

## THE EFFECT OF HOSPITAL IMAGE, PERCEIVED MEDICAL QUALITY, WORD OF MOUTH ON THE INTENTION TO VISIT AGAIN AT THE INTERNAL MEDICINE POLYCLINIC OF CIAWI HOSPITAL

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### ABSTRACT

*This study aims to examine how hospital image, perceived medical quality, and word of mouth affects patient revisit intention at the Internal Medicine unit at Ciawi Regional Hospital, Bogor Regency. The research employs a descriptive design with a cross-sectional approach, utilizing 19 indicators and a sample of 227 respondents. Data analysis is conducted using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method, which includes outer model analysis, inner model analysis, and hypothesis testing. The findings indicate a significant relationship between hospital image and patient revisit intention also word of mouth and patient revisit intention. Additionally, perceived medical quality positively impacts hospital image and word of mouth, while word of mouth also significantly influences hospital image.*

**KEYWORDS** *perceived medical quality, hospital image, word of mouth*



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### INTRODUCTION

Health is a state of complete physical, mental and social well-being, and not just free from disease or disability/disability (Fertman, & Allensworth, 2010). Healthy is a state of complete physical, mental and social well-being and is not just free from disease or weakness (WHO, 2019). Health can be affected by various factors, including: socioeconomic environment, physical environment, individual characteristics and behavior, education level, genetic contribution, gender, health services, social support networks (WHO, 2019). To support optimal health, good health services are also needed to run health programs for the community. Health services are an effort or effort made both individually and in a group that has the goal of preventing and treating existing diseases and improving and restoring the health of individuals, groups, and communities (Zaini, 2019).

**How to cite:**

**E-ISSN:**

Ishmah L.M.N. et all (2025). The Effect of Hospital Image, Perceived Medical Quality, Word of Mouth on The Intention to Visit Again at The Internal Medicine Polyclinic of Ciawi Hospital. *Journal Eduvest*. Vol 5(3): 3361-3373  
2775-3727

Hospitals as one of the health facilities are needed by the community in realizing a healthy life. A hospital is a health service facility that provides individual health services in a complete manner through promotive, preventive, curative, rehabilitative, and/or palliative health services by providing inpatient, outpatient, and emergency services (Law Number 17, 2023). According to WHO, hospitals complement and strengthen the effectiveness of many other parts of the health system, providing continuous availability of services for acute and complex conditions. The hospital itself has various functions, including: individual health services, basic health services, and education and research in the health sector (Law Number 17, 2023).

Hospitals can be established by the central government, local governments, or the private sector (Permenkes No. 3, 2020). RSUD is a regional public hospital established and managed by the local government that serves all levels of diseases ranging from basic, specialty, to sub-specialty. Ciawi Hospital is one of the local government hospitals serving in Ciawi, Bogor Regency. Ciawi Hospital is the only type B hospital in Bogor Regency so that Ciawi Hospital is a referral center for other health facilities in Bogor Regency and its surroundings. Ciawi Hospital also accepts BPJS patients and the general public, which makes Ciawi Hospital one of the main hospitals in the Bogor Regency area.

Every hospital must create a good image for patients and their families so that it can be a place of choice for treatment. According to (Cahyono & Herlambang, 2017), image is the overall perception of a brand that is formed by processing information from various sources in a certain period of time. A good corporate image is an important asset for a company, because it will have an impact on the perception of value, quality and satisfaction. Just like a company, a hospital that has a good reputation and image will have an impact on increasing the value, quality, and satisfaction of patients which will have an impact on the patient's desire to visit the hospital again.

Medical quality or what can also be called perceived medical quality refers to an individual's evaluation of the overall quality of a product or service compared to other alternatives. The perceived medical quality is related to the sophistication of infrastructure, modern equipment, friendly procedures and hospital security, patient privacy and confidentiality, and hospital assets (Das & Mukherjee, 2016). According to Han and Hyun (2015) medical quality in the context of paramedic staff, health professionals, and services has a significant influence on patients' intention to return visits.

