The Effect of Destination Image and Servicescape, With Patient Experience as an Intervening Variable, on Revisit Intention at the Outpatient Unit of RSUD Cempaka Putih

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Abstract
Hospital services today are required not only to provide quality medical services, but also to create a positive patient experience in order to increase trust and intention for repeat visits. Cempaka Putih Hospital faces challenges related to the image of the destination and the comfort of the physical environment of the service, especially due to market activities around the hospital, traffic density, and inconsistencies in communication between health workers. The purpose of this study aims to analyze the influence of destination image and servicescape on revisit intention with patient experience as an intervening variable in the Outpatient Unit of Cempaka Putih Hospital. This research method uses a quantitative approach with a coss-sectional design, involving 200 patients who visited 2 times in the outpatient unit of Cempaka Putih Hospital as respondents who were selected through saturated sampling techniques, Data were collected using questionnaires and analyzed with Structural Equation Model (SEM) with Amos 25. The results of this study show that destination image, servicescape and patient experience have a significant effect on revisit intention. The managerial implication of this study is that there is a need to increase the intention of revisiting patients not only depending on the quality of medical services, but also on strengthening the hospital's destination image, improving the physical environment, and improving the quality of communication and patient experience. This research emphasizes the importance of holistic strategies that include cross-sector collaboration, human resource capacity building, and continuous monitoring of patient experience to strengthen hospital destination image and drive patient loyalty.
Kata Kunci: Destination image, servicescape, patient experience, revisit intention.

INTRODUCTION

Hospitals are one of the components of the health industry that is currently showing a very rapid growth rate. Based on data released by the Ministry of Health of the Republic of Indonesia, the number of hospitals in Indonesia has increased significantly, from 2,488 hospitals in 2015 to 3,120 hospitals in 2020. The same thing happened in DKI Jakarta Province, where the number of hospitals increased from 189 in 2018 to 196 in 2024. This growth reflects people's need for better healthcare and more options in getting the care they need (Alp & Yılmaz, 2024).

This proliferation of healthcare facilities has intensified competition among hospitals, particularly in urban areas where patients have multiple options for accessing medical services (Wu, 2011). Consequently, hospitals are no longer competing solely on clinical outcomes but increasingly on their ability to provide holistic, patient-centered experiences that encompass every touchpoint from facility aesthetics to interpersonal interactions with healthcare staff.

Hospitals are a vital element in the health service system that plays a strategic role in improving the health of the public. Not only as a place to cure diseases, hospitals also function as complex and integrated health service centers. The existence of hospitals is

very important in providing advanced health services that cannot be handled by primary health facilities such as health centers or primary clinics.

In the context of global healthcare transformation, hospitals worldwide face unprecedented challenges in maintaining patient loyalty and ensuring sustainable competitive advantage. International evidence from developed healthcare systems demonstrates that patient revisit intention has emerged as a critical indicator of healthcare quality and institutional sustainability (Farida et al., 2023; Rachmadana et al., 2025). Data from the World Health Organization (2023) indicates that healthcare institutions with high patient retention rates demonstrate 40% lower marketing costs and 25% higher operational efficiency compared to those with low retention. In developing countries, where healthcare systems face resource constraints and increasing competition, understanding the determinants of patient revisit intention becomes even more critical.

Studies from Southeast Asian healthcare contexts reveal that only 62% of patients express strong intention to return to the same hospital for future care, with dissatisfaction regarding physical environment (38%), perceived institutional image (35%), and overall experience quality (42%) cited as primary deterrents. This global context establishes revisit intention as a dependent variable of paramount importance, influenced by complex interactions between destination image perceptions, servicescape quality, and the totality of patient experience—factors that collectively determine whether healthcare institutions achieve sustainability or face decline in an increasingly competitive market (Agyapong et al., 2018; Ayu Shilvira et al., 2023).

