
THE INFLUENCE OF PATIENT SATISFACTION AND TRUST ON REVISIT INTENTION MEDIATED BY WORD-OF-MOUTH INTENTION AT MOM & BABY CLINIC, MANGGA BESAR BRANCH



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Abstract

This study examined the impact of patient satisfaction and trust on revisit intention, mediated by word-of-mouth intention, at the Mom & Baby Clinic's Mangga Besar branch. The stagnation in the number of patient visits during 2023-2024, which only increased from 6,329 to 6,336 visits, far below the target of 8,000 visits, became the background of the study. With a quantitative approach, the study involved 130 respondents who were selected through purposive sampling. Hypothesis testing using the SEM-PLS method. The results showed that patient satisfaction and trust had a significant positive effect on both word-of-mouth intention and revisit intention. Patient trust had a more dominant influence ($\beta=0.591$) on word-of-mouth intention than satisfaction ($\beta=0.249$), while satisfaction had a stronger influence ($\beta=0.291$) on revisit intention than trust ($\beta=0.240$). Word of mouth intention effectively mediates the relationship between both patient satisfaction and trust with revisit intention. These findings highlight the importance of enhancing patient satisfaction and trust to encourage positive word of mouth and increase revisit intention.

Keywords: Patient Trust, Patient Satisfaction, Word Of Mouth, Revisit Intention

INTRODUCTION

In Indonesia, access to healthcare is generally provided through Public Health Centers (Puskesmas), Clinics or Independent Medical Practices (TPMD), and Hospitals. According to the Ministry of Health in 2023, Indonesia has met the World Health Organization (WHO) standard of one hospital bed per 1,000 people, with a current ratio of 1.38 (Kurnia, 2024). However, the availability of primary health facilities such as Puskesmas only 1.4 per 100,000 people which remains below the WHO standard of 2 per 100,000 people (Kurnia, 2024). Clinics and TPMDs show better accessibility, recorded at 1.06 per 10,000 people. In West Jakarta, 15 independent mother-and-child clinics, including Mom & Baby Clinic Mangga Besar Branch, compete to attract patients. Despite the competition, the clinic has experienced stagnant patient visits over the last two years, failing to meet its 2024 target of 8,000 visits.

The growing number of independent clinics intensifies competition, requiring each clinic to build a competitive advantage through quality service and effective communication (Eramedix, 2024). Service quality includes medical staff competency, availability of medical equipment, and facility conditions. Effective communication strengthens patient understanding and builds trust (Langi & Winarti, 2023). Trust is developed from patients' perceptions of service reliability and integrity, which are key in maintaining long-term relationships and patient loyalty (Ramadhani & Sediawan, 2022); (Nurmalawati, 2023). Patient satisfaction and trust directly influence patient behavior, including the intention to return and the willingness to share their experiences through word of mouth, which can enhance a clinic's image and market reach (Kebijakan Kesehatan Indonesia, 2019).

However, when service quality is lacking, dissatisfaction may arise due to poor staff competence, inadequate facilities, or unclear communication (Langi & Winarti, 2023). This dissatisfaction can erode trust, reduce loyalty, and discourage return visits (Ramadhani & Sediawan, 2022); (Nurmalawati, 2023). Furthermore, dissatisfied patients may engage in negative word of mouth, damaging the clinic's reputation and deterring potential patients (Kebijakan Kesehatan Indonesia, 2019).

Therefore, this study aims to examine the influence of patient satisfaction and trust on revisit intention, mediated by word-of-mouth intention, focusing on Mom & Baby Clinic, Mangga Besar Branch.

Specifically, this study investigates: (1) the influence of patient satisfaction on word of mouth intention; (2) the influence of patient trust on word of mouth intention; (3) the direct influence of patient satisfaction on revisit intention; (4) the direct influence of patient trust on revisit intention; (5) the influence of word of mouth intention on revisit intention; (6) the mediating role of word of mouth intention in the relationship between patient satisfaction and revisit intention; and (7) the mediating role of word of mouth intention in the relationship between patient trust and revisit intention.

REVIEW OF LITERATURE

The concept of consumer behavior in the context of healthcare is a dynamic phenomenon that involves complex interactions between cognitive, affective, behavioral, and environmental aspects (Rahmadani & Astuti, 2023) define consumer behavior as an adaptive process in which consumers' thoughts, feelings, and actions continue to evolve in the face of changing environments. In the healthcare industry, a patient's decision to use clinical services

reflects the interaction between personal experiences, social influences, and the exchange of value gained from the medical services received.