The patient's desire to choose a hospital can also be influenced by others through word of mouth or also called word of mouth. Word of mouth is an informal and non-commercial exchange of post-purchase information (Martin, 2017). Research conducted by (Liu & Lee, 2016) found that word of mouth has a significant influence on consumers' desire to revisit. Word of mouth can be an important source of information for others, therefore the hospital must treat every patient with existing service standards so that the hospital has a positive and memorable impression for patients and their families.

This research is the result of the development of several existing studies where the variables used have been researched but not in the same study, then the existing

variables are combined and modified to be appropriate in this study. In addition, there are differences in the objects studied where previous research discussed cafes, travel agents, and shopping centers, while this study discussed hospitals.

Based on existing research, in this study, the researcher fills in the research gap previously conducted by (Maulina & Fauzi, 2022) who conducted a study on the intention to visit cafes from 120 consumers in Jakarta, Indonesia with customer experience and brand image as independent variables and intention to visit again as dependent variables. (Gholipour Soleimani & Einolahzadeh, 2018) conducted a study on service quality on revisit intention in 500 travel agency users in Guilan, China with service quality and word of mouth as independent variables and return visit intention as a dependent variable, then customer satisfaction as a mediating variable. (Dam & Dam, 2021) conducted a study on service quality, brand image, customer satisfaction, and customer loyalty in 299 supermarkets in Ho Chi Minh City, Vietnam with service quality as an independent variable, customer loyalty as a dependent variable, and brand image and customer satisfaction as a mediating variable.

Based on the background that has been described, the researcher wants to conduct a study entitled "The Influence of Hospital Image, Perceived Medical Quality, and Word of Mouth on the Intention to Visit Back to the Internal Medicine Polyclinic at Ciawi Hospital".

The purpose of this study is: To test the influence of Hospital Image on the intention to visit patients of the Ciawi Internal Medicine Polyclinic. To test the effect of Perceived Medical Quality on the intention to visit patients of the Ciawi Hospital Internal Medicine polyclinic. To test the effect of Word-of-Mouth on the intention to visit patients of the Ciawi Hospital Internal Medicine polyclinic. To test the influence of Perceived Medical Quality on Hospital Image in the Internal Medicine Poly of Ciawi Hospital. To test the influence of Word-of-Mouth on Hospital Image in the Internal Medicine Polyclinic of Ciawi Hospital. To test the influence of Perceived Medical Quality on Word-of-Mouth in the Internal Medicine Poly of Ciawi Hospital.

The benefit of this study is to conduct more in-depth and specific research, especially in the field of health and hospitals that focuses on service quality, hospital image, and the use of word-of-mouth promotion. The results of this research are useful as a requirement for graduation of the study program and also apply the lessons and theories obtained during the lecture period. For hospitals, the results of this study can be useful so that hospitals can further improve their services and professionalism so that they can remain the patient's choice for treatment again.

## **RESEARCH METHOD**

In this study using a cross-sectional descriptive research design, this research period will be carried out from April to November 2024. In this study, a descriptive research design is used because the researcher wants to conduct research on a phenomenon that occurs whose main focus is to explain the object of the research. In this study, it was analyzed using a cross-sectional study to analyze variable data that had been collected at a time and used a predetermined sample.

## RESULT AND DISCUSSION

### Validity and Reliability Test Results

#### Validity

This study uses the PLS-SEM technique in analyzing data and obtained the results of validity analysis through two types, namely convergent validity which can be seen from the Average Variance Extracted (AVE) value and discriminatory validity which can be seen from the Heteroit-Monotrait Ratio (HTMT) value.

#### a. Convergent Validity

The results of the Average Variance Extracted value (Table 4.5) show that each variable studied has a value of more than 0.5. Therefore, it can be concluded that each variable used in this study passed the convergence validity test.

**Tabel 1.** Hasil Average Variance Extracted

Variable	Average Variance Extracted
<i>Hospital Image</i>	0.629
Intention to Visit Again	0.699
<i>Perceived Medical Quality</i>	0.691
<i>Word-of-Mouth</i>	0.719

#### b. Validity of Discrimination

The results of the Heterotrait-Monotrait Ratio (Table 4.6) show that each existing variable has a value of less than 0.9 ( $< 0.9$ ). Therefore, it can be concluded that each variable studied in this study has passed the discrimination validity test.

