

THE EFFECT OF PATIENT EXPERIENCE AND PRICE FAIRNESS ON MEDIATED REVISIT INTENTION BY OUTPATIENT PATIENT SATISFACTION AT ABDUL RADJAK HOSPITAL, SALEMBA

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Abstract

The purpose of this study is to analyze the influence patient experience and price fairness on revisit intention with patient satisfaction as a mediating variable. The research method used is quantitative with a survey approach. Data were collected through questionnaires filled out by outpatients at Abdul Radjak Salemba Hospital. The measurement scale used in the questionnaire was the Likert Scale. The research sample consisted of 170 patients and was selected using a purposive sampling technique. The data analysis technique used Partial Least Square-Structural Equation Modeling (PLS-SEM). Based on the results of the direct effect hypothesis test, it shows that patient experience and price fairness have a positive and significant effect on revisit intention, patient experience and price fairness have a positive and significant effect on patient satisfaction, patient satisfaction has a positive and significant effect on revisit intention. The results of the indirect effect hypothesis test show that patient experience and price fairness have a positive and significant effect on revisit intention through patient satisfaction. Suggestions for the management of Abdul Radjak Salemba Hospital in an effort to increase revisit intention in outpatients by paying attention to patient experience factors, price fairness, and satisfaction.

Keywords: *Patient Experience, Price Fairness, Patient Satisfaction, Revisit Intention*

A. INTRODUCTION

Healthcare is unique and cannot be implemented with the same standards as consumer services applied in other industries. Customer decisions regarding services in other industries may be delayed or postponed, depending on individual needs. On the other hand, this condition does not apply to healthcare, because delaying or postponing the decision to obtain healthcare can affect the patient's health condition, which can worsen the patient's condition and even lead to death. Hospitals as one of the health service providers must really pay attention to the needs of patients. Abdul Radjak Salemba Hospital is one of the institutions that organizes health service institutions. Abdul Radjak Salemba Hospital is one of the hospitals in DKI Jakarta that faces problems related to the number of outpatients that tend to be unstable.

Table 1. Total Outpatients at Abdul Radjak Salemba Hospital in 2024

Month	Old Patient	New Patient	Amount
January	745	425	1170
February	849	411	1260
March	915	700	1615
April	899	823	1722
May	860	753	1613
June	812	627	1439
July	766	652	1418
August	668	572	1240
September	653	504	1157

Table 1 shows that outpatients at Abdul Radjak Salemba Hospital in 2024 were mostly old patients. However, from April to September 2024 there was a monthly decrease for old patients. The decrease in old

patients in the outpatient clinic indicates that there is a problem related to old patients who are reluctant to make repeat visits if they need health services. This is thought to be because patients have had unpleasant experiences when undergoing health checks at Abdul Radjak Salemba Hospital.

Based on the problems that occurred at Abdul Radjak Salemba Hospital, the decrease in outpatient return visits is suspected to be caused by factors such as patients having a bad experience during treatment, high costs, and patients who are not satisfied with the health services at Abdul Radjak Salemba Hospital. The results of studies conducted by Marlina et al. (2024) and Chen et al. (2022) show that patient experience has a positive and significant effect on revisit intentions. Patients who have a positive or pleasant experience from the services provided by the hospital will have the intention to make a repeat visit. Different results were found in the study by Setyaningsih et al. (2020) showing that consumer experience had no effect on revisit intentions. Other studies show that customer perceptions of price fairness also contribute significantly to revisit intentions (Olivia & Bernarto, 2022).

The patient's intention to revisit the hospital can occur when the patient feels satisfied with the health services provided by the hospital. Patients who are satisfied will return if they need treatment, spreading positive things to their friends and family. As the results of a study conducted by Cahyani & Roosdhani (2024) that there is a significant positive influence between patient satisfaction and the intention to revisit. This is also supported by research by Yuniarti & Hidayat (2021) that the patient's intention to revisit the hospital can occur when the patient feels satisfied with the health services provided by the hospital. The purpose of this study was to analyze the influence of patient experience and price fairness on revisit intention with patient satisfaction as a mediating variable. This study can contribute as information for the management of Abdul Radjak Salemba Hospital to increase patient revisit intention amidst increasingly tight competition in the healthcare industry.