In general, hospital services can be classified into four main groups, namely curative, preventive, promotive, and rehabilitative services (Roy et al., 2016). Curative services are efforts to cure patients who have experienced health problems, either through medical, surgical, or pharmacological treatment. Meanwhile, preventive and promotive services aim to prevent the onset of diseases and encourage people to live a healthy lifestyle through health education, immunization, and early detection of diseases. The rehabilitative services are aimed at restoring the patient's body function after illness or accident through a therapy or medical rehabilitation program.

In addition, the hospital also carries out emergency service functions, namely immediate medical treatment of life-threatening cases that require quick intervention. This service is usually available 24 hours a day and is equipped with adequate manpower and medical facilities. In the national referral system, hospitals act as advanced referral facilities, which receive patients from primary care facilities to receive more intensive specialist or subspecialist treatment.

Beyond the aspect of direct service to patients, the hospital also has a function as a center for education and scientific development. Many hospitals, especially teaching hospitals, are places of training and clinical practice for students of medicine, nursing, pharmacy, and other health professions. Thus, hospitals contribute to increasing the capacity of health human resources in Indonesia.

No less important is the role of medical support services which are the backbone of diagnosis and therapy. Laboratories, radiology, pharmaceuticals, nutrition installations,

and blood banks are examples of supporting services that ensure that the service process runs accurately, quickly, and efficiently. With such a wide range of functions, hospitals are required to provide services in a holistic and professional manner. Quality service not only includes good clinical outcomes, but also involves aspects of comfort, safety, efficiency, and patient satisfaction. In the modern context, quality hospital services must meet minimum service standards (SPM), national accreditation, and integrate a patient-centered care approach in every line of service.

The rapid construction of hospitals, both by the government and the private sector, requires every hospital to not only meet the needs of basic services, but also to be able to compete in quality, including with international hospitals. The success of hospitals in maintaining patient loyalty is not only determined by clinical outcomes, but also by the overall experience felt by patients while receiving services, ranging from the attitude of the officers, the comfort of the facilities, to the administrative process. One of the main indicators of patient loyalty is revisit intention, which reflects patients' perceptions of service quality and hospitals' success in building long-term relationships (Lovelock & Wirtz, 2016; Zeithaml et al., 2018). Cempaka Putih Hospital, which was established on April 1, 2015 as a result of the transfer of the function of the District Health Center based on the Decree of the Governor of DKI Jakarta Number 1024 of 2014, is a class D hospital that plays a role in meeting the needs of referral services in the Central Jakarta area.

Based on primary data from interviews and internal evaluations, Cempaka Putih Hospital still faces various patient complaints related to the limitations of infrastructure facilities and the quality of human resources, especially in the aspects of staff friendliness and facility comfort (Aditama, 2013; Kotler & Keller, 2016). This is reflected in a significant decrease in outpatient visits during the period January 2024 to March 2025, where old patient visits decreased by 37% and total visits decreased by 11%. In addition, the value of the Community Satisfaction Index (IKM) in the first quarter of 2025 did not reach the target of 90%, with the lowest elements in the behavior of officers and infrastructure. Patient complaints submitted through the suggestion box, social media, and Google Maps reviews show that there are unsatisfactory service experiences, such as unfriendly staff attitudes, less informative communication, non-optimal cleanliness of facilities, and limited parking spaces and access to hospital locations.

The results of a preliminary study on outpatients showed that the intention of revisiting Cempaka Putih Hospital was still relatively low compared to other surrounding hospitals, which was influenced by negative perceptions of the hospital's destination image and servicescape (Budiman, 2023; Nurhikmah et al., 2024). Previous literature and research confirm that destination image, servicescape, and patient experience have an important role in shaping satisfaction and intention for repeat visits. Patient experience serves as a mediating factor that bridges the influence of hospital image and physical environment on the patient's decision to return to treatment (Sode Ali & Haeruddin, 2024).

