

Brand Association, Patient Experience, and Patient Involvement Improved Awareness of Re-visit to Hospital

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Article info	Abstract
<p>Article history: Received: December 31th, 2024 Revised: May 27th, 2025 Accepted: June 15th, 2024</p> <hr/> <p>Corresponding author: Name: Anastina Tahjoo Address: Jl. Arjuna Utara No. 9 Kebon Jeruk, Jakarta Barat-11510 E-mail: anastina.tahjoo@esaunggul.ac.id</p>	<p>Background: Number of patient visits decreased from 2019 to 2020 by 31.18%. This encourages hospitals to implement a patient-oriented marketing concept and a comprehensive understanding of consumer behavior. One of the factors for a hospital's success is attracting patients to return. Factors that influence Return Visit Intention are Brand Association, Patient Engagement and Patient Experience. Objective: The purpose of this study is to empirically reveal the influence of brand association and patient experience on the interest in returning to the An-Nisa Hospital polyclinic in Tangerang with patient engagement as an intervening variable. Method: This study is included in quantitative research, the population used is patients who have visited at least 2 times, the sample calculation uses the indicator formula $x \cdot 5$, so that a sample of 190 respondents is obtained with a sampling technique using purposive sampling. The analysis method used is the three box method and SEM analysis. Result: The results of the analysis conclude that brand association, patient experience, and patient engagement have a significant effect on return visit interest. In addition, the results obtained are that brand association and patient experience have a significant effect on patient engagement. Patient engagement has been shown to be an intervening variable between brand association and patient experience on revisit intention. Conclusion: This study demonstrates that brand association, patient experience, and patient engagement are crucial factors influencing the intention of patients to revisit the An-Nisa Hospital polyclinic in Tangerang. Recommendation: These efforts will help the hospital build stronger relationships with its patients, encouraging loyalty and repeat visits, ultimately addressing the decline in patient numbers.</p> <p>Keywords: brand association, patient experience, revisit intention, patient engagement, hospital.</p>
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Introduction

Health services are one of the most vital sectors in human life (1). The increasing number of hospitals is a challenge for hospital managers because it creates quite tight competition and influences patient decisions in choosing a hospital. An-Nisa Hospital Tangerang is one of the private hospitals in the Tangerang area that has been established since 1995 on an area of 10,664 m² with a class C hospital. Around An-Nisa Hospital itself, several competing hospitals have been established with the same type so that there is quite tight competition. This can be seen from the number of outpatient visits since 2019-2022.

Based on medical records from An-Nisa Hospital Tangerang, patient visits declined by 31.18% from 2019 (250,053 visits) to 2020 (172,085 visits), primarily due to the COVID-19 pandemic. The downward trend continued into 2021 with a further 4.57% decrease, amounting to a total decline of 34.32% from 2019 to 2021. Although visits increased by 1.73% in 2022-2023, they remained 17.29% lower than pre-pandemic levels. This decline highlights the need for hospitals to adopt customer-oriented marketing strategies and gain a deeper understanding of patient behavior. Aligning services with patient needs and expectations is essential for developing effective marketing approaches and encouraging return visits, a key indicator of hospital success (2).

Revisit intention is a consumer psychology process that there is a tendency to reuse service products that have been felt in the past because of the experience, which causes an assessment whether positive or negative (3). Revisit intention of patients to the hospital polyclinic is very important to maintain operational continuity and increase hospital income. The theory of planned behavior (TPB) or the theory of planned behavior is a theoretical framework that can provide valuable insights in understanding the factors that influence this revisit intention (4). In the context of revisit intention, attitudes towards behavior can reflect patients' evaluations of their experiences during receiving health services, including brand associations formed towards the health facility.

Brand association is all thoughts, feelings, perceptions, images, experiences, beliefs, and so on related to a brand (5). Brand association reflects the impressions, perceptions, and beliefs associated with a particular brand in the minds of consumers (6). Brand association is one dimension of brand image which is an important determinant of customer behavior and can help strengthen patient interest in choosing a hospital.

A study mentioned that good hospital reputation is very significant for the value of the hospital's brand image and its patients' revisit intentions in the near future (7). In the context of health services, hospital brand associations play an important role in building patient trust and loyalty. Positive brand associations, such as good reputation, high quality of service, competent medical staff, and modern facilities, can influence patient perceptions of the hospital and encourage them to choose the hospital. Another study found the influence of brand associations on loyalty. Where loyalty and revisit interest are interrelated and greatly influenced by the patient's experience during interactions with health care providers(8) .

