about their personal or known things Arikunto (2019). The questionnaire used in this case is a closed questionnaire, which is a questionnaire that has provided answers so that the respondent only has to choose and be answered directly by the respondent. In addition, the question items are asked and alternative answers are also provided. Questionnaire data in the form of qualitative data needs to be converted into quantitative data using symbols in the form of numbers.

By using a scale range of 1 to 5, where the higher the score given, the better the value of the indicator.

### 2.3.3 Research Design

Data analysis is to decompose the whole into smaller components to determine the dominant component, compare one component with another, and compare one or several components with the whole. Data analysis techniques are used to answer problem formulations or test hypotheses that have been formulated. Validity and reliability tests are tests carried out on research instruments. These two tests are carried out to determine whether each research instrument is suitable for use in research. The instrument in this study is to use a questionnaire.

### 2.3.4 Experimental Manipulations or Interventions

Data analysis is to decompose the whole into smaller components to determine the dominant component, compare one component with another, and compare one or several components with the whole.

Data analysis techniques are used to answer problem formulations or test hypotheses that have been formulated. Data management in this study will use SmartPLS 3 software, which is a method used to close the weaknesses contained in the regression method.

Structural Equation Modeling (SEM) research method experts can go through the Partial Least Square (PLS) approach. Partial Least Square is a powerful analysis method in which this method is not based on many assumptions.

The (Partial Least Square) PLS approach is distribution free (does not assume certain data, can be nominal, categorical, ordinal, interval and ratio). (Partial Least Square) PLS uses a bootstrapping or random doubling method where the normality assumption will not be a problem for (Partial Least Square) PLS.

## **3. Results**

The description of the characteristics of respondents was obtained from filling out a questionnaire form for 180 patients who were willing to become respondents. Data processing of the description of the characteristics of respondents was carried out by identifying each characteristic of the respondent and making the percentage of the category, namely.

### *3.1 Recruitment*

Based on the survey results, it was found that males accounted for the largest number of respondents at the study site with a presentation of 58.9%, meaning that more than half of the study respondents were male. This was followed by female respondents at 41.1%.

The reason why men with the highest presentation are more than half the number of respondents is because the workload of men as the backbone of the family is greater, easier to stress, and the absence of estrogen as a protective hormone like in women (Xue et al. 2019).

According to the survey results, the age characteristics of respondents at the study site ranged from 17 years to 62 years. The age range 57-62 years has the largest presentation, which is

26.7%, meaning that more than a quarter of the number of research respondents belong to the elderly.

The reason why the age range of 57-62 years (advanced elderly) with the largest presentation of respondents up to 26.7% is that in the elderly there is a decrease in endurance, decreased body function, decreased physical activity, and hormonal changes so that they are susceptible to disease (Fuentes et al. 2017).

### *3.2 Statistics and Data Analysis*

That of the five hypotheses proposed in the study, all are acceptable because they have a P value <0.05 or T statistics> 1.96. The following are details of the influence between variables:

H1: Service Quality (X1) affects Word of Mouth (Z)

Hypothesis of the influence between Service Quality (X1) on Word of Mouth (Z). The original sample result is 0.480, has a positive value and a P value of 0.000 ( $P < 0.05$ ) so that it can be stated that Service Quality (X1) has a significant positive effect on Word of Mouth (Z), meaning that each unit increase in Service Quality (X1) can increase Word of Mouth (Z) by 0.480. The results show that the hypothesis is accepted.

H2: Hospital Image (X2) has an effect on Word of Mouth (Z)

Hypothesized influence between Hospital Image (X2) on Word of Mouth (Z). The original sample result is 0.273, has a positive value and a P value of 0.000 ( $P < 0.05$ ) so that it can be stated that Hospital Image (X2) has a significant positive effect on Word of Mouth (Z), meaning that each unit increase in Hospital Image (X2) can increase Word of Mouth (Z) by 0.273. The results show that the hypothesis is accepted.

H3: Word of Mouth (Z) affects Revisit Intention (Y)

The hypothesis of the influence between Word of Mouth (Z) on Revisit Intention (Y). The original sample result of 0.226 is positive and the P value is 0.002 ( $P < 0.05$ ) so that it can be stated that Word of Mouth (Z) has a significant positive effect on Revisit Intention (Y), meaning that each unit increase in Word of Mouth (Z) can increase Revisit Intention (Y) by 0.226. The results show that the hypothesis is accepted.