The existing literature on patient revisit intention provides essential insights that contextualize this investigation. Foundational work by Wolf et al. (2014) establishes

patient experience as a comprehensive, multidimensional construct distinct from satisfaction. Subsequent studies demonstrate that destination image significantly influences satisfaction and loyalty among medical tourists (Vashu et al., 2021), while servicescape—the physical environment—critically affects behavioral intentions, especially in resource-constrained settings (Rauf et al., 2024). Research also confirms that hospital image directly and indirectly impacts revisit intention (Wijaya et al., 2025). However, significant gaps remain, as few studies examine the interactive and mediating relationships between destination image, servicescape, and patient experience within an integrated framework, particularly in the unique context of Indonesian public regional hospitals (RSUD), leaving theoretical mechanisms underspecified.

This research is urgently needed due to three converging imperatives. The sharp decline in patient revisits at RSUD Cempaka Putih poses an existential threat to the hospital's operational viability and public health mandate, risking service reductions for vulnerable communities. From a patient welfare perspective, low revisit intention indicates care fragmentation, which compromises treatment continuity and clinical outcomes, increasing health risks. Furthermore, from a system efficiency standpoint, low retention forces costly acquisition of new patients, straining limited public health budgets. The study’s novelty lies in its theoretical integration, being the first to test a unified model where patient experience mediates the effects of both destination image and servicescape on revisit intention in an Indonesian RSUD context. It also offers methodological rigor through Structural Equation Modeling (SEM) and provides actionable, practical insights for administrators of resource-constrained public hospitals, identifying precise pathways to improve patient loyalty and institutional sustainability.

Therefore, this study is focused on the influence of destination image and servicescape on revisit intention with patient experience as an intervening variable in the Outpatient Unit of RSUD Cempaka Putih, specifically aiming to: (1) examine the simultaneous effect of destination image and servicescape on revisit intention with patient experience as an intervening variable; (2) analyze the direct effect of destination image on revisit intention; (3) assess the direct effect of servicescape on revisit intention; Through these objectives, the study seeks to provide strategic recommendations for improving service quality and enrich academic studies related to patient revisit behavior..

RESEARCH METHODS

Types of Research

This study uses a quantitative descriptive analysis research method with a cross sectional approach, where the research is carried out by taking several samples from a population and using questionnaires as a data collection tool. The research was carried out at Cempaka Putih Hospital in the Central Jakarta Administrative City area, especially in the Outpatient Unit, starting in October 2025. This study aims to determine the influence of destination image and servicescape on revisit intention with patient experience as an intervening variable. The activities carried out are in the form of observation, pre-survey, collection of theoretical data to support research, dissemination

of questionnaires, data processing, and finally drawing conclusions from the research carried out.

Population and Sample

The population in this study is all patients of the Outpatient Unit of Cempaka Putih Hospital in the first quarter (January to March) of 2025 as many as 8,074 people. The determination of the number of samples refers to the Slovin technique using a margin of error of 7%, so that a sample of 200 respondents was obtained. The inclusion criteria in this study included outpatients who made at least 2 visits to the outpatient unit at Cempaka Putih Hospital and patients who gave consent to participate in the study (informed consent). The exclusion criteria include patients with unstable medical conditions or in an emergency, patients with cognitive or psychological impairments, and patients who only visit for supporting examinations such as laboratories or radiology without direct interaction with doctors in the outpatient unit.

Data Collection Techniques

The data collection technique applied in this study is by using a questionnaire. The questionnaire functions as a tool to measure research variables objectively, both independent, dependent, and intervening variables. This questionnaire was used to obtain responses regarding destination image and servicescape, patient experience, and revisit intention from respondents who are patients of the Outpatient Unit of Cempaka Putih Hospital. The form of answer to the question uses a Likert Scale with a score of 1-4, where the value is 4 for Strongly Agree, a value of 3 for Agree, a value of 2 for Disagree, and a value of 1 for Strongly Disagree. The questionnaire consists of several variables with their own dimensions, namely destination image with 12 question items covering 6 dimensions, servicescape with 8 question items covering 3 dimensions, patient experience with 13 question items covering 8 dimensions, and revisit intention with 9 question items covering 4 dimensions.