Patient experience refers to patients' perceptions and responses to their interactions with healthcare providers, healthcare facilities, and the healthcare system as a whole (9) . Patient experience includes aspects such as service quality, communication with medical staff, care environment, and healthcare processes and outcomes. A satisfying patient experience can create a good perception and encourage them to continue using the hospital's services. A positive patient experience is considered important because it can provide benefits to patients, healthcare providers, and healthcare organizations (10). In addition, a positive patient experience can also increase patient loyalty, positive word-of-mouth recommendations, and improve the reputation of healthcare providers.

Patient engagement is also considered an important factor that can influence revisit intention (11). Patient engagement defined as a multidimensional construct consisting of a series of cognitive, emotional, and functional attitudes and behaviors that drive information

seeking and health maintenance and disease prevention. Patients who are actively involved in the care process tend to have a better understanding of their health condition and are more likely to comply with treatment recommendations, which in turn can increase satisfaction and loyalty to the hospital (12). Patient engagement can also play an important role in mediating the relationship between brand association, patient experience, and revisit intention.

An-Nisa Hospital Tangerang, a prominent healthcare provider in the region, faces ongoing challenges in maintaining patient loyalty. A pre-survey involving 30 polyclinic patients revealed that their primary reasons for choosing the hospital included its proximity, consistent BPJS service fees, and satisfaction with medical care. However, concerns were raised regarding service speed, staff responsiveness, and the cleanliness and comfort of the waiting area. The hospital is widely recognized for its high-quality BPJS services, characterized by friendly and responsive staff who understand patient needs. This positive experience fosters patient satisfaction and strengthens the perception of BPJS service quality

With the increasing number of hospitals and other health facilities operating in the area, An-Nisa Hospital Tangerang needs to understand the factors that influence revisit interest through the TPB perspective, as well as its relationship to brand association, patient experience, and patient engagement, so that health facilities can develop more effective strategies to build patient loyalty, maintain competitiveness and increase the success of their health service marketing.

METHOD

Design

The research method uses a quantitative research type with a cross-sectional research design carried out in the period from June 1 to June 30, 2024. The aim is to assess the prevalence of outcomes or relationships between variables at that specific time

Sample, sample size, and sampling technique

The samples of this study were all patients of the An-Nisa Hospital polyclinic in Tangerang. The sample was selected using a

purposive sampling technique, which are 190 respondents based on the inclusion and exclusion criteria. The inclusion criteria such as 1) Individuals who have visited the hospital's outpatient polyclinic at least twice; 2) Patients who are familiar with the hospital's services and have interacted with its facilities (relevant for patient experience); and 3) Ability to speak and read the language used in the study materials. Individuals with cognitive impairments that hinder comprehension or response accuracy would be excluded in this study. Individuals who have received emergency or critical care services rather than outpatient services also would be excluded in this study.

Instrument for data collection

Data were collected using a questionnaire with a Likert scale of 1-4, consisting of 8 items of questions on the variable of interest in revisiting, 8 items of questions on the variable of patient involvement, 16 items of questions on the variable of patient experience and 6 items of questions on the variable of brand association. The questionnaire pretest was conducted on 30 respondents with a validity test using Pearson Product Moment and a reliability test using Alpha Cronbach.

Table 1. Cronbach alpha scores

	Cronbach's Alpha	Rho_A	Composite Reliability
Brand Association	0.895	0.896	0.935
Patient Engagement	0.878	0.879	0.916
Patient Visiting Interest	0.942	0.942	0.958
Patient Experience	0.959	0.960	0.965

The reliability testing is carried out to prove the level of accuracy, consistency and precision of the instrument in measuring a construct. There are several methods for testing reliability, one of which is by looking at the Cronbach's alpha value. If the Cronbach's alpha value is more than 0.7 then the variable can be said to be reliable. However, in its testing, Cronbach's alpha gives a lower value. Therefore, it is recommended to use another method, namely composite reliability, where

the composite reliability value must be greater than 0.7.

