

Health Service Satisfaction To Purchase Decision: The Dual Mediation of Customer Engagement And Word of Mouth

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ABSTRACT

This study examines the direct impact of customer satisfaction on repurchase intention and the indirect effects mediated through customer engagement and word of mouth (WOM) at Graha Husada Jepara Hospital. Involving 227 respondents with a simple random sampling method, The findings show that both WOM and customer engagement fully mediate the relationship between customer satisfaction and repurchase intention, while customer satisfaction itself exhibits an insignificant direct correlation with repurchase intention. These findings suggest that enhancing customer engagement and utilizing WOM are critical for improving repurchase intentions, as they substantially mediate the influence of customer satisfaction. Therefore, the hospital should focus on strategies that strengthen customer relationships and communication to enhance patient retention and satisfaction.

Keywords : *Customer satisfaction; Customer Engagemet; Word of Mouth; Repurchase Intention*

1. INTRODUCTION

In the current globalized environment, all businesses and government agencies must properly enhance services in every area. Health services are currently a community's top priority due to growing public awareness of the value of health. In accordance with the guidelines set forth by 2009's Law No. 36 on the Environment, which requires every stakeholders—public and private—to plan health development in a way that is efficient, effective, and coordinated (Indonesia, 2009). The law also

emphasizes that everyone has a right to affordable, high-quality, and safe health resources and services. (Sofia, 2023).

Competition plays an important role in healthcare institutions in improving quality and patient satisfaction (Kitapci, Akdogan, Dortyol, & Sciences, 2014). Healthcare facilities must assess the services they provide to patients. If healthcare organizations want to prosper and endure despite change, they can't ignore factors that will set them apart from rivals. (Durmuş & Akbolat, 2020). Public health services, or patient care services, should have a high threshold as a means of meeting their needs; they should be implemented to appropriate standards, be responsive, have a quick turnaround time, and have the capacity to address problems and prevent disease progression or worse (Lele & Sheth, 1987).

Customer satisfaction is essential to encourage return visits. There are a number of major benefits to healthcare, including increased frequency of return visits, preventing patients from moving to other healthcare providers, reducing the impact of price changes, reducing the burden of operating and marketing costs, more effective advertising strategies, and improved corporate reputation (Sawyer, 2010). The patient's evaluation of the health service, This is in opposition to what the patient expects with the care they receive, has a significant influence on the standard of treatment given at a hospital. The level of patient care in a particular institution is highly dependent on the quality of care provided. In this regard, national patient care standards have been created by the Republic of Indonesia's Ministry of Health (Azwar & Pelajar, 2016). The Ministry of Health sets minimum standards for health services that have a customer.

Satisfaction rate of more than 95 percent. Health services that have a patient satisfaction rate of less than 95 percent are considered to not meet the minimum standards or are considered to lack quality in accordance with the set standards (Azwar & Pelajar, 2016). Patient satisfaction can be characterised as a blend of patients' perceived requirements, their anticipations in regard to medical care, and their experience with care, which serves as an indicator of patient behavior (Abusalem, Myers, & Aljeesh, 2013). Based on research from (Woo & Choi, 2021) indicates a positive and significant affect of patient satisfaction on repurchase intention. In contrast to previous research (Kusuma, Yasmari, Agung, & Landra, 2021), The study's findings show that patient satisfaction has little bearing on a desire to return. These inconsistent results lead to discrepancies in this study. As healthcare is experienced, patients find it challenging to objectively assess the quality of service before selecting a treatment facility. Therefore, patients rely heavily on information from others, such as word-of-mouth (WOM) from family, friends and relatives (Octivanny & Berlianto, 2022). Research (Asiamah, Opuni, & Frimpong, 2018) said that due to the exceptional quality of care they received, the usage of WOM communication by customers is higher. to suggest the hospital to their friends and family.