Data Analysis

The data analysis in this study uses several stages of testing. First, a data quality test was carried out which included validity tests and reliability tests. The validity test was carried out by paying attention to the standard loading factor value of each indicator where the validity had a standard loading factor of more than 0.50 or 0.70, while the reliability test used the Cronbach's Alpha method with a standard reliability value of more than 0.60. Second, a normality test was carried out by looking at the Q-plot where the distribution of data must be spread around the diagonal line, and a multicollinearity test using a correlation matrix with the permissible value of less than 0.9. Third, a statistical descriptive analysis was carried out using the Three Box Method to determine the descriptive picture of respondents' answers with an index value range of 50-100 (low), 100.1-150 (medium), and 150.1-200 (high). Finally, the data was analyzed using Structural Equation Modeling (SEM) with the AMOS 25 program package consisting of a measurement model and a structural model. The goodness of fit criteria used include Chi-Square expected to be small, RMSEA less than or equal to 0.08, GFI more than or

equal to 0.90, TLI and CFI more than or equal to 0.95, AGFI more than or equal to 0.90, and CMIN less than or equal to 2.00.

RESULTS AND DISCUSSION

Hypothesis testing of Model Structural Equation Modeling (SEM)

Hypothesis testing is the process of statistically proving everything that has been hypothesized in research based on theory. To test the proposed hypothesis and to identify the influence of mediating variables (intervening variables) in connecting independent variables with dependent variables, statistical descriptive analysis methods are used, *three box method*, path analysis, as well as simultaneous testing (F test) and partial testing (T test). There are three bands in the strip analysis model (*Path Analysis*) in the Structural Equation Model (SEM) which is described as follows.

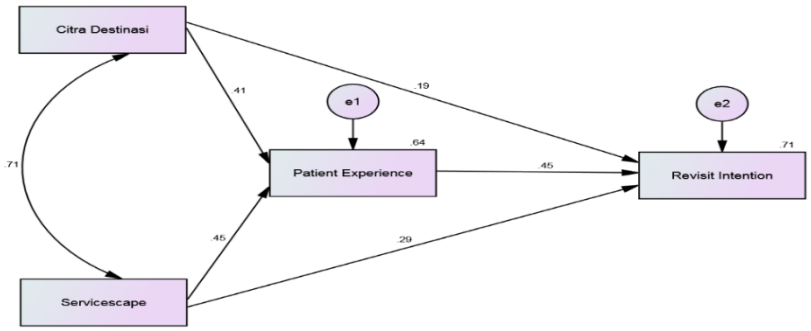


Figure 1. Model Path Analysis

The estimated structural model is a recursive with a sample count of 200 respond. This model consists of four observation variables and two error term. The variables used include two exogenous variables, namely Destination image (CD) and Servicescape (SS), as well as two endogenous variables, namely Patient Experience (PE) and Revisit Intention (RI).

The relationship structure tested in this model includes a direct influence between Destination image (CD) and Servicescape (SS) against Patient Experience (PE), as well as direct influence Destination image (CD), Servicescape (SS), and Patient Experience (PE) against Revisit Intention (RI). In addition, the model also tests for indirect effects (mediating effects) Destination image (CD) and Servicescape (SS) against Revisit Intention (RI) through Patient Experience (PE). SEM analysis was carried out using AMOS 25 software to test the theoretical model that has been built and test the research hypothesis.

a. Coefficient of Determination (R^2)/ Simultaneous Test

Coefficient of determination (*Squared Multiple Correlations* or R^2) is used to indicate The value of how much the simultaneous influence of independent and

intervening variables is on the dependent variable. Based on the results of the AMOS estimate, the R^2 value was obtained as follows:

Table 1. Coefficient of Determination (**R^2**)

	Estimate
***Patient Experience* (PE)**	0.640
***Revisit Intention* (RI)**	0.710

Source: data processed AMOS 25, 2025

Based on the results of structural model analysis, an R^2 value of 0.640 was obtained for the *Patient Experience (PE) variable*. This shows that the influence value of Destination image (CD) and *Servicescape (SS)* together is able to explain 64% of the variation that occurs in *Patient Experience*. Furthermore, the R^2 value for the Revisit Intention (RI) variable is 0.710, which means that the values of Destination image, Servicescape, and Patient Experience are simultaneously able to explain 71% of the variation that occurs in Revisit Intention.