**Tabell 2.** has also been the night at Heterotrait-Monrai

Variable	<i>Hospital Image</i>	Intention to Visit Again	<i>Perceived Medical Quality</i>
Intention to Visit Again	0.700		
<i>Perceived Medical Quality</i>	0.772	0.882	
<i>Word-of-Mouth</i>	0.740	0.877	0.528

#### c. Reliability

This study uses SEM techniques in analyzing data and obtaining reliability analysis results from two types, namely indicator reliability which can be seen from the loading factor value and internal consistency reliability which can be seen from the composite reliability value.

#### d. Reliabilias Indicator

The results of the analysis can be seen through the loading factor value (Table 4.7) showing that each variable indicator has a value of more than 0.7 ( $> 0.7$ ). Therefore, the variable indicators used in this study are reliable and reliable.

**Table 3.** Loading Factor Results

<i>Perceived Medical Quality</i>		<i>Hospital Image</i>		<i>Word-of-Mouth</i>		<i>Intention to Visit Again</i>	
PCQ1	0.844	HI1	0.810	WOM1	0.811	RI1	0.856
PCQ2	0.829	HI2	0.763	WOM2	0.850	RI2	0.843
PCQ3	0.862	HI3	0.801	WOM3	0.856	RI3	0.837
PCQ4	0.836	HI4	0.804	WOM4	0.875	RI4	0.794
PCQ5	0.785	HI5	0.787			RI5	0.849

#### e. Internal Consistency Reliability

The results of the analysis can be seen through the composite reliability value (Table 4.8) showing that each variable indicator has a value of more than 0.7 (> 0.7). So it can be concluded that each variable indicator used in this study is reliable and reliable.

**Tabel 4.** Result Composite Reliability

<b>Variable</b>	<b>Composite Reliability</b>
<i>Hospital Image</i>	0.853
<i>Intention to Visit Again</i>	0.892
<i>Perceived Medical Quality</i>	0.888
<i>Word-of-Mouth</i>	0.875

#### Data Analysis Results

##### Multicollinearity Test

The results of the analysis of the multicollinearity test (Table 4.9) which conducted the test to see if there was a correlation between independent variables in the regression model. In this study, it is said to be good because it has a VIF value of < 5. From the tests carried out, there was no multicollinearity between independent variables.

**Tabel 5.** Hasil Variance Inflation Factor

<b>Variable</b>	<b>VIF Value</b>	<b>Information</b>
HI → RI	4.239	No multicollinearity
PCQ → RI	3.623	No multicollinearity
WOM → RI	3.272	No multicollinearity

HI: Hospital Image, PCQ: Perceived Medical Quality, WOM: Word-of-Mouth, RI: Intensi Berkunjung Kembali

##### Coefficient of Determination (R<sup>2</sup>)

Based on the analysis of the R-square value (Table 4.10), the R-square value in this study is 0.728 which means that 72.8% of the variables of Return Visit Intention can be represented through the variables of Perceived Medical Quality, Hospital Image, Word-of-Mouth. While the other 27.2% was represented through other variables that were not included in this study.

**Table 6.** R-square Results

Variable	R-square	Information
Intention to Visit Again	0.728	Strong

### Predictive Relevance (Q2)

Based on the analysis of predictive relevance values (Table 4.11), it shows that the value of predictice relevance is greater than 0 ( $> 0$ ). From these results, it can be shown that the test method used in endogenous constructs is relevant to research.

**Table 7.** Predictive Relevance Results

Variable	Predictive Relevance
Intention to Visit Again	0.710

### Hypothesis Test Results

Hypothesis testing is a test that is carried out to find out whether all hypotheses contained in this study are accepted or rejected. The hypothesis will be accepted if the P-value is less than 0.05 ( $< 0.05$ ) and the value of the path coefficient is between 0 and +1 through bootstrapping techniques.

