


Relationship Between Repeat Visit Interest And Patient Satisfaction In The Outpatient Unit At Grha Permata Ibu Hospital In 2024

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Article Info	ABSTRACT
Keywords: Interest in repeat visits Patient satisfaction	Hospitals should focus more on patient satisfaction as a way to gain and maintain market share, maintain patient loyalty, and attract new customers or patients. Quality service ensures patient satisfaction, which ultimately makes patients voluntarily utilize or are willing to return to the hospital and voluntarily recommend the hospital's services to others. The purpose of this study was to determine the relationship between the intention of revisiting and patient satisfaction in the outpatient unit at the Grha Permata Ibu Hospital. This study is a quantitative study with a cross-sectional approach. Sampling in this study used random sampling of 100 respondents. The results showed that there was a relationship between the intention of revisiting ($p = 0.000$) and patient satisfaction. The conclusion of this study is that there is a significant relationship between the intention of revisiting and patient satisfaction in the outpatient unit at the Grha Permata Ibu Hospital with a p value < 0.05 .
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INTRODUCTION

The government has provided various health services and competent medical personnel to meet high health criteria. Hospitals are one of the health facilities most frequently used by the public (Syahputra et al., 2022) . A hospital is defined as a health service facility that provides comprehensive individual health services, including emergency services, outpatient care, inpatient care, and advanced health services, in accordance with the Regulation of the Minister of Health of the Republic of Indonesia Number 4 of 2018 (Tinaningsih et al., 2024) . The evolution of health science, technical progress, and the socio-economic conditions of the local community are some of the elements that influence the characteristics of hospitals, which function as a source of health services for the community. Therefore, hospitals must strive to improve the standard of service that can be obtained by the general public. (Shilvira et al., 2022) . In an effort to increase and maintain market share, maintain current patient loyalty, and attract new clients, hospitals must focus more on patient happiness. When receiving high-quality care, patients will be willing to pay more. (Mendrofa et al., 2022) . Among the services offered by the hospital is outpatient care. The outpatient unit is a part of the hospital that offers services to patients who visit the facility for medical rehabilitation, treatment, or other reasons without the need to stay in an inpatient room. (Rajagukguk et al., 2023)

Quality outpatient services ensure patient satisfaction, which ultimately makes patients voluntarily utilize or are willing to return to the hospital and voluntarily recommend the hospital's services to others (Yeta et al., 2020) . The intention to visit or reuse is defined as behavior that occurs as a reaction to an object and indicates a desire to do the same thing again. The interest in reusing hospital services is influenced by patient satisfaction with the services provided by the hospital and the experience the patient feels while receiving the service. Patients tend to compare expectations with the experiences they experience after receiving services at the hospital. Thus, if a hospital experiences a decrease in visits, this may indicate a decrease in patient interest or willingness to return to receive services at the hospital in question (Yassir et al., 2023) . The phenomenon of decreasing patient visits to the hospital is a problem that cannot be ignored by hospital managers. The decrease in patient visits can reduce hospital income and interfere with optimal patient care. Repeat visits reflect the patient's interest in reusing previously received health services and show loyalty to the hospital. Meanwhile, new visits illustrate patient interest in utilizing health services available at the hospital (Indraswati et al., 2023) .

Research (Djuwa et al., 2020) entitled "The Relationship between Patient Perceptions of Health Service Quality and Outpatient Revisit Interests at the Bakunase Health Center, Kota Raja District, Kupang" indicates a decrease in the frequency of outpatient visits at the Bakunase Health Center in 2018 by 15,354 visits caused by inadequate service quality which resulted in decreased patient satisfaction. At the same time, research (Syahputra et al., 2022) entitled "The Relationship between Service Quality and the Interest in Repeat Visits of Outpatients in the Internal Medicine Polyclinic at Grandmed Hospital, Lubuk Pakam" revealed a decrease in outpatient visits to the internal medicine polyclinic at Grandmed Hospital, Deli Serdang Regency from 129 patients in January to 80 patients in February caused by poor service quality which resulted in decreased patient satisfaction. A similar study by (Daniati et al., 2021) entitled "Analysis of Perception of Service Quality on the Interest in Repeat Visits of Outpatients at the Internal Medicine Clinic, DR. Pirngadi Hospital, Medan City" over the past four years, the number of visits by internal medicine patients at DR. Pirngadi Hospital, Medan City has decreased from 41,117 to 16,638 people. This decline was caused by the inability of hospital management to optimize the provision of health services according to patient desires. Because their desires and expectations are met, patients who receive high-quality care will feel satisfied and tend to return to the hospital.

Grha Permata Ibu Hospital managed by PT Permata Husada Sakti is one of several type C general hospitals that provide specialist services. A preliminary study conducted by researchers showed secondary data showing a decrease in patient satisfaction scores from December 2023 to February 2024. In December 2023, there were 14,308 patient visits, but only 0.0279% of the questionnaires were filled out, resulting in a satisfaction percentage of 52.34%. The filling of the questionnaire decreased further in January 2024, where the number of visits actually increased to 15,993 patients, but the filling of the questionnaire represented only 0.0125% with a patient satisfaction percentage reaching 89.84% which did not represent the entire number of patient visits. In February 2024, there was an increase in filling out the questionnaire representing 0.062% of the 14,540 number of patient visits with a

percentage of 61.11%. Referring to this background, the researcher intends to conduct research on the Relationship Between Revisit Interest and Patient Satisfaction in the Outpatient Unit at Grha Permata Ibu Hospital in 2024.