Table 5 showed the cronbach's alpha value of more than 0.7 and a composite reliability value of more than 0.7, this indicates that all constructs are reliable. Therefore, overall the instruments are reliable

Furthermore, discriminant validity is conducted to see the correlation between constructs with other constructs. Discriminant validity can be seen through the Fornell Larcker criterion value. which compares the square root of the AVE value with the correlation of latent variables. The square root value of AVE of each construct must be higher than the correlation with other constructs.

The result of fornell larcker criterion found that the correlation score has a higher than the value between different variables, meaning that the correlation within the construct is higher than between constructs. This indicates that the model has a good validity value

Table 2. Discriminant Validity (Fornell-Larcker)

Variables	Brand Association	Patient Engagement	Patient Visiting Interest	Patient Experience
Brand Association	0.909			
Patient Engagement	0.822	0.856		
Patient Visiting Interest	0.881	0.848	0.923	
Patient Experience	0.889	0.846	0.903	0.882

Ethical consideration

This study was approved by the IRB Universitas Esa Unggul Jakarta. All respondents who are willing to participate in this study are required to sign the informed consent

Data analysis

The answer index per variable will be analyzed using the three-box method to find out a descriptive picture of the research variables used. The tendency of respondents' answers to each variable will be based on the average score value (index) which is categorized into a score range based on the calculation of the three-box method (Ferdinand, 2006) and 3 index categories are obtained, namely: Low (25 - 50), Medium (51 - 75) and High (76 - 100).

The data analysis used in this study is SEM (Structural Equation Modeling) to test the predictive relationship between constructs by

seeing whether there is a relationship or influence between constructs. SEM analysis consists of two sub-models, namely the measurement model (outer model) and the structural model (inner model). The SEM analysis used in this study is SEM PLS (Partial Least Square) which is calculated using the SmartPLS 3.0 application.

RESULT

Based on the results of a survey of 190 people, the majority of respondents were female, namely 61% or 116 people. Meanwhile, respondents with male gender only numbered 39% or 74 people. The largest number of respondents was in the age group of 46 to 55 years, namely 85 people. The largest education of respondents was high school, namely 90 people. Of the total 190 people, all of them were old patients and had made more than 2 visits.

Based on the validity and reliability test of the questionnaire (pretest) on the first 30 respondents, a validity test was obtained with the results of the correlation coefficient value

(r-count) greater than the r-table value at a

significance of 5% (0.361), this indicates that all indicators (38 questions) are considered valid and feasible, so they can be used as a measuring tool. While the reliability test using Cronbach's, alpha obtained a value for the brand association variable of 0.849, the patient experience variable of 0.913, the patient involvement variable of 0.892 and the return visit interest variable of 0.975. All variables have a Cronbach's alpha value greater than 0.80 which indicates that the research instrument is reliable and can be relied on.

Table 3. Data demographic

No	Characteristics	n	%
1	Gender		
	Woman	116	61
	Man	74	39
	Total	190	100
2	Age		
	26-35	47	25
	36-45	58	30
	46-55	85	45
	>55	0	0
	Total	190	100
3	Education		
	Primary school	0	0
	Secondary school	6	3
	Tertiary school	90	47
	D3	57	30
	D4/S1	37	20
	S2	0	0
	Total	190	100
4	Patient Status		
	Old Patient	190	100
	New Patient	0	0
	Total	190	100
5	Number of Visits		
	> 2 Times Visit	190	100
	<2 Times Visits	0	0
	Total	190	100

Three-box method matrix

The results of descriptive analysis using *three boxes* obtained all variables at a high index, this indicates that An-Nisa Hospital Tangerang has a good reputation and provides a positive experience for respondents as patients. Respondents are satisfied with various aspects of the services provided, ranging from the friendliness of medical staff, quality of care to patient involvement in the decision-making process.

Table 4. Three-box method matrix

No	Variables	Index	Behavior
1	Interest in Returning (Y)	(84.31) High	Loyalty
2	Patient Engagement (Z)	83.49 (High)	Participation
3	Patient Experience (X2)	83.71 (High)	Responsiveness
4	Brand Association (X1)	83.9 (High)	Loyalty

Evaluation of Measurement Model

To test the construct validity and reliability of the instrument in SEM-PLS modeling, a measurement model analysis (Outer Model) was conducted. This result was

carried out to ensure the quality of the SEM-PLS modeling estimation results. The SEM-PLS equation estimation results are presented in Figure 1.