The Theory of Reasoned Action (TRA) developed by Ajzen and Fishbein provides a theoretical foundation to understand the interest of patient revisits in the context of health care. According to (Saleem, Aslam, Kim, Nauman, & Khan, 2022), interests are predictors of behavior that are influenced by an individual's belief in the outcome and their perception of the views of those closest to them. The development of TRA into Theory of Planned Behavior (TPB) by Ajzen includes three essential components: behavioral beliefs, normative beliefs, and control beliefs (Nickell & Hinsz, 2023); (Ilhamalimy & Ali, 2021). In the context of a health clinic, the patient's decision to return to visit is influenced by attitudes towards previously received services and social norms that support the use of certain health services.

Patient revisit interest reflects responses to previously received service experiences (Mendrofa, Mendrofa, & Gulo, 2022). Define revisit interest as an emerging desire to make repeat visits based on the patient's evaluation of previous services (Hamid, Radji, & Ismail, 2020). Identify several factors that affect interest in repeat visits, including service quality, institutional image, service appeal, and promotional effectiveness. In the context of health, (Rizqulloh, Asmuji, & Haryanti, 2023) elaborated two dimensions of interest in revisits: intention to recommend and intention to revisit.

Patient satisfaction plays a significant role in shaping the behavior patterns of post-consumption of health services. Satisfaction is the result of a comparative evaluation between expectations and actual perceived performance (Azhari, Senathirajah, & Haque, 2023). (Zailani, 2025) emphasizes that the creation of consumer satisfaction builds the foundation of long-term relationships that drive loyalty and repeat buying behavior. (Haeruddin & Haeruddin, 2020) and (Fernando, Liem, & Bernarto, 2023) underscores the differential impact between satisfaction and dissatisfaction, where negative experiences tend to be disseminated to more people than positive experiences, with longer-term consequences for the reputation of service providers. Kotler & Keller identify 5 relevant dimensions of satisfaction: loyalty, purchase decision, recommendation, willingness to pay more, and providing input (Aini & Izzah, 2021).

Patient trust in healthcare providers is a multidimensional construct that influences the patient's decision to make a repeat visit. Trust reflects a positive expectation that service providers are able to meet the needs of patients with competence and integrity (Wibowo & Junaedi, 2019); (Susanto & Pandjaitan, 2024). Trust involves dependence, risk reduction, and confidence in the good faith of the service provider (Mubarok, Kurniawan, Hidayat, Hia, & Bandawaty, 2022). Hussain & Siddiqui (2023) identify 3 relevant dimensions of trust in the context of healthcare: professional competence, ethical integrity, and virtue in interactions with patients.

Word-of-mouth intention is an informal communication mechanism that has a substantial influence on consumer decisions in choosing health care providers. (Hussain, Song, & Niu, 2020) explains that WOM refers to consumer experience recommendations that are shared with other consumers, which is an important determinant in the consideration of choosing a service provider. (Syafe'i, 2024) distinguishes between two types of WOM: negative WOM that arises from dissatisfaction and positive WOM that comes from satisfactory experiences. Siwu, Manaek, & Loindong (2021), Murdana & Suasana (2020),

dan Zailani (2025), measure WOM through 3 relevant dimensions: talking about, recommending, and encouraging others to use the service.

The interrelationship between satisfaction, trust, WOM intention, and revisit intention has been validated in various empirical studies. Patient satisfaction has a positive effect on WOM intention (Wibowo & Junaedi, 2019); (Zailani, 2025) and revisit intention (Saputri, Amelia, & Baharuddin, 2025); (Rochma, Handayani, Husna, & Rohmah, 2023); (Winoto, Tecalu, & Ferryday, 2022); (Haryono, Korayan, & Saparso, 2024). Similarly, patient trust contributes positively to the formation of WOM intention (Ratri, Supriadi, & Broto, 2024); (Wibowo & Junaedi, 2019) and revisit intention (Ardianto, Nuriska, & Nirawati, 2020); (Winoto, Steven, & Purnama, 2021); (Putri, Sinaga, Agustina, Silitonga, & Sudirman, 2020). Research (Devialesti & Zabara, 2024) and (Dinata & Yulianto, 2021) confirms that WOM intention has a significant effect on revisit intention, which opens up the possibility of WOM intention mediating the role in the relationship between patient satisfaction and trust and revisit intention. Thus, the conceptual framework of this study integrates consumer behavior theory, TRA, and existing empirical literature to test the relationship between satisfaction, trust, WOM intention, and revisit intention at the Mom & Baby Clinic, Mangga Besar Branch. Hypothesis testing will focus on the direct and indirect influences (mediated by WOM intention) between these variables in the specific context of health services.