B. LITERATURE REVIEW

Patient experience is feedback from patients about 'what actually happened' during the course of receiving care or treatment, both objective facts and their subjective views about it. This places the focus of patient experience firmly on what happened to patients, and how they reported that experience (Chen et al., 2022). For healthcare providers, it is increasingly important to consider patient experience when evaluating organizational performance in delivering healthcare services and when innovating services to meet patient needs (Marlina et al., 2024).

Price seen from the company's perspective is the amount of money set for a product or service, while from the customer's perspective it is the amount of value exchanged by the customer to have the benefit or use a product (Kotler & Armstrong, 2021). Price fairness means the extent to which a price is perceived as fair and just (Severt et al., 2022). Price fairness refers to consumers' perceptions of whether a price has a fair, acceptable, or just value (Artuger et al., 2024).

Patient satisfaction as a patient's response to the evaluation of perceived discrepancies between previous expectations and perceived health service performance (Naibaho et al., 2020). Patients who are satisfied with a health service will always use the health service continuously. Patient satisfaction is a response to the fulfillment of patient needs. If the fulfillment of needs is in accordance with expectations or even exceeds them, the patient will feel satisfied, conversely, the fulfillment of needs that are below expectations can cause dissatisfaction (Wulur et al., 2020).

A good patient experience means that an individual's perception of all interactions in healthcare services has met expectations so that it can encourage the desire to reuse healthcare services in the same place (Brandão & Ribeiro, 2023). Patients can remember healthcare services through brands, but the most fundamental thing is the deep impression obtained from the experience of using healthcare services (Octaviani et al., 2023). Based on this explanation, the hypothesis of this study is:

H1: Patient experience has a significant influence on repeat visit intention.

Price is one of the factors that consumers consider in making repeat purchases besides quality and convenience factors (Olivia & Bernarto, 2022). Severt et al. (2020) explained that a price that is comparable to what is obtained certainly makes consumers not hesitate to want to continue using the service. Based on this explanation, the hypothesis of this study is:

H2: Price fairness has a significant effect on repeat visit intention.

Chen et al. (2022) argue that patient satisfaction is the impact of patient experience in using health services which reflects whether the services provided have met patient needs and expectations. The results of previous research by Sari et al. (2021) showed that patient experience has a significant effect on patient satisfaction. Based on this explanation, the hypothesis of this study is:

H3: Patient experience has a significant effect on patient satisfaction.

Every patient certainly wants to get a fair price in getting health services. Patients do not want to spend more money than they should. When health service providers provide fair prices, this will increase satisfaction (Hafidz & Dominicius, 2023). The results of previous research by Olivia & Bernarto (2022) showed that price fairness can have a significant effect on consumer satisfaction. Based on this explanation, the hypothesis of this study is:

H4: Price fairness has a significant effect on patient satisfaction.

Patient satisfaction is the result of expectations and experiences gained after receiving health services. Patient satisfaction is the main factor determining patient behavior after receiving health services. The concept of behavioral intention is formed from customer satisfaction with a product or service. Therefore, satisfied patients tend to have behavioral intentions to continue using the health services of a particular institution (Angelica & Bernarto, 2023). The results of previous research by Cahyani & Roosdhani (2024) showed that patient satisfaction has a significant effect on patient revisit intentions. Based on this explanation, the hypothesis of this study is:

H5: Patient satisfaction has a significant effect on repeat visit intention.

Based on the study by Sari et al. (2021), the impact of customer experience on revisit intention can occur both directly and indirectly through mediation effects. The satisfaction felt by customers acts as a mediating factor between the impact of customer experience and revisit intention. The results of a study conducted by Rosally et al. (2024) explain that patients who have very bad experiences tend to be dissatisfied and therefore not loyal to hospital health services. Based on this explanation, the research hypothesis is:

H6: Satisfaction mediates the influence of patient experience on revisit intention.