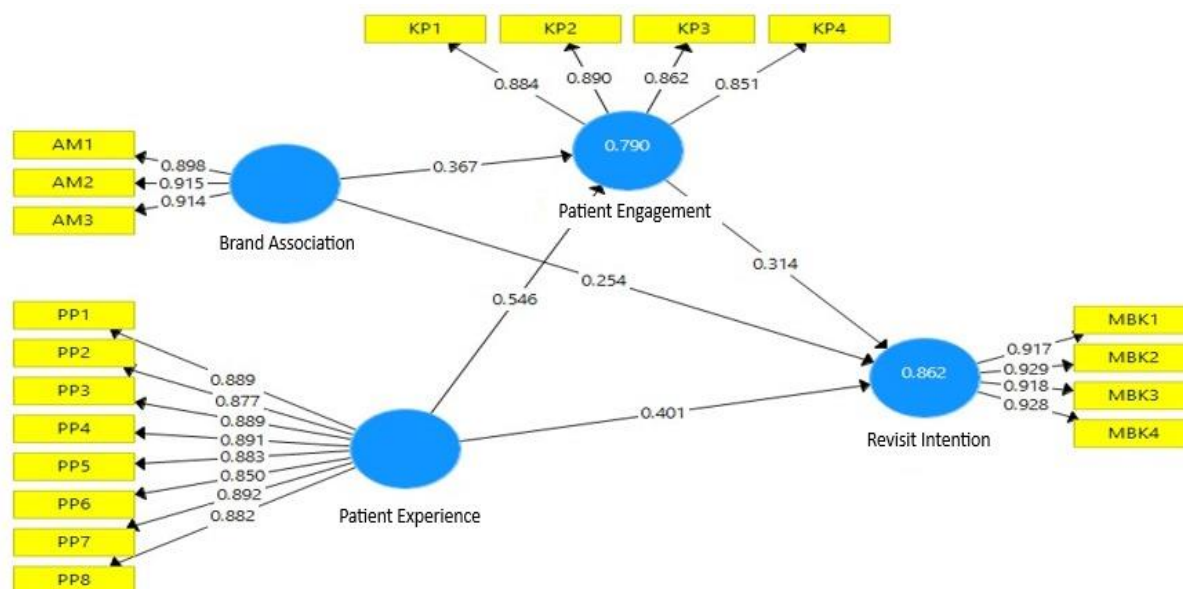


Figure 1 SEM-PLS Model Estimation

Structural Model Evaluation

After conducting the measurement model analysis, the next step is to conduct a

structural model analysis. Structural model analysis is conducted to determine the causal relationship or estimation strength between

latent variables that have been built according to theory. There are several tests conducted to conduct structural model analysis, namely the Determination Coefficient (Rsquare), T-statistics (Hypothesis Test) and Model Fit.

The coefficient of determination (Rsquare) is the amount of variance in the endogenous variable construction that can be explained by all exogenous variable constructions. If Rsquare is 0.25 it indicates that the model is weak, an Rsquare value of 0.5 indicates that the model is moderate *and* if the Rsquare value is 0.75 then the model is strong variables (moderating or intervening) and indirect influence between dependent variables and independent variables that are mediated/intervened by other variables

Table 5. Hypothesis testing of variables

Variables	Path Coefficient	T-statistics	P-value
Brand Association → Interest in Revisiting	0.254	3.006	0.003
Patient Experience → Interest in Returning	0.401	5.592	0.000
Patient Engagement Brand Association →	0.367	4.161	0.000
Patient Experience → Patient Engagement	0.546	6.753	0.000
Patient Engagement → Return Visit Interest	0.314	3.859	0.000
Brand Association → Patient Engagement → Return Visit Interest	0.115	2.415	0.016
Patient Experience → Patient Engagement → Return Interest	0.172	3.702	0.000

Table 6. Coefficient of Determination (R-Square)

	R-square	R-square Adjusted
Patient Engagement	0.790	0.788
Interest in Returning	0.862	0.860

Based on table 6, the R-Square value is 0.790, which indicates that the model is strong. This shows that the brand association and patient experience variables can explain 79.0% of the diversity of patient engagement variables, while the remaining 21.0% is explained by other variables outside the study.