RESEARCH METHOD

This study uses a quantitative approach with a focus on testing statistical hypotheses regarding the influence of patient satisfaction and trust on revisit intention mediated by word-of-mouth intention. The study has not determined the population; therefore, the samples are determined using the formula Hair et al. on 2014 cited in Mohamad, Afthanorhan, Awang, & Mohammad (2019) With the calculation of 5×26 indicators, 130 respondents were produced. The purposive sampling technique was applied with the following criteria: at least two visits to Mom and Baby Clinic, Mangga Besar Branch, stable condition, and presence in the clinic at the time of data collection (Sekaran & Bougie, 2016). The research instrument used a questionnaire with a Likert scale of 1-5. Model evaluation included the outer model using convergent validity with the loading factor parameters >0.7 and AVE >0.5 ; discriminant validity with Fornell and Larcker & The HTMT <0.9 ; reliability with CR >0.7 (Cheung, Copper-Thomas, Lau, & Wang, 2023) and inner model (R^2 with values of 0.75, 0.50, and 0.25 indicating strong, medium, and weak predictions; Q^2 with values >0 indicating the research model has predictive relevance (Ermawati, 2018); path coefficients in range -1 to +1 (Cheung, Copper-Thomas, Lau, & Wang, 2023). Both direct and indirect hypothesis testing using t-test >1.96 and p-value <0.05 (Ermawati, 2018).

RESULTS AND DISCUSSION

Description of Respondent Characteristics

This study involved 130 respondents who were female patients or parents of pediatric patients at the Mom and Baby Clinic Mangga Besar Branch during the February-March 2025 period. The demographic characteristics of the respondents showed the dominance of the 26–35-year age group at 67.7%, while the respondents aged over 45 only reached 0.8%. The gender composition is dominated by women, with a very significant percentage compared to men. Viewed from the education aspect, the majority of respondents have completed D3 and

S1 education with the same percentage, 36.9%, while S2 graduates are only 5.4%. Judging from work, most of the respondents work as employees, with a percentage of 62.3%. The pattern of visits shows that 89.2% of respondents are obstetrician and gynecology patients, while 9.2% access pediatric patients, and only 1.5% lactation patients. The frequency of visits showed that most respondents (32.3%) had made 3 visits, with all respondents having made at least 2 visits according to the research inclusion criteria. The distribution of these characteristics provides a comprehensive demographic profile of respondents representing the patient population of the Mom and Baby Clinic, Mangga Besar Branch, thus becoming a valid basis for identifying the pattern of relationships between the study variables, which include satisfaction, trust, word of mouth intention, and revisit intention.

Descriptive Analysis of Research Variables

Descriptive analysis showed that patient satisfaction obtained an overall average score of 4.28, which indicates a good level of satisfaction. However, there is an indicator with a low of 4.05 on the statement regarding willingness to pay a higher price (X1.7), indicating areas for improvement. The confidence variable showed an average of 4.46, which reflected a very good level of trust, with the lowest score of 4.41 on the indicators of emotional support and empathy from doctors (X2.6). This indicates an aspect of trust that is already very strong but still needs to be strengthened in the dimension of empathy. The word-of-mouth intention variable obtained an average score of 4.25, which was in the good category, with the lowest score of 4.17 on the indicator of the intensity of encouraging others to try the service (M.6).

These findings suggest that although patients are more likely to talk about and recommend services, their proactive intensity in encouraging others' needs needs to be stimulated. The return interest variable showed an average of 4.33 which was classified as good, with the lowest score of 4.25 on the indicator of willingness to recommend services (Y.1). Overall, the four variables showed a positive perception of respondents with an average value range of 4.25-4.46, indicating a strong basis for the development of health services at the Mom and Baby Clinic Mangga Besar Branch, although some specific aspects required attention and improvement.