RESEARCH METHODS

This study used a descriptive correlational design with a cross-sectional method (Arikunto, 2013) . A descriptive correlation research design is an approach that links various variables to each other. Meanwhile, the *cross-sectional approach* refers to a data collection method that is carried out simultaneously at a certain time (Sugiyono, 2019) . In this study, the population consisted of the total outpatients who visited in the period from December 2023 to February 2024 , totaling 44,841 patients. The Slovin formula was used to determine the research sample, which resulted in 100 respondents. Random sampling was used for the sampling process. From September to October 2024, this study was conducted at the Outpatient Unit of Grha Permata Ibu Hospital. A Likert scale questionnaire was used as an instrument, and the results for each trait were divided into three groups: adequate, inadequate, and good. To ensure the relationship between the two variables measured by the ordinal scale, this study used the Spearman rank test.

RESULTS AND DISCUSSION

The research began with the submission of a research permit letter at the Grha Permata Ibu Hospital in Depok. Then, after passing the ethical review stage and obtaining permission, the researcher began to collect the necessary data. After all the data was successfully collected, the next stage was the researcher carried out the data editing process, continued with data coding, and data tabulation using the SPSS application. Based on data analysis involving 100 outpatients as research samples, the following results were obtained:

Table 1 Respondent Characteristics based on age in the outpatient unit of Grha Permata Ibu Hospital

Age	f	%
26-35 years	22	22
36 – 45 years	36	36
46 – 59 years	39	39
>60 years	3	3
Amount	100	100

Source: SPSS 2024 managed data

Table 1 shows that among the 100 respondents in the study sample, the largest age group was 46-59 years, which comprised 39% of the total .

Table 2 Characteristics of Respondents by Gender in the Outpatient Unit of Grha Permata Ibu Hospital

Gender	f	%
Man	28	28

Gender	f	%
Woman	72	72
Amount	100	100

Source: SPSS 2024 managed data

According to Table 2, of the 100 respondents in the research sample, the majority were women, namely 72%.

Table 3 Respondent Characteristics based on work in the outpatient unit of Grha Permata Ibu Hospital

Work	f	%
Businessman	15	15
Private sector employee	36	36
Housewife	33	33
And Others	16	16

Source: SPSS 2024 managed data

According to Table 3, among the 100 respondents in the research sample, the most common job was private employee, which was 36% of the total respondents.

Table 4 Frequency distribution of interest in repeat visits to the outpatient unit of Grha Permata Ibu Hospital

Category	f	%
Not enough	3	3
Enough	7	7
Good	90	90
Amount	100	100

Source: SPSS 2024 managed data

As can be seen from table 4, 90 out of 100 respondents sampled in this survey gave a good rating, or 90%.

Table 5 Frequency Distribution of Patient Satisfaction in the Outpatient Unit of Grha Permata Ibu Hospital

Category	f	%
Not enough	2	2
Enough	10	10
Good	88	88
Amount	100	100

Source: SPSS 2024 managed data

Table 5 shows that, of the 100 respondents who were sampled in this study, 88 respondents, or 88%, gave a rating of very good or better.

Table 6 Relationship between intention to revisit and patient satisfaction in the outpatient unit at Grha Permata Ibu Hospital

Interest in visiting	Patient satisfaction						total		sig	Kof
	Not enough		Enough		Good		N	%		
	N	%	N	%	N	%				
Not enough	1	1	2	2	0	0	3	3	0,000	0.699
Enough	0	0	5	5	2	2	7	7		
Good	1	1	3	3	86	86	90	90		
Total	2	2	10	10	88	88	100	100		

Source: SPSS 2024 managed data

Based on the table above, the majority of respondents rated the intention to revisit as "good" towards patient satisfaction, with a total of 86 respondents or 86%. A significant value of 0.000 was obtained from data analysis using the Spearman Rank test, which showed that the significance value was less than 0.05. This shows that patient satisfaction and the desire to revisit are significantly correlated. Furthermore, the correlation coefficient value obtained was 0.699, which indicates that the relationship between the intention to revisit and patient satisfaction is "Strong" and has a positive relationship direction. The intention to return is a desire that arises in outpatients after they are satisfied with the care they receive on their first visit. After their first meeting, this desire appears within a certain period of time (Sangkot et al., 2022).

Although there has been no previous research that specifically addresses the relationship between patient satisfaction and revisit intention, the findings of this study significantly advance our knowledge of how revisit intention can affect patient satisfaction. The p-value of $0.000 < 0.05$ in another study by (Baharza & Putri, 2020) showed a strong correlation between patient satisfaction and intention to return to the hospital outpatient unit. The patient's first experience in receiving services is one of the main factors influencing the desire to return. Therefore, the provision of high-quality services not only contributes to the creation of patient satisfaction but also becomes an important driver to increase patient loyalty to health facilities. Conversely, there is a high probability that patients who feel dissatisfied will complain and not want to return to the hospital (Gusmawan et al., 2020). The results of this study indicate that patient satisfaction is influenced by the intention to make repeat visits. Patients may be reluctant to return due to problems including poor service quality, which can contribute to decreased interest in visiting. Decreased interest in repeat visits can indicate that patients who are treated are also experiencing a decline, which in turn can reduce employee productivity and work motivation, thus negatively impacting the quality of services provided and making patients dissatisfied.

CONCLUSION

The parameters of revisit interest and outpatient satisfaction at Grha Permata Ibu Hospital are strongly and positively correlated, in accordance with the results of the research that has

been conducted. This is clearly seen from the correlation coefficient value of 0.699 and the significance value which is below the p value ($0.000 < 0.05$).

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