According to Hafidz & Dominicius (2023) patients do not want to spend more money than they should. When health service providers provide reasonable prices, this will increase satisfaction. The higher the level of satisfaction, the greater the desire to use the same service. The results of research by Angelica & Bernarto (2023) explain that from a consumer's point of view, price is used as a comparison between expectations and benefits obtained from a good or service. If it does not match, consumers will not be satisfied and therefore do not want to use the same health service.

H7: Satisfaction mediates the effect of price fairness on repeat visit intention.

C. RESEARCH METHODS

The population in this study were outpatients at Abdul Radjak Salemba Hospital. The number of outpatients at Abdul Radjak Salemba Hospital in January - June 2024 was 4,192 people. The purposive sampling technique was used in sampling. In structural equation modeling research, the determination of the number of samples can be done based on five or ten times the number of research indicators (Wolf et al., 2020). This study has 17 indicators so that multiplied by ten, the minimum number of research samples is 170 samples. The scale used to measure each variable in the questionnaire is the Likert scale with five answer choices, namely Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The data analysis technique used Partial Least Square-Structural Equation Modeling (PLS-SEM).

D. RESULTS AND DISCUSSION

1. Research result

The characteristics of the research respondents were seen based on age, gender, and occupation. The results showed that most outpatients at Abdul Radjak Salemba Hospital were > 56 years old (34.1%). Judging from the characteristics of gender, the majority of outpatients at Abdul Radjak Salemba Hospital were women (60.6%). Based on the characteristics of the type of work, most outpatients at Abdul Radjak Salemba Hospital worked as private employees (45.9%).

Data from the results of distributing questionnaires to 170 respondents were processed using SEM PLS for hypothesis testing. The results of the outer model display from the PLS Algorithm process can be seen in Figure 1 below.

