

Factors affecting revisit intention in outpatient care in private hospital in Indonesia: Narrative Review

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ABSTRACT

This narrative review explores factors influencing revisit intentions among outpatient care patients in private hospitals in Indonesia. The importance of patient retention in healthcare service management is critical, especially in a competitive market environment. The research aims to understand key determinants that drive patients to return to hospitals, focusing on the roles of service quality, patient satisfaction, trust, and complaint management. The study adopts a narrative review methodology, synthesizing findings from various studies that examine these factors within the Indonesian healthcare context. Key findings highlight that while technical quality of clinical services is essential, non-clinical aspects—such as effective communication, social media engagement, and efficient queue management—also significantly influence patient decisions. The review emphasizes that a comprehensive approach, addressing both clinical and non-clinical dimensions, is crucial for improving patient loyalty. The research suggests that private hospitals in Indonesia should focus not only on enhancing clinical care but also on optimizing the patient experience through effective communication and engagement. Implementing management strategies based on these findings could lead to improved patient satisfaction and loyalty, thereby ensuring the delivery of competitive healthcare services.

Keywords: inclusion criteria: revisiting intention RVI, ambulatory care, private hospital, Indonesia

Introduction

The rapid expansion of Indonesia's healthcare system, driven by both public and private actors, has intensified the need to understand determinants of patient loyalty, especially revisit intention in outpatient settings (Nugroho et al., 2021). Revisit intention is a key behavioral outcome reflecting patient satisfaction, trust, and perceived service quality (Hidayat & Rahmawati, 2020). Recent studies in Indonesian private hospitals have revealed that while technical service quality remains crucial, factors such as patient-centered communication, complaint handling, social media engagement, and queue management systems significantly influence a patient's willingness to return (Sari & Prasetyo, 2019; Suryani et al., 2020). These non-clinical aspects reflect evolving patient expectations that demand more responsive and integrated care experiences (Alamsyah & Latifah, 2022). Research has shown that enhancing the patient experience through improved communication and efficient complaint resolution leads to higher patient satisfaction and loyalty (Mulyani et al., 2021). Moreover, social media engagement and timely information-sharing have become critical in building trust and patient relationships (Haryanto & Amin, 2020). Queue management systems are also recognized for reducing wait times and improving the overall patient experience in outpatient services (Syamsudin & Hadi, 2021).

A study focusing on female diabetic patients in private hospitals demonstrated that complaint handling and social media promotion have significant positive effects on patient trust and revisit intentions. Interestingly, while perceived service quality increased satisfaction, it did not have a direct impact on revisit intention. In a parallel study from South Sulawesi's special

regional hospitals, it was found that service quality indirectly influenced loyalty via patient satisfaction, highlighting the mediating role of satisfaction in translating quality into loyalty. Meanwhile, a comparative study of public and private *rumah sakit* Islami in Medan emphasized that excessive waiting times—particularly in pharmacy and registration areas—negatively affect satisfaction levels, despite minimal differences in patients' final satisfaction scores. These findings suggest that even when clinical outcomes are equal, logistical and emotional factors shape patients' behavioral responses.

Altogether, these insights underscore that revisit intention in Indonesia's private hospitals is determined by a constellation of service-related, emotional, and experiential factors (Priyanto et al., 2025). Hospitals aiming to enhance patient retention must go beyond standard clinical metrics and focus on building trust, reducing service delays, and enhancing communication strategies (Bhati et al., 2023; Chowdhury et al., 2024). With Indonesia's growing middle class and the continued rollout of the *Jaminan Kesehatan Nasional* (JKN), understanding revisit behavior is not only vital for hospital competitiveness but also for ensuring equitable and patient-responsive healthcare services.

This review critically analyzes several studies on patient revisit intention in Indonesian private hospitals, focusing on the role of service quality, patient-centered communication, complaint handling, and social media engagement. The research adds value by bridging gaps in previous studies, which often overlook the interplay between technical and non-clinical factors in shaping revisit intentions.

For instance, a study by Suryani et al. (2019) found that complaint handling and social media engagement directly impact patient trust and revisit intentions. This aligns with a study by Santoso and Ibrahim (2021), which emphasized the mediating role of patient satisfaction in the relationship between service quality and loyalty. However, the current research goes further by showing how both clinical and non-clinical factors—such as queue management and communication strategies—collectively influence patient revisit behavior. The integration of these factors into a holistic service improvement strategy fills a gap in previous literature, which primarily focused on clinical aspects of service quality.