Prior research indicates that word-of-mouth and patient satisfaction are positively correlated (Gu et al., 2018). Customer dissatisfaction will manifest in a variety of ways, one of which is sharing word of mouth about what they experienced (Qadri & REVIEW, 2022). Therefore, it is necessary to increase the amount of patient contentment to make patients feel compelled to continue using the services at the Hospital. The purpose of this research is to examine the relationship between patient satisfaction and WOM's mediating role and their desire to return. This helps RS Graha Husada Jepara in making better marketing strategies and plans to improve health care outcomes and quality.n

2. THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

2.1 Customer Satisfaction

(Meesala, Paul, & Services, 2018) conducted a study in 40 private hospitals in India, finding that reliability and responsiveness are the key elements of service quality that have the biggest effects on patient satisfaction. Customer satisfaction is typically founded on the assumption that a firm has to please its consumers in order to be viable and successful (Farooq, Salam, Fayolle, Jaafar, & Ayupp, 2018). According (Kotler & Caslione, 2009) A person's sentiments of happiness or dissatisfaction stemming from evaluating a product's performance against their expectations are referred to as satisfaction. Likewise (Subramanian, Gunasekaran, Yu, Cheng, & Ning, 2014) convey satisfaction is a sentimental response to the discrepancy between what clients anticipate and receive. (Oliver, 1980) Explains that customer satisfaction comprises the accomplishment of customer expectations for products and services. Five dimensions are used in this investigation as constructs of patient satisfaction according to (Hemadeh et al., 2019) namely, communication, competence, health education, infrastructure, and waiting time. A comprehensive study by (Melesse, Tesfu, & Mantefard, 2022) in Ethiopia identified specific factors that influence outpatient satisfaction. They found that consultation room cleanliness, payment status, and healthcare provider communication about disease etiology significantly predicted client satisfaction.

2.2 Customer Engagement

Customer engagement (CE) is a crucial aspect in a variety of industries, including the health sector. CE has a significant part in building a solid bond between hospitals and patients, which in turn can increase patient loyalty and their satisfaction with the services provided. In the hospital context, Customer Engagement can help improve patient retention, reduce grievances rates, and improve the hospital's overall image.

the willingness and capacity to consciously decide how to take part in caring in a way that is particular to them, in coordination with a healthcare facility or provider, in order to maximize results or improving the experience of care is the definition of customer involvement in the context of health care. (Iqbal, Newman, Ellis, Mears, & Harrison, 2023). "A psychological condition that occurs as a result of a customer's interactive and co-creative experience with a particular agent/object" is the definition of customer engagement (for example, a company or brand)" (Lemon & Verhoef, 2016; Ng, Sweeney, & Plewa, 2020). In the context of hospitals, CE involves active participation of patients in various stages of health care, from development to service evaluation. (Wiles et al., 2022). Thus, customer engagement is an interactive concept that emerges during the interaction amongst the client and the item (Harrigan, Evers, Miles, & Daly, 2018). The five factors that make up the consumer engagement scale are identification, absorption, excitement, involvement, and attentiveness. (So, King, Sparks, & Research, 2014).

Previous research conducted by (Wiles et al., 2022) Studies on customer engagement in hospitals have explored various aspects, including methods of patient engagement, the impact of engagement on healthcare outcomes, and factors that influence patient engagement. Systematic studies show that the most common patient engagement strategy is using a consultative strategy throughout the intervention period of growth with a focus on healthcare services.

In addition, studies have also shown that patient engagement can increase the relevance of patient information materials and influence the training outcomes of healthcare professionals (Roderick J. Brodie, Hollebeek, Jurić, & Ilić, 2011). (Kaveh, Nazari, van der Rest, & Mira, 2021) examine the effect of customer satisfaction as a result of sales promotion engagement, as previous research reports that customer engagement leads to higher satisfaction.

2.3 Word of Mouth

Word-of-mouth (WOM) refers to the informal means by which clients inform one another about a certain good or service. WOM can occur in person or through digital channels, like social media and online reviews. According to research (Chevalier & Mayzlin, 2006) WOM has a significant influence on consumer purchasing decisions because it is considered more credible than traditional advertising. Word of Mouth (WOM) plays an important function in hospital marketing strategies. Studies demonstrate that The most significant patient acquisition route in this industry is word-of-mouth. (Ngoma & Ntale, 2019). As a highly personalized and high-risk service, prospective patients are more likely to trust recommendations from loved ones than traditional advertising when choosing a healthcare provider (Ngoma & Ntale, 2019) ((Taheri, Chalmers, Wilson, & Arshed, 2021).