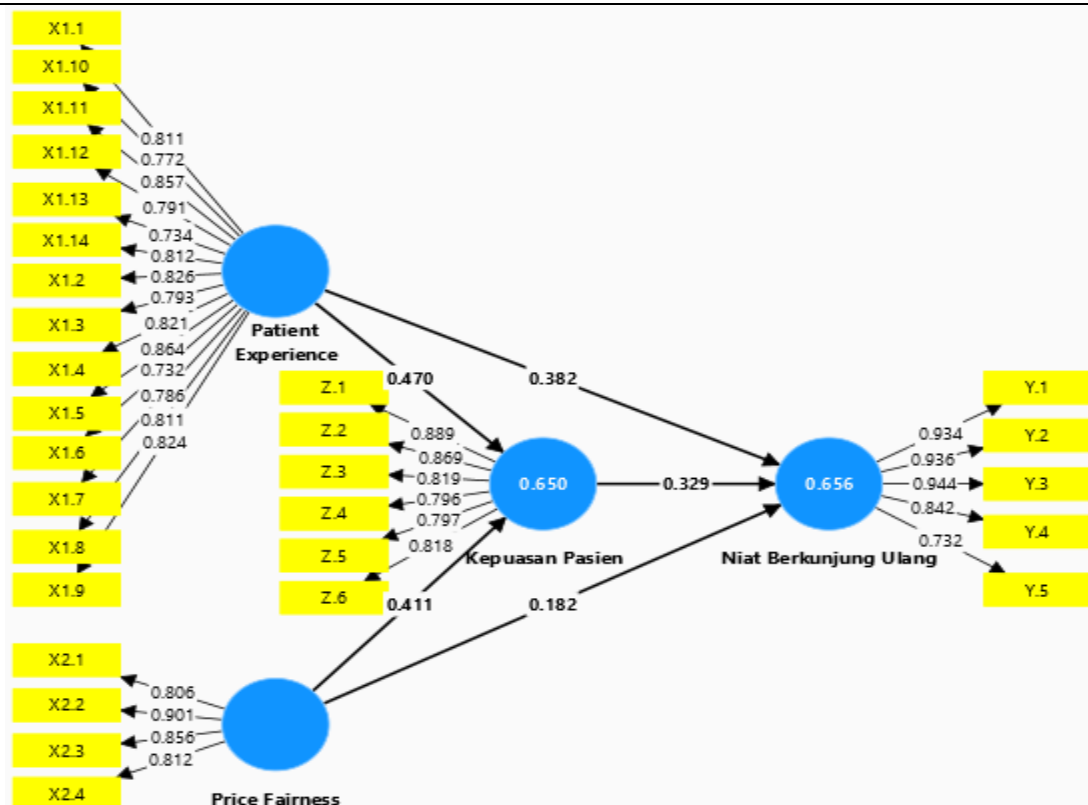


Figure 1. Outer Model

Validity test on the outer model uses convergent validity, while reliability test is based on composite reliability and cronbach alpha values. Convergent validity is to see the extent to which an indicator has the ability to measure its construct. Convergent validity test is seen from the outer loading value with the criteria being said to be valid if it has a value > 0.7 . Based on the data processing that has been carried out, the results of convergent validity are obtained as shown in Table 2 below.

Table 2. Convergent Validity Results

Variables	Indicator	Outer Loading Value	Information
Patient Experience	X1.1	0.811	Valid
	X1.2	0.826	Valid
	X1.3	0.793	Valid
	X1.4	0.821	Valid
	X1.5	0.864	Valid
	X1.6	0.732	Valid
	X1.7	0.786	Valid
	X1.8	0.811	Valid
	X1.9	0.824	Valid
	X1.10	0.772	Valid
	X1.11	0.857	Valid
	X1.12	0.791	Valid
	X1.13	0.734	Valid
	X1.14	0.812	Valid
Price Fairness	X2.1	0.806	Valid
	X2.2	0.901	Valid
	X2.3	0.856	Valid
	X2.4	0.812	Valid
Patient Satisfaction	Z.1	0.889	Valid
	Z.2	0.869	Valid
	Z.3	0.819	Valid

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Variables	Indicator	Outer Loading Value	Information
Intention to Revisit	Z.4	0.796	Valid
	Z.5	0.797	Valid
	Z.6	0.818	Valid
	Y.1	0.934	Valid
	Y.2	0.936	Valid
	Y.3	0.944	Valid
	Y.4	0.842	Valid
	Y.5	0.732	Valid

Table 2 shows that the patient experience variable consists of 14 statement indicators, each of which has an outer loading > 0.7 , so it can be concluded as valid. The price fairness variable consists of 4 statement indicators, each of which has an outer loading > 0.7 , which means it is concluded as valid. The revisit intention variable consists of 5 statement indicators, each of which has an outer loading > 0.7 , which means it is valid. Then, the patient satisfaction variable consists of 6 statement items, each of which has an outer loading > 0.7 , which means it is valid.

After conducting a validity test based on the outer loading value, the next step is to conduct a reliability test using the composite reliability and Cronbach's alpha values. The guidelines used are that the variables studied are declared reliable if they have a composite reliability and Cronbach's alpha value greater than 0.7. Table 3 below shows the Cronbach alpha value of each research variable consisting of patient experience, price fairness, patient satisfaction, and revisit intention.

Table 3. Reliability Test Results

Research Variables	Composite Reliability	Cronbach's Alpha
Patient Experience	0.959	0.958
Price Fairness	0.867	0.865
Patient Satisfaction	0.916	0.911
Intention to Revisit	0.925	0.926

The results in Table 3 show that the variables patient experience, price fairness, patient satisfaction, and intention to visit have composite reliability values and *cronbach alpha* greater than the limit of 0.7 so it can be concluded that it is reliable. Hypothesis testing in this study is divided into two, namely direct effect and indirect effect. Hypothesis testing by comparing the t-statistic value with a minimum limit of 1.96 ($t\text{-statistic} > 1.96$; $p\text{ values} \leq 5\%$). If the t-statistic value is above 1.96 or the p values are below 5% (0.05), the research hypothesis is accepted, which means there is a significant effect. Meanwhile, to find out the direction of the effect, whether positive or negative, can be seen from the original sample value.