Furthermore, research by Agus and Sutrisno (2020) on waiting times in hospitals highlighted the negative impact of delays on patient satisfaction, yet it didn't delve into how such delays affect revisit intentions. By incorporating queue management into the analysis, this study provides a more comprehensive understanding of how logistical factors, alongside service quality, shape patient behavior.

The findings of this research provide crucial insights for private hospitals looking to boost patient loyalty. Hospitals must not only improve clinical outcomes but also focus on enhancing communication, managing waiting times, and engaging patients through social media. This study's implications are significant for hospitals aiming to enhance patient retention in the face of Indonesia's expanding healthcare market.

Research Method

The method used in this study is narrative review using a prism flow diagram. The researcher searched for literature sources through access to several journal search media, namely Google Scholar, and Scopus by entering the keywords: "outpatient" (cash OR insurance) "repeat visit". The search process was carried out on May 5-9, 2025.

The inclusion criteria for this study are a) Indonesian scientific journals, b) published from

the range of 2020-2025, c) have quantitative, qualitative, or experimental methods, d) Publication Year 2020-2025

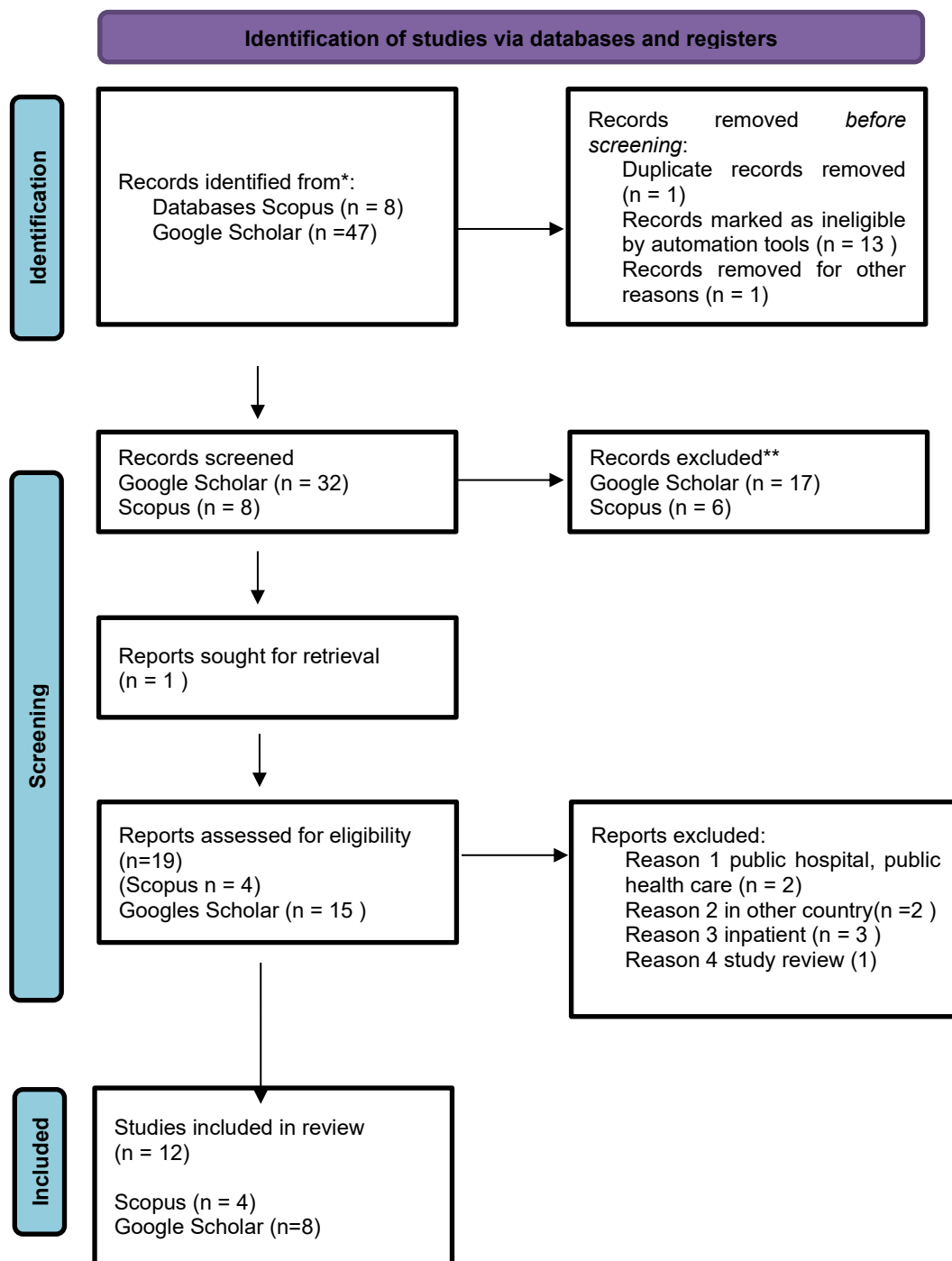


Figure 1. Research Flow

1. Population : Outpatients in private hospitals in Indonesia
2. Intervention: Factors that affect patient revisits such as payment system, patient satisfaction, quality of service
3. Comparison: patients who do not make repeat visits or hospitals that do not implement service improvement strategies
4. Outcome : Frequency or interest in revisiting outpatient clinics (revisit intention, revisit interest)

Table 1. Inclusion Criteria

PICO Component	Keywords Indonesian	English Keywords
Populasi	Patients of private hospital polyclinics in Indonesia	Outpatient in private hospital in Indonesia
Intervention	Satisfaction, communication, lead time, cost, facilities, quality of service	Satisfaction, communication, waiting time, cost, facility