Word-of-mouth is described as casual communication between customers about the attributes, ownership, and use of certain items and services (Ngoma & Ntale, 2019). In the hospital context, WOM refers to patients' conversations and recommendations about their experiences with a particular healthcare provider (Taheri et al., 2021) Word-of-mouth advertising is a very effective strategy. in the context of hospitals. By providing high-quality services and ensuring patient satisfaction, hospitals can harness the power of WOM to attract more patients and increase the loyalty of existing patients. Research shows that WOM not only increases patient satisfaction and loyalty but is also an effective and cost-efficient marketing strategy.

2.4 Repurchase Intention

According (Pandiangan et al., 2021) Repurchase intention as part of conduct following a purchase, where satisfied customers will repurchase the product, recommend it to others, ignore rival brands, and purchase other items from the same business. The willingness of a client to make another purchase Repurchase intention refers to the desire to make future purchases from the same company or brand. It is described as " a customer's choice to use the same business again for a certain service, thinking about the circumstances at hand and the likelihood that they will change." (Razak, Marimuthu, Omar, Mamat, & Sciences, 2014) Repurchase intention is defined as a consumer's intention to do more business with an online retailer in the context of online buying. (Phan Tan, Le, & Management, 2023) has given a similar definition of Repurchase intention is defined as the customer's perceived likelihood of making more purchases from the same online merchant. Repurchase intention is the desire to buy something twice or more. (Filieri & Lin, 2017). Repurchase intention, then, is the desire of customers to repurchase products or services after experiencing the advantages and originality and quality of the goods.

Since compared to dissatisfied customers, pleased customers are more inclined to stay in contact with a certain company, it is advantageous to understand the repurchase intentions of consumers. This is accomplished by applying adaption level theory and attribution theory to investigate the effect on repurchase intentions of evaluation-based and emotion-based satisfaction (An, Lee, & Noh, 2010).

2.5 Customer Satisfaction on Customer engagement

A study by (Tuti & Sulistia, 2022) shows that consumer satisfaction is greatly impacted by customer participation. In this study, It was discovered that customer engagement exerts a major impact on consumer happiness, which in turn influences brand loyalty by building brand trust. The degree to which people participate actively and creatively in products or services that businesses supply or carry out on behalf of their clients or customers is known as customer engagement. Depending on the level of emotional and relational interaction that customers have with the company, this participation influences customer satisfaction. Customer satisfaction may be impacted by a close relationship between the client and the business, depending on the degree of emotional contact and relationship (Sashi, 2012). Previous research that has been conducted by (Roderick J Brodie, Ilic, Juric, & Hollebeek, 2013) shows that Engaged customers will exhibit satisfaction, loyalty, connection, empowerment, emotional relationships, trust, and commitment; the process of engaging involves interactive interactions with virtual brand communities. Drawing on the previously provided description, the author posits the subsequent hypothesis:

H1: There is an effect of customer engagement on customer satisfaction.

2.6 Customer Satisfaction on Word of Mouth

Customer satisfaction may give various benefits to the firm; pleased consumers will disseminate great stories (word of mouth) and has the ability to move advertising for the organization. (Miswanto & Angelia). When clients are happy with a product, Word-of-mouth is significantly impacted by brand dependability. This highlights the importance that customer satisfaction can have in creating word-of-mouth for your product (Chienwattanasook, Jermstiparsert, Jarinto, & Change, 2019). When clients are pleased and content with the services provided, they will give better feedback and recommend the services of other potential customers of the bank. Research (Jain & Studies, 2013) furthermore, it also shows that Service Quality, Customer Satisfaction, Customer Satisfaction, Word of Mouth and acquiring prospective consumers have a clear relationship.