H4: Service Quality (X1) affects Revisit Intention (Y)

The hypothesis of the influence between Service Quality (X1) on Revisit Intention (Y). The original sample result of 0.337 is positive and the P value is 0.000 ( $P < 0.05$ ) so that it can be stated that Service Quality (X1) has a significant positive effect on Revisit Intention (Y), meaning that each unit increase in Service Quality (X1) can increase Revisit Intention (Y) by 0.337. The results show that the hypothesis is accepted.

H5: Hospital Image (X2) affects Revisit Intention (Y)

Hypothesis of the influence between Hospital Image (X2) on Revisit Intention (Y). The original sample result is 0.237, positive value and P value 0.002 ( $P < 0.05$ ) so that it can be stated that Hospital Image (X2) has a significant positive effect on Revisit Intention (Y), meaning that each

unit increase in Hospital Image (X2) can increase Revisit Intention (Y) by 0.237. The results show that the hypothesis is accepted.

### *3.3 Ancillary Analyses*

Based on the calculation results, it is known that:

1. The hypothesis of the effect of service quality (X1) on revisit intention (Y) through word of mouth (Z) with the original sample result of 0.109, has a positive value and a P value of 0.004 ( $P < 0.05$ ) so that it can be stated that service quality (X1) has a significant positive effect on revisit intention (Y) through word of mouth (Z), meaning that each unit increase in service quality (X1) can increase revisit intention (y) through the mediation of word of mouth (Z) by 0.109. The results show that the hypothesis is accepted.

2. The hypothesis of the effect of hospital image (X2) on revisit intention (Y) through word of mouth (Z) with the original sample result of 0.062, has a positive value and a P value of 0.024 ( $P < 0.05$ ) so that it can be stated that hospital image (X2) has a significant positive effect on revisit intention (Y) through word of mouth (Z), meaning that each unit increase in hospital image (X2) can increase revisit intention (y) through the mediation of word of mouth (Z) by 0.062. The results show that the hypothesis is accepted.

So based on the results of hypothesis testing, it is concluded that the word of mouth mediation variable is a partial mediation variable (partial mediation) of the effect of service quality on revisit intention. As well as the word of mouth mediation variable is a partial mediation variable (partial mediation) of the effect of hospital image on revisit intention. Partial mediation occurs when the influence of exogenous variables is able to directly influence endogenous variables without going through or involving mediator variables.

## **4. Discussion**

### *Service Quality (X1) Has a Direct Effect on Word of Mouth (Z)*

The hypothesis for testing the effect of the Service Quality (X1) variable on Word of Mouth (Y) obtained the original sample result of 0.480 is positive because it is above zero below one and the P value is 0.000 ( $P < 0.05$ ) so that It is stated that Service Quality (X1) has a significant positive effect on Word of Mouth (Y), meaning that the better the Service Quality (X1) provided will affect the emergence of positive Word of Mouth (Y).

The condition of Service Quality at Ibnu Sina Hospital in the last five years has fluctuated and tends to decline which has an impact on the emergence of negative information in the Gresik community, therefore efforts are needed from the management of Ibnu Sina Gresik Hospital to improve Service quality such as adding unrealized infrastructure, providing training for health workers, and streamlining administrative procedures at the hospital. If the service quality provided by the hospital is improved, the Word of Mouth formed among the community, especially patients, will be more positive. Good service quality makes patients loyal to come back and talk about good things about the hospital in terms of services or services to others. So that patients recommend Ibnu Sina Hospital by word of mouth to others. Service quality as a reflection of hospital performance, needs special attention, because it has an impact on the



emergence of positive word of mouth among patients. So that in serving patients with various characteristics and cultures, the hospital needs to listen to the voice of consumers (patients) and respond to every desire, expectation, and demand of users of health care services by maximizing the available suggestion box (Saputra and Hidayat 2004).

Satisfactory service quality is the main consideration for patients at RSUD Ibnu Sina Gresik and is used as a basis for consideration of the creation of positive Word of Mouth between patients at RSUD Ibnu Sina Gresik. Patients judge by comparing what is received and what is expected. Good service quality is reflected in the provision of services in accordance with the level of competence, the work of the field of work in accordance with the expertise possessed, the management of the field of work in accordance with professional experience, and the ability to use technology.