Comparison	Dissatisfied vs satisfied, slow vs fast , Revisit vs no	Low vs High satisfaction, Long vs Short wait
Outcome	Revisit intent, revisit behavior, frequency of revisit	Revisit intention, repeat visit behavior

Inclusion criteria:

- 1) Last 5 years, 2020-2025,
- 2) English search: limited to 10 search pages ,
- 3) private hospital outpatients,
- 4) factors affecting repeat visits,
- 5) Indonesia
- 6) English or Indonesian articles,
- 7) types of research articles are quantitative, qualitative, or mixed.

Exclusion criteria:

- 1) articles that do not mention revisit intention,
- 2) inpatients, health centers,
- 3) articles in the form of study design reviews, editorials, opinions, abstracts without full text,)
- 4) studies conducted in government hospitals or clinics, outside Indonesia,
- 5) animal or lab studies (not relevant to humans)
- 6) articles published before 2020
- 7) Indonesian keywords: "outpatient" (cash OR insurance) "repeat visit" "patient doctor communication" AND "patient loyalty" AND "outpatient" AND "Indonesian" ("revisit intention" OR "return intention" OR "patient loyalty" OR "patient retention") AND ("outpatient services" OR "ambulatory care" OR "specialized clinic" OR "outpatient care") AND ("patient satisfaction" OR "experience" OR "feedback" OR "perception") AND ("healthcare quality" OR "service quality" OR "accessibility" OR "continuity of care")

Results and Discussion

Table 2. Results of the Narrative review

No	Title	Researchers	Year	Method
1	"How to create patients revisit intention? A study on private hospitals in Indonesia"	Tantri Yanuar Rahmat Syah Edi Suyitno	Innovative Marketing, Volume 21, Issue 1, 2025	Quantitative research design with a cross-sectional survey approach
2	The Relationship between the Quality of Nursing Services and Patient Satisfaction at the Internal Medicine Polyclinic of Panti Rapih Hospital, Yogyakarta	Anastasia Mita Rusviani 1, Agustina Sri Oktri 2, Agnes Mahayanti 3	Journal of Nursing I CARE, Vol. 3 No. 1 of 2022	Quantitative research, cross sectional.