H2: There is an effect of customer satisfaction on word of mouth

2.7 Customer Engagement on Repurchase Intention

Customers that are highly engaged are more likely to walk away from an involvement and a sense of empowerment, which can lead to several advantageous transactional outcomes, such as the desire to make more purchases (Lee & Kim, 2018). Repurchases, on the other hand, are the outcome of satisfied customers. Highly engaged consumers are often content with their strong emotional connection with a firm, and good behavioral reactions may promote repurchase intention, even when pleasure alone is not enough to induce repurchase behavior (Van Doorn et al., 2010). investigated how consumer involvement affected the propensity to make another purchase in social commerce for retail clothes. Prior research has demonstrated that consumer involvement and repurchase intentions are beneficial in a variety of settings, such as the industrial and service sectors (Pansari & Kumar, 2017). In addition, customer engagement helps customers to make better repurchase intention (Molinillo, Anaya-Sánchez, & Liébana-Cabanillas, 2020). Based on the above explanations, we propose the subsequent hypothesis:

H3: There is an effect of customer engagement on repurchase intention.

2.8 Word of Mouth on Repurchase Intention

A study at Batavia Hospital in West Jakarta, Indonesia, found that WOM, along with trust and satisfaction, significantly influenced repurchase intentions in the context of medical care. This suggests that positive WOM can increase the likelihood of patients returning to the same healthcare provider for future services (Ruswanti, Eff, & Kusumawati, 2020). Over the last ten years, marketers have come to recognize the significance of word-of-mouth marketing. The reason behind this is that consumers are more inclined to believe what "people say" than what "advertisements say" (Kamtarin & sciences, 2012). Prior research has demonstrated that within the freight service industry, word-of-mouth influences repurchase intention. (Rizqulloh & Elida, 2015) contends that electronic word-of-mouth, or e-WOM, is thought to be capable of helping the intention to buy again because it indicates the satisfaction of the previous consumer. Based on the above explanations, we propose the following hypothesis:

H4: There is an effect of word of mouth on repurchase intention

2.9 Customer Satisfaction on Repurchase Intention

Customers' expectations must be met by the company or supplier if they want to repurchase the goods. When opposed to disgruntled customers, Customers that are happy with their purchases are more inclined to buy more. Repurchase intention is the desire of consumers to repurchase a product in the form of items that they have previously felt the advantages and quality of. (Liang, Choi, & Joppe, 2018). (Widyartini & Purbawati, 2019) Discusses the concept of customer satisfaction and its impact on intention to repurchase, emphasizing the importance of customer satisfaction in driving repeat business. In Indonesian e-commerce, repurchase intentions are positively correlated with customer satisfaction levels and vice versa. Low consumer repurchase intention is a direct result of low customer satisfaction. (Ginting, Chandra, Miran, Yusriadi, & Science, 2023).

H5 : There is an effect Customer Satisfaction on Repurchase Intention

3. RESEARCH METHOD

In this study, participation involved 227 respondents, and Simple random sampling was the method of sampling that was employed. Quantitative research is the methodology employed, with numerical variables and numbers serving as the primary data collection format. Every participant in the process received a questionnaire as part of the data gathering procedure. Although the number of patients of Graha Husada Jepara Hospital cannot be ascertained. The data analysis process was applied using the PLS-SEM (Partial Least Squares-Structural Equation Modeling) method. The data analysis process in this study adopted the PLS-SEM approach by utilizing SmartPLS version 4.0 software.

4. RESULTS AND DISCUSSION

Outer Model (Measurement Model)

Two measuring models are included in this model, which are the test:

1. Convergent Validity

When the external loading surpasses 0.7 and the AVE value has a minimum value of 0.5, this measurement is deemed satisfied. (Ulum, Ghozali, & Chariri, 2008). The study model's convergent validity test results are displayed in Table 1.