*Hospital Image (X2) Has a Direct Effect on Word of Mouth (Z)*

The hypothesis for testing the effect of the Hospital Image (X2) variable on Word of Mouth (Y) obtained the original sample result of 0.273 is positive because it is above zero below one, and the  $\rho$  value is 0.000 ( $P < 0.05$ ) so that it is stated that Hospital Image (X2) has a significant positive effect on Word of Mouth (Y), meaning that the better the Hospital Image (X2) formed by a hospital will affect the emergence of positive Word of Mouth (Y).

Hospital image of Ibnu Sina Gresik Hospital has been fairly good as evidenced by the changes made by Ibnu Sina Hospital starting from type D Hospital in 1993 to become a fully accredited type B hospital as a regional reference, therefore efforts are needed from the management of Ibnu Sina Gresik Hospital to maintain and even improve Hospital image such as improving physical support (feasibility of building facilities, availability of equipment, security, room conditions, completeness of medicines, food provided for inpatients, and availability of parking lots) and contact personnel (clear service procedures and ease of obtaining information about the hospital).

Hospital image formed in the wider community is created through information obtained by patients, if the information received is positive, it will lead to positive word of mouth, and vice versa. The most common information formed in the community is the excellent service provided by the hospital, the completeness of infrastructure facilities, and the quality of human resources (Sumeliani 2021).

These changes are adjusted with the aim of bringing Ibnu Sina Gresik Hospital to adapt to existing changes and be able to survive and compete with its competitors. A well-built hospital image leaves a good impression on patients, if managed properly it will build patient behavior, including positive WOM communication.

Hospital Image is considered as one of the factors that influence Word of Mouth. Word of Mouth is the most influential and reliable approach to transmitting information among patients in decision making. Word of Mouth information is able to embed brand messages in the minds of consumers and lead to a better understanding and impression of the brand as a whole. In addition, brand awareness has been reported to have a positive impact on Word of Mouth (Cham et al. 2016).

*Word of Mouth (Z) Has a Direct Effect on Revisit Intention (Y)*

The hypothesis for testing the effect of the Word of Mouth (Z) variable on Revisit Intention (Y), the original sample result of 0.226 is positive because it is above zero below one, and the P value is 0.002 ( $P < 0.05$ ) so that it is stated that Word of Mouth (Z) has a significant and positive effect on Revisit Intention (Y), meaning that the better the Word of Mouth (Z) formed by it will affect the increasing number of Revisit Intention (Y) patients. These results indicate that the hypothesis is accepted.

The condition of the patient satisfaction level of Ibnu Sina Hospital for the last five years is still below the target, which has an impact on the formation of negative Word of Mouth among patients so that the number of Revisit Intention of patients of Ibnu Sina Gresik Hospital decreases. The management of Ibnu Sina Hospital is expected to be able to increase the level of satisfaction of inpatients by reviewing the fulfillment of patient needs, about what they want and what they expect, so that later it will have an impact on increasing patient satisfaction which will lead to the formation of Positive Word of Mouth among patients. The hospital needs to listen to the patient's voice and respond to every desire, expectation, and demand of users of health care services, ask for input from patients, form an adequate call center by assigning someone to that section, and maximize the available suggestion box (Saputra and Hidayat 2004).

Word of mouth is a form of communication among patients regarding their experience in using products or services from RSUD Ibnu Sina Gresik. Information obtained by word of mouth, especially about good things, can influence customer decisions to use products or services, thus affecting the increase in the number of return visits by patients of RSUD Ibnu Sina Gresik.

*Service Quality (X1) Has a Direct Effect on Revisit Intention (Y)*

Hypothesis for testing the effect of Service Quality (X1) variables on Revisit Intention (Y) obtained the original sample result of 0.237 is positive because it is above zero below one, and the P value is 0.000 ( $P < 0.05$ ) so that it is stated that Service Quality (X1) has a significant positive effect on Revisit Intention (Y), meaning that the better the Service Quality (X1) provided will affect the increasing number of Revisit Intention (Y) patients. These results indicate that the hypothesis is accepted.