The R-Square is 0.862 for the model with the dependent variable, namely the intention to revisit, which indicates that the model is strong. This shows that the brand association variables, patient involvement and patient experience can explain 86.2% of the diversity of the intention to revisit variable, while the remaining 13.8% is explained by other variables outside the study.

Hypothesis testing is done by t-statistic test, which is a significance test to determine the extent to which variables partially have a significant relationship to the dependent variable. By using a significance level of 5%, the criteria for t-statistics values > t-table (1.96) or p-values < 0.05 means that Ha is accepted and H0 is rejected. In this result, a path coefficient is also obtained to see how much influence the relationship between latent variables has. Consisting of direct influence, namely analysis carried out directly between independent variables and dependent variables, without going through other.

DISCUSSION

Brand Association Has a Direct Influence on Revisit Intention.

The result indicates that the brand

association variable has a positive influence on the intention to revisit. It means this result

Table 7. Godness of fit model

	Saturated Model	Estimated Model
SRMR	0.037	0.037
d_ ULS	0.254	0.254
d_ G	0.382	0.382
Chi-Square	413,891	413,891
NFI	0.901	0.901

confirm that a positive influence between brand association and intention to revisit. Good brand associations can form positive attitudes towards brands that encourage the desire to return. Positive and strong brand associations help consumers remember and process information related to brands, making it easier to choose and make decisions to return (5).

It was consistent with a previous study mentioned that hospital with good image influence patient interest in returning to utilize health services, where brand association is a

factor in forming brand image (13) . Likewise, another study explained that the brand image factor is an important part of the process of making repeat visits (14). This shows that brand associations, which are one dimension of brand image, create good attitudes if the characteristics and uses of the brand are in accordance with the needs and desires of patients. Thus, the hospital should have a good image or reputation, so that patients are interested in making repeat visits.

Patient Experience Has a Direct Influence on Return Visit Intention

The result found that a positive influence between the patient experience variable and the intention to revisit. It confirms that there is a significant positive influence between the patient experience variable and the intention to revisit. The better the patient experience is felt, the greater the intention to revisit.

The previous study explains that positive patient experiences related to the quality of medical care received can increase trust and desire to return (15). This theory emphasizes that positive patient experiences in various aspects of health services can significantly increase their interest in returning to the same facility in the future. A study emphasizes that patient experience is a multidimensional concept where all aspects are interrelated in influencing the patient's overall perception (9)

These aspects can increase patient satisfaction, where patients who are satisfied with their experience are more likely to return to the same facility for future care, recommend the facility to others and have higher loyalty to the health care provider which in turn is positively correlated with the intention to return.

It was in accordance with a study which show that customer experience with dimensions of physical environment and social interaction has a strong influence on the intention to revisit (16). Another study mentioned that a good experience can make consumers interested in revisiting. Thus, hospitals need to provide services that meet patient expectations, so that patients feel satisfied and have a positive (17).

Brand Association Has a Direct Influence on Patient Engagement

The result indicates a positive influence of brand association variables on patient engagement. The result confirms that there is a strong influence between brand associations on patient engagement. This means that the higher the brand association, the higher the patient engagement.

Kotler & Keller, explains that strong brand associations can build trust, where patients who trust the brand are more likely to engage in their care process (5). In addition, unique brand associations can differentiate services from competitors. Differentiation can encourage patients to engage more with a particular brand.

Brands that successfully build positive associations tend to have higher levels of patient engagement, which in turn can improve health outcomes and patient satisfaction (18). Consistent brand associations that build long-term trust can encourage ongoing patient engagement because patients believe the brand will continue to grow and services will continue to improve.

By providing quality service, building good relationships and creating unique value for patients can increase their loyalty, encourage them to give positive reviews and help promote the hospital to others.

Patient Experience Has a Direct Influence on Patient Engagement

The path analysis result has a positive influence of the patient experience variable on patient engagement. The result confirms that there is a strong influence between patient experience and patient engagement. This means that the better the patient experience is felt, the greater the patient engagement will be.

A study explains that if the patient's experience during communication with medical personnel goes well, it can increase patient understanding, patients feel heard and understood (19). Experiences that empower patients in decision making also encourage further involvement. A study mentioned (11) , the relationship between patient experience and patient engagement is explained through the "Patient Health Engagement" model. This model describes how patient experience affects their level of involvement in health care. Patient experience is a driving factor where positive experiences can encourage patients to

move to a higher level of involvement. While negative experiences can hinder or even reduce the level of patient involvement.