No	Title	Researchers	Year	Method
3	Overview of Patient Satisfaction and Loyalty to ABC Hospital Marketing Mix	He was pure	Journal of Applied Business Administration Journal of Applied Business Administration Volume 5 2023	Descriptive research with Quantitative Approach
4	The Influence of Marketing Mix on Patients' Decision to Choose Outpatient at RSIA Malebu Husada	Musyarrarah Sukman, *Haeruddin, Sumiaty, Reza Aril Ahri, Rezky Aulia Yusuf	Journal of Aafiyah Health Research (JAHR) 2022	Observational with cross sectional design
5	Factors that affect the interest in revisiting patients at the Obstetrics and Gynecology Poly at RSIA X Pekanbaru 2024	Widi Yanto1*, Hetty Ismainar2, Jasrida Yunita3, Budi Hartono4. Liter5	Journal of Public Health Volume 8, Number 3, December 2024	Quantitative with <i>Cross Sectional research design</i>
6	The Influence of Patient Experience, Customer Satisfaction on Loyalty with Ewom as a Mediation in Outpatients at Hospital X West Java	Reny Sari Marlina 1 The Russian Revolution 2 , Erry Yudhya Mulyani 3	Journal of Domain Research Vol. 6, No. 3, March. 2024	This study uses a cross-functional quantitative research approach - sectional
7	Quality of service and interest in outpatient revisits at Hospital X	Tarianna Ginting ^{1*} , Muhammad Chairul ² , Putri Yunita Pane ¹ , Sudarsono ² , Muhammad Rizal Renaldi ² , Fatma Hani Lubis ²	Journal of Prima Medika Sains Vol.3 No.2	The type of research used in this study is a type of quantitative survey with <i>a cross-sectional approach</i>
8	Service Quality and Its Effect on Interest in Outpatient Revisits at Polyclinics at Faisal Islamic Hospital Makassar	Shulystiawaty Desy Resky1*, AnggungDinianti2, Irwan3	Journal of Educational Innovation and Public Health Volume 3, Number 1, 2025	quantitative method.
9	The Effect of Service Quality and Patient Satisfaction Toward Patient Loyalty in Special Regional Hospitals of South Sulawesi	Arman, R.A., Pasinringi, S.A., Rivai, F., Sidin, A.I., Irwandy, Saleh, L.M., Mallongi, A.	(2023) Pharmacognosy Journal, 15(3), pp. 443-449.	qualified quantitative study with an analytical observational design and cross-sectional model.
10	Hospital outpatient waiting time and patient satisfaction: an observational comparative study	Hasibuan, About Us	<i>Social Medicine</i> Volume 18, Issue 2, Pages 141 - 152 May-August 2025	analytical observational research with a cross-sectional design
11	Antecedents of patient health engagement in the radiotherapy service (evidence from Indonesia)	Kasena, Antonio,	Health SA Health, 2023	quantitative, cross sectional
12	Element of Marketing: SERVQUAL Toward	Akob, Yantahin, Ilyas, Son	The Journal of Asian Finance , Economics,	quantitative explanatory

No	Title	Researchers	Year	Method
	Patient Loyalty in the Private Hospital Sector		and Business Volume 8 Issue1, 2021	

Effective complaint handling is essential in increasing patient confidence, especially for those with complex conditions like diabetes. Patients who experience well-managed complaints tend to have more trust in the healthcare provider, fostering a better relationship between the hospital and the patient. Social media promotion also plays a significant role in influencing patient trust and their interest in repeat visits. A strong online presence not only promotes transparency but also helps to engage patients by addressing their concerns and providing real-time information. Additionally, patient satisfaction emerges as the main variable influencing revisit intentions. A high level of satisfaction, driven by factors such as service quality, communication, and convenience, directly impacts a patient’s decision to return to the same hospital for future care.

To understand the factors affecting revisit intention in ambulatory care at private hospitals in Indonesia, several key elements emerge from the provided abstracts. First, the quality of service is a fundamental determinant. Patients are more likely to return to hospitals where they perceive the service quality to be high. Second, patient satisfaction is a critical factor in driving revisit intention, emphasizing the need for hospitals to maintain high standards of care and responsiveness. Third, trust, cultivated through effective complaint handling and patient engagement, is essential for ensuring that patients feel valued and confident in their healthcare provider. Finally, the growing influence of digital platforms, particularly social media, plays a pivotal role in maintaining patient relations and enhancing hospital visibility. Therefore, hospitals aiming to improve patient retention and competitiveness in the healthcare market should focus on optimizing these factors.

Key Factors Influencing Revisit Intention

Service Quality and Patient Satisfaction

High-quality service is a key factor in ensuring patient satisfaction, which directly impacts their intention to revisit a hospital. Elements such as the appearance of hospital staff, the quality of hospital facilities, staff responsiveness, knowledge, courtesy, and empathy all contribute significantly to the perceived service quality (Syah, 2025). When patients perceive that they are receiving top-notch service, their satisfaction levels increase, which strengthens their trust in the healthcare provider. This satisfaction is vital for fostering patient loyalty, as satisfied patients are more likely to return for future care and recommend the facility to others. Satisfaction is therefore an essential determinant for revisiting intentions and for ensuring long-term patient relationships (Akob, 2021).

Trust and Complaint Handling

Trust is another fundamental factor that influences revisit intentions in healthcare settings. Trust is primarily built through reliable service and effective complaint handling, as patients need to feel that their concerns are addressed promptly and professionally. During crises like the COVID-19 pandemic, trust in healthcare institutions and government responses was shown to be vital in maintaining patient confidence and revisit intentions (Syah, 2025). Efficient complaint handling, particularly for patients with complex conditions, is crucial in building trust. By ensuring that patients' concerns are resolved effectively, hospitals can foster a sense of reliability and support, which encourages patients to return for future services.