The condition of service quality at Ibnu Sina Hospital during the last five years is still fluctuating and tends to decrease as seen from the BOR and BTO values which are still below the ideal value, which has an impact on decreasing the number of Revisit Intention patients of Ibnu Sina Gresik Hospital. The management of Ibnu Sina Hospital is expected to be able to improve service quality based on patient satisfaction such as efficient administrative procedures, proper diagnosis services, room cleanliness, care of health workers, food during hospitalization, friendly behavior of service providers, and adequate access and equipment. If all goes well, it will have an impact on increasing the number of return visits of inpatients.

Health service providers, especially RSUD Ibnu Sina Gresik, are obliged to improve the quality of their services and meet the needs of patients because the better the quality of service, the effect on patient loyalty and the intention to visit again. In general, patients will visit the hospital again if their needs are met, especially optimal service quality.

*Hospital Image (X2) Has a Direct Effect on Revisit Intention (Z)*

Hypothesis for testing the effect of Hospital Image (X2) variables on Revisit Intention (Y) obtained the original sample result of 0.337 is positive because it is above zero below one, and the P value is 0.002 ( $P < 0.05$ ) so that it is stated that Hospital Image (X2) has a significant positive effect on Revisit Intention (Y), meaning that the better the Hospital Image (X2) formed by the hospital will affect the increasing number of Revisit Intention (Y) patients. These results indicate that the hypothesis is accepted.

The phenomenon that occurred at Ibnu Sina Gresik Hospital, namely the decline in BOR, patient satisfaction, and the number of patient visits, was not proportional to the big name that existed in Ibnu Sina Gresik Hospital as a type B hospital and regional referral. Whereas in theory hospital image has a significant positive effect on the number of revisit intentions.

It is expected for Ibnu Sina Gresik Hospital to continue to maintain the good image of a type B hospital as a regional referral hospital by adding facilities and infrastructure that have not been realized because the better a hospital image has an impact on the patient's desire to come back to the same place. Patient revisit intention is a consumer attitude based on past experience. Meanwhile, if the services enjoyed by patients can meet or even exceed patient expectations, then they will tend to reuse these services. Maintaining a hospital image is a form of competitive advantage that is difficult for competitors to imitate because it can only be developed over a long period of time (Khoo 2020).

*Service Quality (X1) Affects Revisit Intention (Z) Through Word of Mouth (Z)*

Hypothesis for testing the effect of Service Quality (X1) variables on Revisit Intention (Y) through Word of Mouth (Z) obtained the original sample result of 0.109 is positive because it is above zero below one, and the P value is 0.004 ( $P < 0.05$ ) so that it is stated that Service Quality (X1) has an indirect effect on Revisit Intention (Y) through Word of Mouth (Z) significant and positive, meaning that the better Service Quality (X1) provided will indirectly affect the increasing number of Revisit Intention (Y) patients through positive Word of Mouth (Y) formed. These results indicate that the hypothesis is accepted.

Service quality conditions at Ibnu Sina Hospital are still not optimal, causing a decrease in revisit intention of inpatients and decreased patient satisfaction. Ibnu Sina Hospital management needs to improve service quality both from environmental quality, personal quality, technical quality, and administrative procedures.

Based on the original sample H1 value of 0.337, it is greater than the original sample H6 value of 0.109, which means that Service Quality is able to influence Revisit Intention directly even without Word of Mouth mediation.

Service Quality at Ibnu Sina Gresik Hospital indirectly through Word of Mouth is able to significantly influence Revisit Intention. This means that with positive Word of Mouth such as telling good things about the hospital and giving recommendations to others about Ibnu Sina Hospital, service quality can have an indirect effect on increasing the number of Revisit Intention of inpatients at Ibnu Sina Gresik Hospital.

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### **Acknowledgments**

Based on the conclusions of the research results, suggestions can be given:

1. The management of Ibnu Sina Gresik Hospital is expected to improve the quality of inpatient services both in terms of environmental quality, interpersonal quality, technical quality, and administrative procedures.
2. Future researchers can add more variables that affect revisit intention such as patient satisfaction, trust, perceived value, motivation, loyalty, and other factors.
3. Based on the research results in order to test more deeply the effect of service quality on revisit intention through word of mouth, each service quality indicator is used as a variable in further research.

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