Evaluation of Measurement and Structural Models

The evaluation of the measurement model showed that all indicators had a loading factor value of >0.7 that met the convergent validity criteria, supported by an AVE value of >0.5 for all constructs. The validity of the discriminant was met based on the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT) value <0.9 , with the highest value of 0.881, confirming that each construct measures a different concept. Reliability tests showed Cronbach's Alpha and Composite Reliability values >0.7 on the entire construct, confirming good internal consistency. In the evaluation of the structural model, the R Square value for word-of-mouth intention reached 0.656, indicating that satisfaction and trust were able to explain 65.6% of word-of-mouth intention variance. The R-Square value for revisit intention was 0.772, indicating that satisfaction, trust, and word of mouth intention collectively explained 77.2% of the variance in revisit intention. The Q Square values for word of mouth intention constructs (0.505) and revisit intention (0.613) indicate that the model has strong predictive relevance. The final structural model is shown in Figure 1, which illustrates the bootstrapping results with the value of the path coefficient and significance for each relationship between variables.

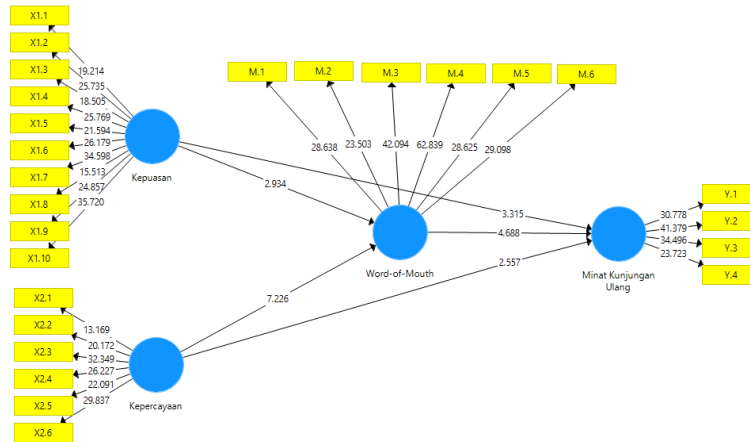


Figure 1.
PLS Bootstrapping

Hypothesis Testing

Hypothesis testing showed that all direct relationship pathways were positive and significant, with a t-statistical value of >1.96 and a p-value of <0.05. Satisfaction had a positive effect on word of mouth intention ($\beta=0.249$; $t=2.934$; $p=0.000$) and revisit intention ($\beta=0.291$; $t=3.315$; $p=0.001$), confirming hypotheses 1 and 3. Trust had a positive effect on word of mouth intention ($\beta=0.591$; $t=7.226$; $p=0.000$) and revisit intention ($\beta=0.240$; $t=2.557$; $p=0.011$), supporting hypotheses 2 and 4. Word of mouth intention had a positive effect on revisit intention ($\beta=0.418$; $t=4.688$; $p=0.000$), confirming hypothesis 5. The mediation analysis revealed that word of mouth intention mediated the influence of satisfaction ($\beta=0.104$; $t=2.410$; $p=0.016$) and trust ($\beta=0.247$; $t=4.237$; $p=0.000$) on revisit intention with indirect effects. These findings confirm hypotheses 6 and 7 about the mediating role of word-of-mouth intention.

Table 1.
Direct Impact Test

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Satisfaction → Word of Mouth Intention	0,249	2,934	0,000
Trust → Word of Mouth Intention	0,591	7,226	0,000
Satisfaction → Revisit Intention	0,291	3,315	0,001
Trust → Revisit Intention	0,240	2,557	0,011
Word of Mouth Intention → Revisit Intention	0,418	4,688	0,000
Satisfaction → Word of Mouth Intention → Revisit Intention	0.104	2.410	0.016
Trust → Word of Mouth Intention → Revisit Intention	0.247	4.237	0.000

Source: Data processed by researchers with SmartPLS version 3 (2025)

Discussion

This study confirmed a significant positive influence between satisfaction and trust on revisit intention, both directly and indirectly, with mediation of word-of-mouth intention at the Mom and Baby Clinic Mangga Besar Branch. The first finding revealed that satisfaction had a positive effect on word-of-mouth intention ($\beta=0.249$, $t=2.934$, $p=0.000$), indicating that the patient's positive experience facilitated cognitive evaluation that built positive affectation, resulting in spontaneous recommendation behavior. This phenomenon reflects a psychological process in which the fulfillment or fading of patient expectations through the quality of health services, the competence of medical personnel, and adequate infrastructure transforms satisfaction into positive interpersonal communication. These results are in line with research (Rizan, Mukhtar, & Wulan, 2020) and (Wibowo & Junaedi, 2019) which emphasizes the significance of satisfaction as a word-of-mouth antecedent in the context of maternal and pediatric health services.