Social Media and Word-of-Mouth

Social media has become an essential tool for healthcare providers to engage with patients, build trust, and improve revisit intentions. Active promotion and engagement on social media platforms can significantly impact patient perceptions, providing real-time information and fostering positive interactions. When patients share their positive experiences online, it not only reinforces the hospital's reputation but also attracts new patients. Additionally, word-of-mouth from satisfied patients can significantly influence others' perceptions, which may increase their likelihood of choosing the hospital for their care needs. Positive testimonials and social media posts can amplify a hospital's credibility and encourage patient loyalty.

Patient Health Engagement (PHE)

Patient health engagement (PHE) plays an important role in influencing revisit intentions. Addressing patients' informational needs and ensuring their comfort during visits are critical aspects of engagement. When patients are provided with clear, understandable information and feel comfortable and cared for, they are more likely to stay engaged and satisfied with their healthcare provider. The provision of a comfortable environment, along with fulfilling patients' informational needs, leads to higher levels of health engagement, which is closely linked to patients' intentions to revisit (Kasena, 2023). Ensuring patients feel heard and well-informed enhances their overall experience, making them more likely to return in the future.

Hospital Image and Perceived Value

A hospital's image significantly impacts patient satisfaction and loyalty. A positive image is built over time through consistent service quality, staff professionalism, and overall patient care. Coupled with perceived value, which refers to the balance between the quality of care and the costs associated with it, a positive hospital image plays a crucial role in shaping a patient's decision to return. Patients who feel that they have received good value for the care they received are more likely to view the hospital favorably and return for future services (Akob, 2021). Perceived value is critical in shaping long-term relationships with patients, especially when they believe they have received high-quality service at a reasonable cost.

Operational Efficiency

Operational efficiency, particularly in queue management, significantly affects patient satisfaction and revisit intentions. Long waiting times, poor management of queue systems, and uncomfortable waiting areas can lead to dissatisfaction and frustration. Factors such as well-ventilated waiting rooms, availability of seating, and efficient counter management play a vital role in maintaining a smooth patient flow. Proper queue management ensures that patients are not kept waiting for extended periods, which in turn improves their overall experience. When hospitals can minimize waiting times and improve the operational aspects of patient flow, they enhance patient satisfaction, which encourages patients to return for future visits (Hasibuan, 2025).

Table 3. Summary Table

Factor		Impact on Revisit Intention
Service Quality		Directly affects patient satisfaction and loyalty
Patient Satisfaction		Essential for fostering loyalty and revisit intentions
Trust and Complaint Handling		Enhances trust and positively influences revisit intentions
Social Media Promotion		Builds trust and positively impacts revisit intentions
Word-of-Mouth		Influences others' perceptions and revisit intentions
Patient Health Engagement	Linked to revisit intentions through addressing informational needs and situational repose	
Hospital Image		Shapes patient satisfaction and loyalty
Perceived Value		Influences decision to return based on cost-quality balance
Operational Efficiency		
		Queue management and waiting times impact satisfaction and revisit intentions

Factors such as service quality, patient satisfaction, payment system, as well as social and demographic factors play an important role in determining the re-visit of outpatient polyclinic patients in Indonesian hospitals. Hospitals need to pay attention to and improve these aspects to improve patient loyalty and service quality.

To enhance revisit intentions in ambulatory care at private hospitals in Indonesia, it is crucial to focus on improving service quality, patient satisfaction, building trust through effective complaint handling, leveraging social media, managing operational efficiency, and ensuring a positive hospital image and perceived value. These factors collectively contribute to higher patient satisfaction and loyalty, ultimately encouraging patients to return, and retention amidst competitive healthcare environments.

Conclusion

Factors influencing patients' intention to revisit private hospitals in Indonesia include service quality, patient satisfaction, and trust, with effective complaint handling and clear communication playing crucial roles in building trust. Additionally, social media engagement and efficient queue management contribute significantly to patient satisfaction. To enhance revisit intentions and foster patient loyalty amid Indonesia's expanding healthcare market, hospitals should prioritize improvements in these areas. It is recommended that hospitals invest in staff training to enhance communication skills and patient-centered care, while also leveraging technology—such as digital platforms for appointment scheduling and real-time updates—to optimize queue management and streamline patient interactions. Future research could explore the impact of emerging digital health tools and personalized communication strategies on patient

loyalty and revisit behavior in diverse hospital settings.

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