#### First Hypothesis Test

H1: Hospital image has a positive effect on the intention to visit again.

**Table 8.** Results of the First Hypothesis Test

Hypothesis	Value	Information
<i>Hospital Image</i> → :	<i>P-value:</i> 0.010	Signifikan
Intention to Visit Again	f2: 0.045	Small Effects
	b: 0.228	Positive

Based on the results of the first hypothesis test, hospital image has a significant and positive influence, this result is accompanied by a small effect on the intention to return to visit. From these results, it can mean that the patient's views on the hospital image such as, believing in Ciawi Hospital, other people's views are positive towards Ciawi Hospital, Ciawi Hospital is always the hospital of choice when they want to receive treatment, Ciawi Hospital has a positive impact on the community, and Ciawi Hospital has a better image than its competitors can make patients have the desire to visit again.

#### Second Hypothesis Test

H2: Perceived medical quality has a positive effect on the intention to return.

**Table 9.** Results of the Second Hypothesis Test

Hypothesis	Value	Information
<i>Perceived Medical Quality</i> →	<i>P-value:</i>	Insignificant
Intention to Visit Back	0.221	No Effect
	f2: 0.016	Positive
	b: 0.125	

Based on the results of the second hypothesis test, perceived medical quality has a positive but not significant influence and this result is accompanied by no effect on return visitation intention. So it can be interpreted that the perceived medical quality received during the patient's treatment is such as getting good service at Ciawi Hospital, getting an explanation from the Ciawi Hospital doctor, believing that the medical team of Ciawi Hospital has knowledge in the medical field, Ciawi Hospital doctors do their best for the patient's recovery, and the patient has a desire to return to Ciawi Hospital because better service quality cannot make the patient's desire to visit back to the hospital Ciawi.

**Third Hypothesis Test**

H3: Word-of-mouth has a positive effect on the intention to revisit.

**Table 10.** Results of the Third Hypothesis Test

<b>Hypothesis</b>	<b>Value</b>	<b>Information</b>
<i>Word-of-Mouth</i> → Intention to Revisit	<i>P-value:</i> 0.000 f2: 0.339 b: 0.549	Signifikan Medium Effect Positive

Based on the results of the third hypothesis test, word-of-mouth has a significant and positive influence, then accompanied by a moderate effect on the intention to revisit. It can be interpreted that the word-of-mouth experienced by patients such as will recommend Ciawi Hospital to others, talk about positive things about Ciawi Hospital, encourage friends and family to seek treatment at Ciawi Hospital, and will suggest to seek treatment at Ciawi Hospital if anyone asks can make patients have the intention to visit Ciawi Hospital again.

**Fourth Hypothesis Test**

H4: Perceived medical quality berpengaruh positif terhadap hospital image.

**Table 11.** Results of the Fourth Hypothesis Test

<b>Hypothesis</b>	<b>Value</b>	<b>Information</b>
<i>Perceived Medical Quality</i> → <i>Hospital Image</i>	<i>P-value:</i> 0.000 f2: 0.430 b: 0.507	Signifikan Medium Effect Positive

Based on the results of the fourth hypothesis test, perceived medical quality has a significant and positive influence and is accompanied by a moderate effect on hospital image. So it can be interpreted that the perceived medical quality received during the patient's treatment such as getting good service at Ciawi Hospital, getting an explanation from the Ciawi Hospital doctor, believing that the medical team of Ciawi Hospital has knowledge in the medical field, Ciawi Hospital doctors do their best for the patient's recovery, and the patient has the desire to return to Ciawi Hospital because better service quality can affect the image of the hospital in the eyes of the patient.

### Uji Hipotesis Kelima

H5: Word-of-mouth has a positive effect on hospital image.

**Table 12.** Results of the Fifth Hypothesis Test

Hypothesis	Value	Information
<i>Word-of-Mouth</i> → <i>Hospital Image</i>	<i>P-value:</i> 0.000 <i>f</i> <sup>2</sup> : 0.294 <i>b</i> : 0.419	Signifikan Medium Effect Positive

Based on the results of the fifth hypothesis test, word-of-mouth has a significant and positive influence accompanied by a moderate effect on hospital image. It can be interpreted that the word-of-mouth experienced by patients such as will recommend Ciawi Hospital to others, talk about positive things about Ciawi Hospital, encourage friends and family to seek treatment at Ciawi Hospital, and will suggest going to Ciawi Hospital for treatment if anyone asks can affect the patient's view of the hospital's image.