Furthermore, trust was shown to have a positive effect on word-of-mouth intention ($\beta=0.591$, $t=7.226$, $p=0.000$), with the highest path coefficient among all the relationships tested, indicating trust as the main determinant in the formation of recommending intention. This mechanism can be explained through the theory of social exchange, in which patients are motivated to engage in positive word of mouth as a form of reciprocity for beneficial trust-based interactions. Trust formed from the perception of competence, integrity, and benevolence creates organic endorsements that have high persuasiveness because they are non-commercial and authentic. These findings confirm the results of the study (Ratri, Supriadi, & Broto, 2024); (Wibowo & Junaedi, 2019) that identify trust as a strong predictor of word of mouth intention in the context of specialist healthcare.

In direct relationships, satisfaction had a significant positive influence on interest in repeat visits ($\beta=0.291$, $t=3.315$, $p=0.001$), indicating that the correspondence between expectations and service realities forms a psychological attachment that drives the intention to reuse the service. Multidimensional evaluations of satisfaction include technical, functional, and environmental aspects that act as strong antecedents for behavioral intention. These results are consistent with the findings (Saputri, Amelia, & Baharuddin, 2025); (Rochma, Handayani, Husna, & Rohmah, 2023); (Winoto, Tecoalu, & Ferryday, 2022) which confirms the significant role of satisfaction in predicting interest in revisiting health facilities.

Trust was also shown to have a positive effect on interest in repeat visits ($\beta=0.240$, $t=2.557$, $p=0.011$), showing the function of trust as a psychological guarantee that reduces perceived risk and increases perceived control in health decision-making. These findings are in line with the research of (Ardianto, Nuriska, & Nirawati, 2020); (Winoto, Steven, & Purnama, 2021); (Putri, Sinaga, Agustina, Silitonga, & Sudirman, 2020) who identified trust as a significant predictor of behavioral intentions in the context of health services.

Word of mouth intention showed a significant positive influence on follow-up interest ($\beta=0.418$, $t=4.688$, $p=0.000$), confirming that testimonials from interpersonal sources have superior persuasiveness compared to conventional marketing communications in the context of health decision-making. The mechanism of influence occurs through the formation of positive expectations, social conformity, and strengthening emotional connections between patients and service providers. These findings affirm the results of research by (Devialesti &

Zabara, 2024) and (Dinata & Yulianto, 2021) which revealed the significance of word of mouth in shaping interest in revisiting health institutions.

The results of the mediation analysis revealed that word of mouth intention mediated the influence of satisfaction on the interest of repeat visits (β indirect=0.104, $t=2.410$, $p=0.016$). This indicates that although word of mouth plays a role in bridging satisfaction and revisit intention, satisfaction still has a strong independent influence on the patient's behavioral intentions. In contrast to this, word of mouth intention mediated the influence of trust on revisit intention (β indirect=0.247, $t=4.237$, $p=0.000$). These findings indicate that trust transforms return interest more effectively when mediated by word-of-mouth communication, underscoring the synergy between trust and word of mouth in shaping behavioral loyalty.

The theoretical implications of this study enrich the literature on marketing relationships by identifying complex interactions between trust, satisfaction, word of mouth intention, and revisit intention in the context of maternal and pediatric health services. Practically, the findings underscore the importance of integrating patient experience management and trust-building in healthcare marketing strategies, especially through service transparency, consistency of clinical performance, and empathic communication as foundations in building ongoing loyalty. The collectivity of findings confirms the urgency for healthcare institutions to develop an integrated service ecosystem that facilitates trust, satisfaction, and word of mouth as a strategic trident in optimizing patient retention in the competitive environment of the contemporary healthcare industry.

The managerial implications of the findings of this study highlight the importance of a holistic approach in the management of maternal and pediatric health services. Mom and Baby Clinic, Mangga Besar Branch needs to develop a multidimensional strategy that not only focuses on the clinical aspect, but also integrates psychological and social elements in the healthcare experience. Optimizing patient satisfaction can be done through the implementation of a comprehensive service blueprint, including mapping critical touchpoints in the patient journey, starting from the registration process, waiting time, medical consultation, to post-treatment follow-up. The value-based co-creation approach can be implemented through a real-time feedback system and participatory design that involves patients in the development of services, thereby creating a sense of psychological ownership of the healthcare process.