b. Model Conformity Test (Simultaneous Test)

The results of the Hypothesis 1 test in the AMOS program are as follows:

Minimum was achieved
Chi-square = 0
GFI = 1.000
CFI = 1.000
RMSEA = 0.000
Source: AMOS output data 26, 2025

H1: Significant Effect of *Destination Image* and *Servicescape* Simultaneously on *Revisit Intention* with *Patient Experience* as an Intervening Variable

The results of the simultaneous test through model analysis with AMOS obtained a Chi-square value of 0. This means that the theoretical model built is statistically acceptable and representative in explaining the relationship between the variables being tested.

In addition, the results of the evaluation of the R^2 value showed that destination image and *servicescape* together affected *patient experience* by 64%. and indirectly through *patient experience* affected revisit intention by 71.0%. This high R^2 value shows that the model has strong explanatory power, so that the relationships between latent variables can be interpreted conclusively. In other words, there is a significant influence between *destination image* and *servicescape* simultaneously on *Revisit Intention* through *Patient Experience* as an intervening variable or H1 is accepted.

c. Direct Effect Hypothesis Test

The results of the Partial Test with Structural Equatian Modelling (SEM) from the AMOS 26 software are shown in the table below:

Tabel 2. Test Structural Equation Modelling (SEM)

Hypothesis	Relationship Pathway	Estimate	S.E.	C.R.	p-value	Standardized Estimate	Verdict
H2	Destination image → Revisit Intention	0.143	0.046	3.086	0.002	0.187	Accepted
H3	Servicescape → Revisit Intention	0.318	0.067	4.723	***	0.291	Accepted
H4	Destination image → Patient Experience	0.463	0.068	6.824	***	0.414	Accepted
H5	Servicescape → Patient Experience	0.717	0.097	7.417	***	0.450	Accepted
H6	Patient Experience → Revisit Intention	0.306	0.044	6.996	***	0.445	Accepted

Remarks: *** = p < 0.001 (very significant)
Source: data processed AMOS 25, 2025

H2: There is *a significant influence* of destination image *on Revisit Intention*

The Estimate value is 0.143, C.R. = 3.086 > 1.96, and p-value = 0.002 < 0.05, with a Standardized Estimate of 0.187, this shows that the Destination image has a positive and significant effect on *Revisit Intention* or H_2 which states that there is significant *Destination image* Influence on *Revisit Intention* is acceptable.

H3: There is an Influence *of Servicescape* on *Revisit Intention*

The test results showed *Estimate* = 0.318, *C.R.* = 4.723>1.96, and *p-value* < 0.001 or < 0.005, with a *Standardized Estimate* of 0.291, so this relationship signifikan. ini show that *servicescape* has a positive and significant effect on *revisit intention* or H_3 which states that there is an effect ***of servicescape* significant to *Revisit Intention*** is acceptable.

H4: Has an effect on Destination image on *Patient Experience*

The results of the analysis showed *Estimate* = 0.463, *C.R.* = 6.824, *p-value* < 0.001, and *Standardized Estimate* 0.414. This means that H4 which states that there is an influence of Destination image has a positive and significant effect on *the Patient Experience.*

H5: Has an *effect on Servicescape* on *Patient Experience*

Value*Estimate*= 0,717,*C.R.*= 7,417,*p-value*< 0.001 and *Standardized Estimate*0.450 indicates that *servicescape* has a significant influence on *Patient Experience* among other variables. or H_5 which states that there is an influence ***servicescape* against *patient experience*** acceptable.