Table 1. Convergent Validity Test

| Indicator | Outer loading | AVE | Result |
|-----------|---------------|-------|--------|
| CS1 | 0.798 | 0.600 | Valid |
| CS2 | 0.775 | | |
| CS3 | 0.793 | | |
| CS4 | 0.780 | | |
| CS5 | 0.703 | | |
| CS6 | 0.794 | | |
| CE1 | 0.817 | 0.608 | Valid |
| CE2 | 0.763 | | |
| CE3 | 0.782 | | |
| CE4 | 0.767 | | |
| CE5 | 0.768 | | |
| WOM1 | 0.807 | 0.579 | Valid |
| WOM2 | 0.805 | | |
| WOM3 | 0.762 | | |
| WOM4 | 0.764 | | |
| WOM5 | 0.744 | | |
| WOM6 | 0.728 | | |
| WOM7 | 0.713 | | |
| RI1 | 0.869 | 0.680 | Valid |
| RI2 | 0.794 | | |
| RI3 | 0.841 | | |
| RI4 | 0.791 | | |

Source: Processed data (2024)

From these results, it can be stated that the indicators that measure the variables Customer Satisfaction, Customer Engagement, Word of Mouth, Repurchase Intention have a result over 0.7 in the convergent validity test, as well as an AVE value above 0.5, they can be regarded valid.

2. Reliability Test

Although it is not a strict norm, composite reability (Cr) is a metric for variable reability that denotes a reliable value higher than 0.7. A value called Cronbach's Alpha is used to gauge how reliable each indicator is all the way from zero to one. A dependability score of more than 0.7 is considered high.

Table 2. Composite reliability & Cronbach's alpha

| Variabel | Composite reliability | Croncach' alpha | Result |
|----------|-----------------------|-----------------|----------|
| CS | 0.866 | 0.900 | Reliabel |
| CE | 0.840 | 0.886 | |
| WOM | 0.879 | 0.906 | |
| RI | 0.842 | 0.894 | |

Source: Processed data (2024)

In the Reliability Test, it can show ensure all variable indicators receive a value above 0.7 and get a value above 0.7, so it can be declared reliable.

3.Inner Model (Measurement Model)

The inner model is a predictive model that identifies causal relationships between

hidden variables and elements that are difficult to evaluate.

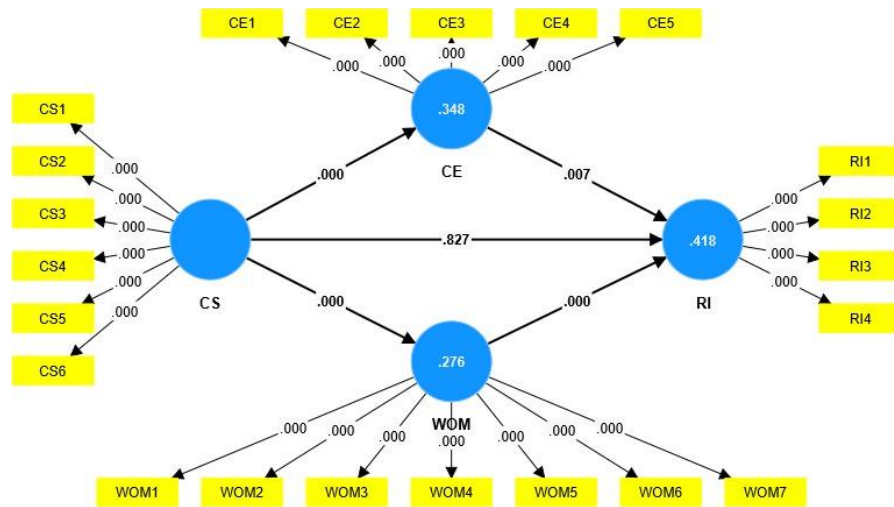


Figure 1. Structural Model

This table offers a clear and organized overview, ensuring that each indicator's role and measurement criteria are explicitly defined and easily accessible for reference.