Strengthening the trust dimension requires deliberative strategies that emphasize the transparency of medical information, consistency of service quality, and personalization of health-patient interactions. The systematic implementation of therapeutic communication protocols can facilitate the formation of a clinical rapport that is conducive to the growth of trust. Continuous education for medical personnel and paramedics about patient-centered care and cultural competence is essential in building the perception of benevolence and integrity that is the foundation of trust. An integrated medical documentation system that allows for information continuity between departments and visits can strengthen the perception of institutional competence, which is positively correlated with patient trust. In the context of facilitating word-of-mouth intention, health institutions need to adopt an organic advocacy approach that goes beyond conventional referral programs. The creation of narrative-worthy experiences through memorable clinical moments and personalized care can catalyze spontaneous testimonials that have high credibility.

The development of a community engagement platform that facilitates the exchange of experiences between patients can amplify the positive effects of word-of-mouth communication. Shareable educational content and "patient success stories" programs can serve as conversation triggers that facilitate word of mouth in digital and interpersonal contexts. Patient retention strategies that focus on increasing interest in repeat visits can be developed through the implementation of a loyalty lifecycle management system that identifies individual visit patterns and service preferences. Personalization of preventive health reminders and periodic check-up schedules tailored to the specific needs of patients can strengthen longitudinal relationships with healthcare institutions. Wellness partnership programs that involve patients in continuity of care through a proactive approach can transform the healthcare paradigm from episodic intervention to a continuous relationship.

From a long-term implementation perspective, Mom and Baby Clinic needs to develop an integrated service ecosystem between physical touchpoints and digital experiences. An omnichannel approach to patient relationship management can facilitate a seamless journey that reinforces elements of satisfaction, trust, and interest in simultaneous revisits. The development of mobile applications that provide access to digital medical records, appointment scheduling, virtual consultations, and educational resources can expand the dimension of services beyond conventional face-to-face interactions.

Further research can elaborate on the dynamics of the relationship between variables in a longitudinal context to understand the evolution of the trust-satisfaction-loyalty nexus throughout the patient's lifecycle. Exploration of moderation factors such as health literacy, prior healthcare experiences, and socioeconomic factors can provide nuanced perspectives on heterogeneity in the formation of satisfaction, trust, and interest in repeat visits. Investigating the complex interactions between offline word of mouth and electronic word of mouth in the context of maternal and pediatric health services can enrich understanding of the mechanisms of interpersonal communication in the digital health era. A mixed-method approach that integrates quantitative analysis with qualitative exploration of patient narratives can reveal deep insights into the underlying psychological mechanisms that transform satisfaction and trust into active loyalty.

Multi-institutional comparative studies can be conducted to evaluate variability in the relationship patterns between variables in the healthcare context with different characteristics, resulting in a more comprehensive mapping of the trust-satisfaction-word-of-mouth-revisit intention nexus dynamics across a diverse healthcare spectrum. The results of such research will contribute significantly not only to academic advancement in healthcare marketing but also to the development of evidence-based praxis in patient-centered healthcare optimization.

CONCLUSION

This study explores the interrelationship dynamics between patient satisfaction, patient trust, word of mouth intention, and revisit intention at the Mom & Baby Clinic, Mangga Besar Branch. The results of the analysis revealed that patient satisfaction and trust had a significant positive effect on word-of-mouth intention, with trust showing a more dominant influence ($\beta=0.591$) than satisfaction ($\beta=0.249$). The two independent variables also had a direct effect on the revisit intention, with satisfaction having a stronger effect ($\beta=0.291$) than trust ($\beta=0.240$). Word-of-mouth intention has been shown to mediate the influence of

satisfaction and trust on revisit interest. These findings indicate the urgency for healthcare institutions to develop an integrated strategy that focuses on increasing patient trust as a key determinant of word of mouth intention and optimizing patient satisfaction as a direct contributor to revisit interest. A service ecosystem that prioritizes interconnectivity between these three variables can be the foundation for building sustainable patient loyalty amid an increasingly competitive advantage in healthcare industry.

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