It was consistent with a study explained that the principle of online Differentiators plays an important role in shaping customer engagement towards the company's online marketing program (20). Likewise, a study show that good customer experience can increase customer engagement in the purchasing process and increase customer satisfaction and loyalty (21). By creating a positive and satisfying experience, it will build strong relationships and provide added value, so that it can increase patient engagement and loyalty in a sustainable manner.

Patient Engagement Has a Direct Influence on Return Visit Intention.

The path coefficient value of 0.314 indicates that the patient involvement variable has a positive effect on the intention to revisit. Supported by a t-statistics value of $3.859 > 1.96$

and a p-value of $0.000 < 0.05$, it states that H_0 is rejected. The fifth hypothesis is **accepted**, which confirms that there is a significant positive effect between the patient involvement variable and the intention to revisit. These results confirm that there is a strong effect between patient involvement and the intention to revisit. This means that if patient involvement is increased, the patient's interest in revisiting will also increase.

Graffigna et al., said that patients who are more involved in the treatment period have a better understanding of their condition (22). This awareness increases the interest in returning for follow-up care. Higher involvement can also increase compliance with the treatment plan, this compliance encourages routine visits and follow-up. Involved patients tend to be more satisfied with the care they

receive. High satisfaction is positively correlated with the intention to return. High involvement can also encourage patients to be proactive in health management, this proactive attitude can increase the frequency of visits for routine check-ups and encourage patients to recommend health services to others. This act of recommending strengthens the patient's bond with the provider and can increase the intention to return.

The result is in line with a study which show that the higher the customer involvement, the higher the consumer's decision to make repeat purchases (repurchase intention) (23). Another study stated that respondents were more loyal when the approach given by the market was very satisfying. Increasing patient involvement and loyalty will naturally encourage them to visit again (24).

Indirect Effect of Brand Association and Patient Experience on Revisit Intention with Patient Engagement as an Intervening Variable

The indirect effect of patient experience on the intention to revisit, with patient involvement as an intervening variable, obtained a path coefficient of 0.172 which indicates a positive effect . This result is also supported by a t-statistic value of $3.721 > 1.96$ and a p-value of $0.000 < 0.05$ and the indirect effect of brand association on the intention to revisit, with patient involvement as an intervening variable obtained a path coefficient of 0.115 which indicates a positive effect . This result is also supported by a t-statistic value of $2.415 > 1.96$ and a p-value of 0.016, stating that H_0 is rejected. The sixth hypothesis is **accepted**, which confirms that there is a significant positive influence. Thus, the patient involvement variable as an intervening variable does provide an intervening effect between the patient experience variable and the intention to revisit as well as the brand association variable and the intention to revisit, thus providing a fairly large indirect impact.

Positive brand associations and patient experiences create the foundation for deeper engagement. This engagement will ultimately drive repeat visits. Good brand associations and patient experiences can form the foundation for deeper engagement. This engagement then becomes a key factor in driving repeat visits and creating long-term loyalty.

Astudy mentioned that more positive the quality of E-Wom and the brand image intervened by high trust can increase the patient's repurchase intention towards the hospital (25). The stronger the existing brand image, the deeper a person thinks about product information and connects it to existing

brand knowledge, so the stronger the brand association that occurs validation of the combined model between the measurement model and the structural model is done using the Fit Model. The model fit criteria that can be used are SRMR (*Standardized Root Mean Square Residual*) with a value of less than 0.10 or 0.08. In addition, the NFI (*Normed Fit Index*) value can also be used with a value between 0 - 1, if the NFI value is close to 1, the better the fit, with an NFI value of more than 0.9 usually representing an acceptable fit.

Based on the analysis results obtained SRMR value of 0.037, this value is less than 0.10 which indicates that the model fits, as well as the NFI value of 0.901 which already represents acceptable suitability. Overall the model formed is good enough in explaining the relationship between variables.

CONCLUSION

This study confirms that brand association, patient experience, and patient engagement significantly influence patients' intention to revisit the An-Nisa Hospital polyclinic in Tangerang. Furthermore, patient engagement serves as a mediating factor that strengthens the relationship between brand association and patient experience on revisit intention. These findings highlight the importance of implementing patient-centered strategies that enhance both emotional connection and service satisfaction to improve patient retention and address declining visit rates.

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