Table 1. Measurement Item

| Construct | Items | Statement Item | Coefficient Correlation |
|------------------------------|-------|---|-------------------------|
| Customer Satisfaction | CS1 | I find this hospital suitable for a visit. | (TURAY, 2021) |
| | CS2 | I received care that met my expectations. | |
| | CS3 | I am satisfied with the care that the nurse or doctor gave me. | |
| | CS4 | I am satisfied with the services this medical facility provides offers. | |
| | CS5 | I feel this hospital understands and meets my expectations as a patient. | |
| | CS6 | I am inclined to choose this hospital for my health needs. | |
| Customer Engagement | CE1 | I am enthusiastic about the health service. | (Ng et al., 2020) |
| | CE2 | When I am ill, I feel happy because I can be treated by the health service. | |
| | CE3 | When involved with the health service, I focus on what is happening. | |
| | CE4 | When interacting with the health service, I always concentrate fully. | |
| | CE5 | I am a dedicated customer. | |
| Word Of Mouth | WOM1 | I am willing to recommend the health service to others. | (Gu et al., 2018) |
| | WOM2 | I will clearly state to others that is very good. | |
| | WOM3 | I will tell others about the positive aspects. | |

| | | | |
|-----------------------------|------|--|---------------------|
| | WOM4 | I have informed friends and relatives about my positive experience with the health services. | |
| | WOM5 | I will often mention the good services. | |
| | WOM6 | I will tell more people about the health services. | |
| | WOM7 | I am glad to inform others that I utilize the health services. | |
| Repurchase Intention | RI1 | I have the intention to repurchase services from the health service. | (Huang & Hsu, 2009) |
| | RI2 | I plan to repurchase services from the health service. | |
| | RI3 | I desire to repurchase services from the health service. | |
| | RI4 | I feel there is a possibility that I will repurchase services from the health service. | |

R-square

A test called R-square is employed to quantify the impact of an independent variable on a dependent variable. When the R-square is 0.67, it is considered strong; at 0.33, it is considered moderate; and at 0.19, it is considered weak.

Table 4. *R-square*

| Variabel | R-square | R-square adjusted |
|----------|----------|-------------------|
| CE | 0.348 | 0.344 |
| WOM | 0.276 | 0.272 |
| RI | 0.418 | 0.407 |

Source: Processed data (2024)

From the data table, the R-square value for Customer Engagement is 0.348 while the Adjusted R-square value is 0.344. Indicating that Customer Satisfaction has an impact of 34.8% on Customer Engagement, which can be viewed as having little power. The remaining 65.2% can be explained by other variables and indicators that were not examined in this study.

Word of mouth has an R-square value of 0.276 and an Adjusted R-square value of 0.272. Indicating that Customer Satisfaction has a 27.6% influence on Customer Engagement, which can be viewed as having little power. The remaining 72.4% can be explained by other variables and indicators that were not examined in this study.

In addition, the R-square value for Repurchase Intention is 0.418 while the Adjusted R-square value is 0.407. Indicating that every external constructs together have an impact of 41.8% on Repurchase Intention, it is seen as having a mild impact. While the remaining 58.2% may be explained by additional variables and indicators not included in this study.

Mediation Test

The mediation context consists of three situations, when the correlation is positive between the independent and dependent variables, yet there is a bad relationship between the mediating factors, this is known as non-mediation. Second, full mediation Second,

complete mediation occurs when there is a favorable correlation between the dependent variables and the mediating factors, however there is a negative correlation between the independent and dependent variables. Third, when the independent and dependent parties engage in partial mediation, variables are positive, and the connection between the mediators is likewise positive. Based on the P value, the test results obtained with SmartPLS 4.0 and the bootstrapping approach may be understood, where a positive effect is indicated If the indirect special effects P value is less than 0.05 and a negative effect is shown if the P value is more than 0.05.