### Sixth Hypothesis Test

H6: Perceived medical quality berpengaruh positif terhadap word-of-mouth.

**Table 13.** Results of the Sixth Hypothesis Test

Hypothesis	Value	Information
<i>Perceived Medical Quality</i> → <i>Word-of-Mouth</i>	<i>P-value:</i> 0.000 <i>f</i> <sup>2</sup> : 1.546 <i>b</i> : 0.779	Signifikan Powerful Effects Positive

Based on the results of the sixth hypothesis test, perceived medical quality has a significant and positive influence accompanied by a strong effect on word-of-mouth. It can be concluded that the perceived medical quality received during the patient's treatment is such as getting good service at Ciawi Hospital, getting an explanation from the Ciawi Hospital doctor, believing that the medical team of Ciawi Hospital has knowledge in the medical field, Ciawi Hospital doctors are doing their best for the patient's recovery, and the patient has the desire to return to Ciawi Hospital because the quality of service is better can make patients will talk about the services they receive during treatment at Ciawi Hospital to other people.

Based on all the hypothesis tests contained in this study, all hypotheses were accepted except for the second hypothesis, which is that perceived medical quality has a positive effect on the intention to return to visit. A summary of the results of the hypothesis test can be seen in table 14.

**Table 14.** Summary of Hypothesis Test Results

Hypothesis	Hypothesis Statement	Information
H1	<i>Hospital image</i> has a positive effect on the intention to visit again.	Accepted



H2	<i>Perceived medical quality</i> has a positive effect on the intention to visit again.	Rejected
H3	<i>Word-of-mouth</i> has a positive effect on the intention to return.	Accepted
H4	<i>Perceived medical quality</i> berpengaruh positif terhadap <i>hospital image</i> .	Accepted
H5	<i>Word-of-mouth</i> has a positive effect on <i>hospital image</i> .	Accepted
H6	<i>Perceived medical quality</i> has a positive effect on <i>word-of-mouth</i> .	Accepted

### Discussion

This study involved 223 respondents. Of all the respondents involved, all of them were visitors to the Internal Medicine polyclinic at Ciawi Hospital. The respondents who participated in this study consisted of 156 people (70%) women and 67 people (30%) men. For age, it is dominated by the age range of 36-45 years, which is as many as 108 people (48.4%). Respondents with the last diploma education were the majority in this study as many as 119 people (53.4%). Then, the majority of respondents, namely 143 people (64.1%) have a monthly income of less than Rp. 5,000,000,-. Lastly, the most respondents who participated in this study were respondents who had visited more than 3 times, namely as many as 100 people (44.8%). Based on the data that has been obtained, it can be concluded that the respondents who contributed to this study were respondents who were old enough and able to understand and answer the questionnaire questions well.

Based on the results of the 223 respondents, most of the respondents felt good service while at Ciawi Hospital. Respondents also felt that they received an explanation from a doctor at Ciawi Hospital. Respondents believe that the medical team of Ciawi Hospital has sufficient knowledge in the medical field. Then the respondents believed that the doctors of Ciawi Hospital would do their best for the patient's recovery. Respondents also have a desire to return to Ciawi Hospital for treatment because of the better quality of service.

Respondents have confidence in Ciawi Hospital. Respondents also felt that other people's views of Ciawi Hospital were positive. The majority of respondents also made Ciawi Hospital the main choice for treatment. Respondents also felt the positive impact of Ciawi Hospital on the community. Lastly, respondents also believe that Ciawi Hospital has a better image than other hospitals.

Then, respondents will also recommend Ciawi Hospital to others. Respondents often talk about positive things about Ciawi Hospital. Respondents will encourage the respondent's friends and family to seek treatment at Ciawi Hospital. When someone asks, the respondent will suggest going to Ciawi Hospital.