H6: There is an Influence *of Patient Experience* on *Revisit Intention*

The *Estimate* value = 0.306, *C.R.* = 6.996, *p-value* < 0.001 and *the Standardized Estimate* 0.445 show that *Patient Experience* has a positive and significant effect on

Revisit Intention or H_6 which states that there is *a Patient Experience* on *Revisit Intention* is acceptable.

d. Indirect Testing (*Intervening*)

Based on test results *Structural Equation Modeling (SEM)* with AMOS, the estimated structural model shows that Patient Experience (PE) acting as a partial intervening in the relationship between Destination image (CD) and Servicescape (SS) against Revisit Intention (RI). A summary of the indirect paths is shown in the following Table 3:

Table 3. *Indirect Effects through Patient Experience*

Mediation Pathway	Indirect Effects	Standardized	Significance	Types of Mediation
CD → OR → RI	0.191	0.184	Signifikan	Partial
SS → OR → RI	0.219	0.200	Signifikan	Partial

Source: data processed AMOS 25, 2025

H7: There is an influence *of Destination image* on *Revisit Intention* with Experience *as an* intervening variable

The results of the indirect effect test showed that Destination image (CD) had a significant effect on Revisit Intention (RI) through Patient Experience (PE) as a mediating variable, with an Indirect Effect value of 0.191, a Standardized Estimate of 0.184, and significance ($p<0.05$). In the results of the sobel test, C.R 4,865> 1.96 was obtained. These findings indicate that the influence of destination image on the intention of the patient's revisit is not only direct, but also mediated by the patient's experience while receiving services. In other words, patient experience functions as an intervening destination image variable for revisit intention or H7 is acceptable.

H8: There is an effect of Servicescape on Revisit Intention with Patient Experience as an intervening variable

The results of the second pathway test showed that Servicescape (SS) also had a significant effect on Revisit Intention (RI) through Patient Experience (PE) as a mediator, with an Indirect Effect value of 0.219, a Standardized Estimate of 0.200, and significance ($p< 0.05$).

From the results of the research conducted on the influence of Destination image, Servicescape, and Patient Experience on Revisit Intention of the Outpatient Unit at Cempaka Putih Hospital, it was obtained:

1. Significant influence between Destination Image and Servicescape simultaneously on Revisit Intention with Patient Experience as an intervening variable.

The results showed that the Revisit Intention of Cempaka Putih Hospital patients was significantly influenced by Destination Image and Servicescape through the formation of Patient Experience as an intervening variable. Positive perceptions of the hospital's image, especially in terms of affordability of costs and medical infrastructure, as well as the quality of the physical environment of services such as clear and accessible

room layouts, have proven to be able to form a good and satisfactory patient experience. Patient Experience acts as a mediation mechanism that strengthens the influence of these two variables on revisit intentions, where the patient's actual experience is a key factor in confirming initial expectations and building trust and loyalty. Although Revisit Intention and Servicescape are in the high category, there is still room for improvement in the Ambient Conditions aspect, especially the comfort of the waiting room temperature, as well as the Social Environment around the hospital which is considered by some patients to be less supportive of a sense of security. Overall, these findings confirm that the increase in revisit intention is not only determined by the image and quality of the hospital's physical environment, but also by the overall experience felt by patients while receiving health care, in line with the Theory of Planned Behavior, Expectation Confirmation Theory, and Patient-Centered Care model of the Picker Institute.

2. The influence of Destination Image is significant on Revisit Intention

The results of the analysis showed that Destination Image had a significant effect on the Revisit Intention of Cempaka Putih Hospital patients, as evidenced by hypothesis testing using SEM-AMOS. The more positive the patient's perception of the hospital's image as a health service destination—which is reflected in the affordability of costs, the adequacy of medical infrastructure, and the reputation of the institution—the higher the patient's intention to make a repeat visit. Based on the Three Box Method, Destination Image is in the medium category, with the main strength in the Political & Economic Factor and Medical Infrastructure dimensions, especially in the indicator of affordable care costs, while the Social Environment dimension obtained the lowest score due to the perception of some patients towards the sense of safety and comfort of the environment around the hospital. These findings confirm that the image of hospital destinations is not only shaped by the quality of internal medical services, but also by external environmental conditions that affect patient comfort. The results of this study are in line with the Theory of Planned Behavior (Ajzen, 1991) and Destination Image Formation Theory (Baloglu & McCleary, 1999) which emphasize that cognitive and affective images shape patients' attitudes and encourage behavioral intentions, and are supported by the views of Kotler & Keller (2016) and previous empirical findings that show that positive institutional images are able to strengthen trust, loyalty, and the intention of revisiting the patient.