Table 5. Path Coeffien

| Variabel | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P value |
|-----------|---------------------|-----------------|----------------------------|--------------------------|---------|
| CS -> CE | 0.590 | 0.598 | 0.049 | 12.148 | 0.000 |
| CS -> WOM | 0.526 | 0.533 | 0.051 | 10.324 | 0.000 |
| CS -> RI | 0.021 | 0.015 | 0.094 | 0.219 | 0.827 |
| CE -> RI | 0.255 | 0.260 | 0.095 | 2.689 | 0.007 |
| WOM -> RI | 0.442 | 0.446 | 0.086 | 5.113 | 0.000 |

Source: Processed data (2024)

Table 6. Specific Indirect Effects

| Variabel | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P value |
|-----------------|---------------------|-----------------|----------------------------|--------------------------|---------|
| CS -> CE -> RI | 0.150 | 0.156 | 0.060 | 2.505 | 0.012 |
| CS -> WOM -> RI | 0.232 | 0.238 | 0.056 | 4.145 | 0.000 |

Source: Processed data (2024)

The following in summary is based on the accompanying tables 5 and 6:

The effect of Customer Satisfaction on Repurchase Intention is mediated by Customer Engagement.

Table 5 clearly shows a negative link between the Path Coefficient of Customer Satisfaction and Repurchase Intention, with P value = $0.827 > 0.05$. Furthermore, table 6's Specific Indirect Effect Customer Satisfaction on Repurchase Intention, which is mediated by customer engagement, may be classified as Full Mediation since the P value = $0.012 < 0.05$ indicates a positive association.

The Effect of Customer Satisfaction on Repurchase Intention mediated by Word of Mouth.

Table 5 makes it clear that there is a negative association between the Path Coefficient of Customer Satisfaction and Repurchase Intention (P value = $0.827 > 0.05$). Furthermore, Table 6: Specific Indirect Effect Customer Satisfaction on Repurchase Intention, mediated by Word of Mouth, may be classified as Full Mediation since P value = $0.000 < 0.05$ indicates a positive association.

Hypothesis Test

During hypothesis testing, the P value and T statistics are displayed. If P is not more than 0.05 the hypothesis can be accepted. To find out, use the SmartPLS version 4.0 application to get the Path Coefficient, which is derived using the Bootstrapping approach.

Table 7. Hypothesis Test Results

| Hypothesis | Analysis |
|------------|------------------------|
| CS -> CE | Coeffisien = 0.590 |
| | P value = 0.000 |
| | T statistics = 12.148 |
| | T-tabel = 1.645 |
| | T statistics > T-tabel |

| | |
|-----------|------------------------|
| CS -> WOM | Coeffisien = 0.526 |
| | P value = 0.000 |
| | T statistics = 10.324 |
| | T-tabel = 1.645 |
| | T statistics > T-tabel |
| CS -> RI | Coeffisien = 0.021 |
| | P value = 0.827 |
| | T statistics = 0.219 |
| | T-tabel = 1.645 |
| | T statistics < T-tabel |
| CE -> RI | Coeffisien = 0.255 |
| | P value = 0.007 |
| | T statistics = 2.689 |
| | T-tabel = 1.645 |
| | T statistics > T-tabel |
| WOM -> RI | Coeffisien = 0.442 |
| | P value = 0.000 |
| | T statistics = 5.113 |
| | T-tabel = 1.645 |
| | T statistics > T-tabel |

Source: Processed data (2024)

Hypothesis 1: The Effect of Customer Satisfaction on Customer Engagement

The analysis shows a coefficient value of 0.590 and T-statistics of 12.148, both > T-table value of 1.645, with a P-value of 0.000 (< 0.05). This results in the dismissal of H0 and acceptance of Ha1, confirming a positive and significant impact of Customer Satisfaction on Customer Engagement. This finding aligns with the research by (Hapsari, Clemes, & Dean, 2015), which also identified a positive and significant effect. This highlights the significance of client contentment in fostering engagement, where contented clients are more likely to share experiences, give feedback, and build long-term relationships. Therefore, businesses should enhance customer satisfaction to cultivate a highly engaged and loyal customer base, ensuring sustainable growth and competitive advantage.