Furthermore, the respondent will return again for treatment at Ciawi Hospital. Respondents will also reuse services at Ciawi Hospital. The majority of respondents will remain loyal to receive treatment at Ciawi Hospital. The respondent also had a plan to return to Ciawi Hospital for treatment. Finally, respondents have the possibility to return to Ciawi Hospital for treatment.

Based on the results of the first hypothesis test, hospital image has a positive effect on the intention to visit again. So it can be said that the H1 hypothesis is accepted which is in line with existing research (Rahman, 2019) who found that hospital image had a significant and positive influence on return visit intention. Previous research conducted research on cafes in Jakarta, Indonesia (Maulina & Sofyan, 2022), restaurants in West Sumatra, Indonesia (Wardi, Trinanda, & Abror, 2022), and public and private hospitals in Bangladesh. It can be concluded that the image of both companies and hospitals does not only apply to cafes in Jakarta, restaurants in West Sumatra, and public and private hospitals in Bangladesh but also applies to patients with internal medicine poly at Ciawi Hospital. However, in a study conducted by (Mandagi, Rampen, Soewignyo, & Walean, 2024) on the hospital industry in the city of Manado, Indonesia, it was found that the image of the hospital did not have a significant influence on the intention to revisit. From these results, it can be concluded that hospital image is not the main thing in making patients want to visit again.

The results show that the image of Ciawi Hospital can be a consideration for patients and patients' families to revisit. The image obtained from Ciawi Hospital is inseparable from the involvement of many parties who work together so that they can create good services. By having good service, patients and visitors will continue to spread information about Ciawi Hospital which will further improve the image of Ciawi Hospital among the community.

Then, based on the results of the second hypothesis test, perceived medical quality did not have a positive effect on the intention to visit again. It can be interpreted that H2 is rejected, which is not in line with previous research (Srivastava & Sharma, 2013; Das & Mukherjee, 2016) which obtained the results that the quality of service has a significant and positive influence on the intention to visit again. Previous studies have conducted research on the telecommunications industry in India (Srivastava & Sharma, 2013), hospitals in Kolkata, Delhi, and Bhubaneswar, India (Das & Mukherjee, 2016), travel agencies in Iran. It can be concluded that service quality has a positive effect on the intention to visit again can only apply to a few studies. This shows that perceived medical quality is not the main determinant for a patient who wants to visit again.

Based on these results, it can be interpreted that the quality of medical services received by patients and patients' families can affect the decision not to visit Ciawi Hospital. The quality of medical services that are not optimal from medical personnel and staff of Ciawi Hospital can provide a poor experience for patients and their families which can have an impact on the patient's reluctance to return to Ciawi Hospital for treatment.

Furthermore, based on the results of the third hypothesis test, word-of-mouth had a positive effect on the intention to revisit. It can then be concluded that H3 is accepted, which is in line with previous research (Foroudi, Palazzo, & Sultana, 2021) who obtained word-of-mouth results had a positive and significant influence on patients' desire to visit again. Previous research was conducted on low-cost airline services at Taoyuan International Airport, Taiwan (Liu & Lee, 2016), the karaoke industry in Malaysia (Khoo, 2022), the restaurant industry in Karachi, Pakistan. Therefore, it can be concluded that word-of-mouth has a positive effect

on the intention to visit again not only used in low-cost airline services in Taiwan, the karaoke industry in Malaysia, and the restaurant industry in Karachi, Pakistan but can also be used for visitors to the Ciawi Hospital Internal Medicine Polyclinic.

From these results, it can be concluded that word-of-mouth has an influence on the patient's decision or the patient's family to return to Ciawi Hospital for treatment. Patients who have been treated at Ciawi Hospital and have improved or even recovered can tell their experiences during treatment at Ciawi Hospital until they recover, which will then recommend others to seek treatment at Ciawi Hospital. This can be considered for returning to Ciawi Hospital for treatment.