3. The Effect of Servicescape on Revisit Intention

The results of the analysis showed that Servicescape had a significant effect on the Revisit Intention of Cempaka Putih Hospital patients, which means that the more positive the patient's perception of the quality of the hospital's physical environment—including the clarity of the spatial layout, ease of access to facilities, comfort, and clarity of directions—the stronger the patient's intention to return to treatment. Based on the analysis of the Three Box Method, the servicescape is in the high category, with the main strength in the Spatial Layout and Functionality dimension which is considered to be able to simplify the service flow and reduce patient confusion, while the Ambient Conditions aspect, especially the comfort of the waiting room temperature, is still in the medium category and requires further attention. These findings are in line with the Theory of

Planned Behavior (Ajzen, 1991), Expectation Confirmation Theory, and Bitner's (1992) servicecape theory which affirms that the physical environment plays an important role in shaping patients' cognitive, emotional, and behavioral responses. A neatly organized, comfortable, and supportive hospital environment that supports service efficiency is able to increase the perception of quality, trust, and patient satisfaction, which ultimately strengthens the intention of revisits, both directly and through strengthening the patient's experience as an intervening variable.

4. The Effect of Destination Image on Patient Experience

The results of the analysis showed that the Patient Experience of patients at Cempaka Putih Hospital was significantly influenced by the hospital's Destination Image, where the more positive the image of the destination formed in the patient's perception, the better the experience felt during the health service process. Based on the analysis of the Three Box Method, destination images are in the medium category, with the main strength in the aspects of affordability and friendliness of health workers that form a positive perception of the quality of service and reputation of the hospital, while aspects of environmental safety and traffic access still require attention because they have the potential to weaken the overall image. These findings are in line with the Destination Image Formation Theory Beerli & Martin, (2004) and the Expectation–Confirmation Theory Oliver, (1980) which assert that destination imagery shapes the patient's initial expectations, and when actual services meet or exceed those expectations, a positive patient experience is created. Supported by previous research, these results confirm that hospital destination image is multidimensional—including reputation, quality of medical personnel, facilities, cost, and environmental comfort—and plays an important role in building a meaningful patient experience, which further strengthens patient satisfaction, loyalty, and sustainability of patient visits.

5. The Effect of Servicescape on Patient Experience

The results of the analysis showed that Servicescape had a positive and significant effect on the Patient Experience at Cempaka Putih Hospital, which emphasized that the better the patient's perception of the quality of the physical environment of the hospital, the more positive the experience felt during the health service process. Based on the Three Box Method, the servicescape is in the high category, with the main strength in the Spatial Layout and Functionality dimensions, specifically the clarity and ease of room layout that helps patients access services efficiently and reduce confusion. However, the Ambient Conditions dimension, especially the comfort of the waiting room temperature, is still in the medium category and shows that there is room for improvement in the physical comfort aspect of the environment. These findings are in line with Bitner's (1992) servicescape theory and the Picker Institute's (1993) concept of Patient-Centered Care, which asserts that the physical elements of the service environment—such as cleanliness, design, comfort, and ease of access—play an important role in shaping patients' perceptions of service quality and emotional experiences. Thus, the quality of the servicecape serves as the initial foundation in building a positive patient experience,

increasing a sense of security and comfort, and supporting the formation of patient satisfaction and loyalty to the hospital.