Table 4. Results of the Direct Effect Hypothesis Test

Hypothesis	Original Sample	T Statistics	P values
H1 Patient experience-> Intention to revisit	0.382	4,361	0,000
H2 Price fairness-> Intention to revisit	0.182	2,644	0.008
H3 Patient experience -> Patient satisfaction	0.470	4,553	0,000
H4 Price fairness -> Patient satisfaction	0.411	3,937	0,000
H5 Patient satisfaction -> Intention to revisit	0.329	3,400	0.001

The results of the direct influence hypothesis test as shown in Table 4 can be explained that the results of the H1 hypothesis test obtained the T Statistics value obtained was $4.361 > 1.96$ with P values of $0.000 < 0.05$ which means that patient experience has a significant effect on revisit intentions so that H1 is accepted. The original sample value is positive at 0.382 which means that patient experience has a positive effect on revisit intentions. The results of the H2 hypothesis test were obtained The T Statistics value obtained is $2,644 > 1.96$ with P

values of $0.008 < 0.05$ which means that price fairness has a significant effect on the intention to revisit so that H2 is accepted. The original sample value is positive at 0.182 which means that price fairness has a positive effect on the intention to revisit. The results of the H3 hypothesis test obtained the T Statistics value obtained was $4.553 > 1.96$ with P values of $0.000 < 0.05$, which means that patient experience has a significant effect on patient satisfaction so that H3 is accepted. The original sample value is positive at 0.470, which means that patient experience has a positive effect on patient satisfaction. The results of the H4 hypothesis test obtained the T Statistics value obtained was $3.937 > 1.96$ with P values of $0.000 < 0.05$, which means that price fairness has a significant effect on patient satisfaction so that H4 is accepted. The original sample value is positive at 0.411, which means that price fairness has a positive effect on patient satisfaction.

The results of the H5 hypothesis test were obtained The T Statistics value obtained is $3.400 > 1.96$ with P values of $0.001 < 0.05$, which means that patient satisfaction has a significant effect on revisit intention so that H5 is accepted. The original sample value is positive at 0.329, which means that patient satisfaction has a positive effect on revisit intention. After testing the direct influence hypothesis, the next step is to analyze the indirect influence hypothesis. The analysis of the indirect influence hypothesis is to determine the effect of patient experience and price fairness on revisit intention through patient satisfaction as a mediating variable. Table 5 below is the result of testing the indirect influence hypothesis.

Table 5. Results of Indirect Effect Hypothesis Testing

Hypothesis		Original Sample	T Statistics	P values
H6	<i>Patient experience</i> -> Patient satisfaction -> Intention to revisit	0.155	2,982	0.003
H7	<i>Price fairness</i> -> Patient satisfaction -> Intention to revisit	0.135	2,526	0.012

The results of the H6 hypothesis test were obtained The T Statistics value obtained is $2.982 > 1.96$ with P values of $0.003 < 0.05$, which means that satisfaction mediates the influence of patient experience on revisit intention so that H6 is accepted. The original sample value is positive at 0.155, which means that there is a positive influence of patient experience on revisit intention through patient satisfaction. The results of the H7 hypothesis test were obtained The T Statistics value obtained is $2.526 > 1.96$ with P values of $0.012 < 0.05$, which means that satisfaction mediates the effect of price fairness on revisit intention so that H7 is accepted. The original sample value is positive at 0.135, which means that there is an effect of price fairness on revisit intention through patient satisfaction.

2. Discussion

Patient experience significantly influence the intention to revisit outpatients at Abdul Radjak Salemba Hospital. The influence of patient experience on the intention to revisit has a positive direction, indicating that the better the patient experience, the higher the intention to revisit. The results of this study are in accordance with the results of research conducted by Rosally et al. (2024) that there is a significant influence of patient experience on the intention to revisit. A good patient experience means that the individual's perception of all interactions in health services such as interactions with doctors, ease of finding outpatient clinics, staff friendliness, nurse responsiveness, cleanliness of the hospital environment, and so on have met expectations so that they can encourage the desire to reuse health services in the same place.

Price fairness has a significant effect on the intention to revisit outpatients at Abdul Radjak Salemba Hospital. The effect of price fairness on the intention to revisit has a positive direction, indicating that the better the price fairness set by Abdul Radjak Salemba Hospital, the higher the intention to revisit outpatients. The results of this study are in accordance with the results of a study conducted by Wiguna et al. (2023) that price fairness has a positive and significant effect on the intention to revisit. The reasonable price of outpatient care at Abdul Radjak Salemba Hospital, according to the services received, according to the benefits, and not detrimental to patients can cause patients to want to come back to the outpatient clinic of Abdul Radjak Salemba Hospital when they need health services. Thus, it can be said that price determines the patient's desire to revisit the hospital.