Meanwhile, based on the results of the fourth hypothesis test, perceived medical quality has a positive effect on hospital image. It can be concluded that H4 is accepted, this is in line with previous research (Cuong & Mai, 2021; Hsieh et al., 2018; Wu et al., 2011) which also obtained results that with good service quality will have a positive impact on the image of both hospitals and companies. Previous research has been conducted on shopping malls in Ho Chi Minh City, Vietnam (Cuong & Mai, 2021), the catering industry in Taiwan (Hsieh et al., 2018), beauty store brands in Taipei, Taiwan (Wu et al., 2011). The conclusion that can be concluded that perceived medical quality has a positive effect on the hospital image can also apply to visitors to the Internal Medicine Polyclinic of Ciawi Hospital in addition to shopping centers in Vietnam, the catering industry in Taiwan, and beauty store brands in Taiwan.

Based on these results, it can be interpreted that perceived medical quality has an influence on the perception and views of patients in assessing Ciawi Hospital. The quality of medical services that are felt and received by the patient himself or by the patient's family while undergoing treatment or using services at Ciawi Hospital such as doctors at Ciawi Hospital always try their best for patients or get sufficient explanations from doctors can form a good perception for the community so that it will further improve the image of Ciawi Hospital.

Furthermore, based on the results of the fifth hypothesis test, word-of-mouth has a positive effect on hospital image. It can be concluded that H5 is accepted, this is in line with previous research (Tamaja & Yasa, 2019) which obtained the result that word of mouth has a positive and significant effect on the image. Previous research has been conducted on restaurants in Indonesia, online gaming in Taiwan, the automobile industry in Iran. Therefore, it can be concluded that word-of-mouth has a positive effect on hospital image not only applies to restaurants in Indonesia, online games in Taiwan, and the automobile industry in Iran but also applies to visitors to the Ciawi Hospital Internal Medicine Polyclinic.

Based on these results, it can be concluded that word-of-mouth has an influence on the patient's view of Ciawi Hospital. Patients who have experience during treatment at Ciawi Hospital will share the experience gained with others so that it will form a perception and view for the people around the patient. This can improve the image of Ciawi Hospital in the eyes of the public because Ciawi Hospital is often used as a topic of conversation between patients and people around them.

Finally, based on the results of the sixth hypothesis test, perceived medical quality has a positive effect on word-of-mouth. Therefore, it can be concluded that

H6 is accepted, this is in line with previous research (Liu & Lee, 2016) who also found that good service quality will have a positive and significant influence on word-of-mouth. Previous research has been conducted on beauty salons in South Korea (Choi & Park, 2022), online transportation services in Indonesia (Leonnard, 2017), low-cost airline services in Taiwan (Liu & Lee, 2016). Therefore, a conclusion was formed that perceived medical quality has a positive effect on word-of-mouth not only applies to beauty salons in South Korea, online transportation services in Indonesia, and low-cost airline services in Taiwan but can also apply to visitors to the Ciawi Hospital Internal Medicine Polyclinic.

Based on these results, a conclusion can be made that the quality of service has an influence on word-of-mouth. The good quality of service felt by patients and their families such as getting maximum service and doctors at Ciawi Hospital providing sufficient explanations and trying their best for patients will make patients and their families tell, recommend and disseminate information about Ciawi Hospital to the people around them.

### **CONCLUSION**

Based on the results of the research and discussion that has been carried out, the conclusion in this study is that hospital image has a positive and significant influence on the patient's intention to visit the Internal Medicine Polyclinic of Ciawi Hospital. Perceived medical quality does not have a positive and significant influence on patients' intentions to visit the Internal Medicine Polyclinic of Ciawi Hospital. Word-of-mouth has a positive and significant influence on patients' intentions to visit the Internal Medicine Polyclinic of Ciawi Hospital. Perceived medical quality has a positive and significant influence on the hospital image at the Internal Medicine Poly of Ciawi Hospital. Word-of-mouth has a positive and significant influence on the hospital image in the Internal Medicine Polyclinic of Ciawi Hospital. Perceived medical quality has a positive and significant influence on the word-of-mouth of visitors to the Internal Medicine Polyclinic of Ciawi Hospital.

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