6. The Effect of Patient Experience on Revisit Intention

The results of the analysis showed that Patient Experience had a significant effect on the Revisit Intention of Cempaka Putih Hospital patients, which emphasized that the more positive the experience felt by the patient during the service process, the higher the patient's intention to return to treatment. Structural model testing proves that there is a positive and significant relationship between patient experience and revisit intention, so that improving the quality of patient experience—including effective communication, patient involvement in decision-making, service coordination, and ease of access to services—directly drives revisit intent. Based on the Three Box Method, patient experience is in the high category, with the dimension of Respect for Patient Preferences being the most dominant, especially in patient involvement in determining treatment plans, while the initial communication aspect of nurses still needs improvement even though it is still assessed positively. These findings are in line with the framework of Picker (1993) and the Theory of Planned Behavior, which affirm that an empathetic, professional, and coordinated service experience forms a positive attitude, strengthens the perception of control, and increases patient behavioral loyalty, so that patient experience is a key factor in encouraging revisit intention at Cempaka Putih Hospital.

7. The Effect of Destination Image on Revisit Intention with Patient Experience as an Intervening Variable

The revisit intention of Cempaka Putih Hospital patients has been proven to be significantly influenced by the destination image, both directly and indirectly through patient experience. Destination image has a medium category index, with the highest dimensions in the Political & Economic Factor (affordability of the cost) and the lowest in the Social Environment (the environment around the hospital that is less supportive due to the crowded market). Patient experience is in the high category, with Access of Care as the highest dimension and Information and Education as the lowest dimension. Revisit intent indicates a high category, with the highest indicator on exploratory interest to try other services. The mediated relationship occurs because the destination image forms a positive initial perception that is then confirmed through the patient's actual experience, creating satisfaction and trust that encourages revisit intentions. These findings are in line with Baloglu and McCleary's (1999) theory of destination image formation through stimulus and individual factors, the Picker Institute's Patient Experience theory (1999), and Ferdinand's theory of revisit intention as a satisfaction-driven post-experience behavior.

8. The Effect of Servicescape on Revisit Intention with Patient Experience as an Intervening Variable

The revisit intention of patients at Cempaka Putih Hospital has been significantly influenced by the servicescape, both directly and indirectly through patient experience as a partial mediation. Servicescape obtained a high category index, with the highest indicator in a clear room layout and the lowest in the lounge temperature (medium

category). Spatial layout and ease of access contribute greatly to a positive patient experience as it makes the flow of services smooth and reduces confusion. These findings are in line with Bitner's (1992) theory that the physical elements of the service environment shape customer experience and behavioral decisions, the Picker Institute's (1993) Patient Experience theory about the interaction of service systems with the physical environment, and the Theory of Planned Behavior Ajzen, (1991) in which the servicescape forms the perceived behavioral control of patients. Research by Ulrich (1991), Demir et al. (2024), and Putra (2024) also supports that the physical environment affects revisit intention through patient experience. Overall, a neat, clean, accessible, and safe environment is able to increase positive perceptions of patients which strengthens the intention of repeat visits.

CONCLUSION

Based on the results of the previous analysis and discussion, it can be concluded that the following: Revisit intention of Cempaka Putih Hospital will increase if 3 things are managed together, namely the usual destination image and the comfort of the servicescape through the patient experience which will then recommend Cempaka Putih Hospital as the hospital of choice to get health services. The usual destination image has proven to have a significant effect on Revisit Intention at Cempaka Putih Hospital. A moderate destination image still has a role in shaping patient revisit intention, but strengthening the destination image is still needed to increase the intention to revisit optimally. Revisit Intention is proven to be influenced by the servicescape. This means that patients will tend to have the intention of revisiting the hospital because of the convenience of the hospital environment. Patient Experience has a positive effect on Revisit Intention. This means that patients of Cempaka Putih Hospital will tend to have the intention of revisiting because of the positive experience felt by the patient while receiving services, which further recommends that Cempaka Putih Revisit Intention Hospital is proven to be influenced by destination image through patient experience. This means that patients of Cempaka Putih Hospital will tend to have the intention of revisiting because of the usual image of the destination through the positive experience felt by the patient while receiving services, which further recommends Cempaka Putih Hospital. Servicescape has a positive effect on Revisit Intention through Patient Experience. This means that patients of Cempaka Putih Hospital will tend to have the intention of revisiting because of the comfort of the hospital environment facilities through the positive experience felt by the patient while receiving services, which further recommends Cempaka Putih Hospital.

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