Patient experience significantly influence the satisfaction of outpatients at Abdul Radjak Salemba Hospital. The influence of patient experience on patient satisfaction has a positive direction, indicating that the better the

patient experience, the higher the satisfaction of outpatients at Abdul Radjak Salemba Hospital. The results of this study are in accordance with the results of research conducted by Park et al. (2022) that patient experience has a significant effect on patient satisfaction. A good patient experience results in satisfaction with the ease of administrative procedures in the outpatient clinic, the accuracy of the doctor's diagnosis, the service of administrative staff, the accuracy of drug administration, and hospital facilities. Thus, patient satisfaction is the impact of the patient's experience in using health services which reflects whether the services provided have met the patient's needs and expectations.

Price fairness significantly influence the satisfaction of outpatients at Abdul Radjak Salemba Hospital. The influence of price fairness on patient satisfaction has a positive direction, indicating that the better the fairness of the price set by Abdul Radjak Salemba Hospital, the higher the patient satisfaction. The results of this study are in accordance with the results of previous research conducted by Wiguna et al. (2023) that price fairness has a significant effect on satisfaction. Patients who consider that the price set to obtain outpatient health services at Abdul Radjak Salemba Hospital is reasonable, in accordance with the services and benefits received, and does not harm patients cause high satisfaction with the ease of administrative procedures in the outpatient clinic, the accuracy of the diagnosis made by doctors, the service of administrative staff, the accuracy of drug administration, and hospital facilities.

Patient satisfaction has a significant effect on the intention to revisit outpatients at Abdul Radjak Salemba Hospital. The effect of patient satisfaction on the intention to revisit has a positive direction, indicating that the higher the satisfaction, the higher the intention to revisit outpatients at Abdul Radjak Salemba Hospital. The results of this study are in accordance with the results of previous research conducted by Shilvira et al. (2023) that patient satisfaction has a significant effect on the intention to revisit. Satisfaction with the ease of administrative procedures in the outpatient clinic, the accuracy of the diagnosis made by the doctor, the service of administrative staff, the accuracy of drug administration, and hospital facilities cause the intention to revisit. Thus, patient satisfaction is the main factor determining patient behavior after receiving health services.

Satisfaction mediates the influence of patient experience on revisit intention. The direction of the influence that occurs is positive, indicating that the better the patient experience, the higher the patient satisfaction, which then has an impact on the high intention to revisit. The results of this study are in accordance with previous research conducted by Chen et al. (2022) that satisfaction mediates the influence of patient experience on revisit intention. Patients who have a very bad experience tend to be dissatisfied and therefore not loyal to hospital health services. Conversely, when patients feel satisfied, they will have the desire to come back and reuse the services at the hospital.

Satisfaction mediates the effect of price fairness on revisit intention. The direction of the influence that occurs is positive, indicating that the better the price fairness, the higher the patient satisfaction which then has an impact on the high intention to revisit. The results of this study are in accordance with previous research conducted by Wiguna et al. (2023) that satisfaction mediates the effect of price fairness on revisit intention. Good price fairness will result in patient satisfaction. Satisfied patients tend to have a high intention to revisit when they need health services, do not want to seek treatment at other hospital outpatient clinics, recommend to others, tell good experiences about outpatient clinics at Abdul Radjak Salemba Hospital, and continue to come to outpatient clinics at Abdul Radjak Salemba Hospital if later the costs increase.

E. CONCLUSION

The results of the direct influence hypothesis test showed that patient experience and price fairness had a direct effect on the intention to visit outpatients at Abdul Radjak Salemba Hospital. Furthermore, it was found that patient experience and price fairness had a direct effect on satisfaction in outpatients at Abdul Radjak Salemba Hospital. Patient satisfaction was also proven to have a direct effect on the intention to revisit. The results of the mediation test showed that satisfaction mediated the influence of patient experience and price fairness on the intention to revisit. The limitations of this study are that the scope of patients studied focused on outpatients so that the research findings do not generally describe the conditions of inpatients.

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