Hypothesis 2: The effect of Customer Satisfaction on Word of Mouth

The coefficient value is 0.526, with T-statistics of 10.324, > T-table value of 1.645 and a P-value of 0.000 (< 0.05). Thus, H0 is rejected, and Ha2 is accepted, indicating a positive and significant impact of Customer Satisfaction on Word of Mouth (WOM). This is consistent with (Tani, de Sousa Saldanha, Barreto, & Management, 2021), who also found a significant effect of customer satisfaction on WOM. The findings underscore the role of customer satisfaction in encouraging customers to share positive experiences and suggest goods or services. Positive WOM can enhance the company's reputation and attract new customers, making it a powerful marketing tool. Companies should focus on customer satisfaction to maximize the benefits of WOM and drive business growth.

Hypothesis 3: The Effect of Customer Satisfaction on Repurchase Intention

With a coefficient value of 0.021 and T-statistics of 0.219, both < T-table value of 1.645, and a P-value of 0.827 (> 0.05), H0 is accepted, and Ha3 is rejected. This suggests a negative and insignificant effect of Customer Satisfaction on Repurchase Intention, consistent with (Rantung, Mandagi, Wuryaningrat, & Lelengboto, 2023). The results imply that factors like pricing, estimated worth, convenience, or preferences may play a larger role in repurchase decisions. Therefore, businesses should consider multiple factors beyond customer satisfaction when developing strategies to increase repurchase intentions.

Hypothesis 4: The Effect of Customer Engagement on Repurchase Intention

The analysis shows a coefficient value of 0.255 and T-statistics of 2.689, both > T-table value of 1.645, with a P-value of 0.007 (< 0.05). Thus, H0 is rejected, and Ha4 is approved, showing a positive and significant influence of Customer Engagement on Repurchase Intention. This finding aligns with (Ho & Chung, 2020), who also found a positive impact of engagement on repurchase intentions. Engaged customers often have stronger brand loyalty and are more likely to make repeat purchases. By fostering customer engagement through personalized interactions and community-building initiatives, companies can enhance loyalty and encourage repurchase behavior.

Hypothesis 5: The Effect of Word of Mouth on Repurchase Intention

With a coefficient value of 0.442 and T-statistics of 5.113, > T-table value of 1.645, and a P-value of 0.000 (< 0.05), H0 is rejected, and Ha5 is accepted. This shows a positive and significant relationship between Word of Mouth (WOM) and Repurchase Intention, consistent with (Sung & Jeon, 2020). Positive WOM enhances brand trust and perceived value, encouraging repeat purchases. The significant impact of WOM on repurchase intention emphasizes the significance of customer satisfaction and memorable experiences that prompt consumers to share positive feedback. Leveraging WOM can effectively boost customer retention and drive business growth.

CONCLUSIONS, IMPLICATIONS, SUGGESTIONS AND LIMITATIONS OF THE RESEARCH

The findings of this study are to test the reliability and validity of factors like Customer Satisfaction, Customer Engagement, Word of Mouth, and Repurchase Intention, it is revealed that all indicators show reliability with all values above 0.7. While in the R-square test of these variables, namely Customer Satisfaction, Customer Engagement, and Repurchase Intention, the results can be categorized as moderate because the R-Square value is between 0.33 - 0.67. In the context of the mediation test of the connection between Customer Satisfaction and Repurchase Intention, it was revealed that WOM mediation is Full Mediation. At the hypothesis testing stage, the data show between engagement and customer satisfaction have a strong correlation. Other findings indicate that there is a positive and substantial association between the Customer Satisfaction measure and WOM. Similarly, the Customer Engagement variable shows a positive and strong association with Repurchase Intention, as does WOM. However, customer satisfaction showed an insignificant association with repurchase intention.

The implications of these findings highlight the need for increased efforts in improving service quality, communication, and interpersonal interactions between patients and medical staff. Fulfilling patients' expectations and needs, along with transparency and honesty in information delivery, can strengthen patients' perceptions of the hospital and encourage repeat visits by patients. To achieve this, a targeted and sustainable strategy is needed to fulfill claims, commitments given, honest information, commitment to solve problems, best service, reliable care, and doctor/nurse competence focused on satisfaction. In the long run, grew patient satisfaction at Graha Husada Jepara Hospital will be a strong performance indicator in strengthening the standing and durability of the health institution.

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