

THE EFFECT OF SERVICE QUALITY AND PRICE PERCEPTION ON REVISIT INTENTION MEDIATED BY TRUST AT PRIMAYA HOSPITAL BETANG PAMBELUM PALANGKARAYA

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Received : 21 April 2025

Published : 30 June 2025

Revised : 29 April 2025

DOI : 10.54443/ijebas.v5i3.3127

Accepted : 12 May 2025

Link Publish : <https://radjapublika.com/index.php/IJEBAS>

Abstract

This study aims to analyze the effect of service quality and price perception on revisit intention, with trust as a mediating variable, on health check-up (MCU) patients at Primaya Betang Pambelum Hospital, Palangkaraya. This study is motivated by the importance of understanding the factors that influence patient loyalty in health services. The study used a quantitative approach with the Structural Equation Modeling Partial Least Square (SEM-PLS) method. Data were collected through questionnaires distributed to patients who had used MCU services. The variables studied included service quality, price perception, trust, and revisit intention. The results showed that service quality had a significant positive effect on trust ($\beta = 0.550$; $p = 0.000$) and revisit intention ($\beta = 0.313$; $p = 0.002$). Likewise, price perception had a positive effect on trust ($\beta = 0.357$; $p = 0.000$) and revisit intention ($\beta = 0.240$; $p = 0.003$). Trust itself has been proven to have a significant effect on revisit intention ($\beta = 0.334$; $p = 0.010$). In addition, trust significantly mediates the relationship between service quality and price perception on revisit intention. In conclusion, service quality and price perception affect patient revisit intention both directly and indirectly through trust. Therefore, improving service quality and price affordability are key strategies to strengthen patient loyalty to hospital health services.

Keywords: *Service Quality, Price Perception, Trust, Revisit Intention, Primaya Hospital Palangka Raya*

Introduction

Hospitals are health facilities that have an important role in providing comprehensive and sustainable promotive, preventive, curative, and rehabilitative services (Sahubawa et al., 2023). The quality of services offered greatly influences patients' decisions to re-select the service. In practice, hospitals often face challenges in the form of negative patient perceptions of services and costs, which have an impact on patient loyalty and revisit intentions. Patients with chronic diseases often feel reluctant to undergo routine check-ups, especially because of dissatisfaction with hospital services, such as slow registration, poor therapeutic communication, and high treatment costs. These factors also affect the level of patient satisfaction and decision to seek services elsewhere that offer better quality and price. Quality of service includes the friendliness of medical personnel, cleanliness, speed of service, and clarity of medical procedures. Good service will increase satisfaction and encourage patients to return. High patient satisfaction is a major indicator of a hospital's success in maintaining patient loyalty and competing amidst the growth of health facilities (Wulanjani & Derriawan, 2017).

In addition to service, price perception also plays an important role in forming revisit intentions. Prices that are considered appropriate and comparable to the quality of service will increase patient satisfaction (Retnowulan, 2017). Patients tend to return to the hospital if they feel the price of the service is affordable, the service is friendly, and the administrative process is easy. This study focused on Primaya Betang Pambelum Hospital Palangkaraya, a health facility established in 2018 and known for its excellent services such as heart center, mother and child, trauma, and oncology. Although this hospital is relatively new, public trust in the services offered is quite high. However, some patients expressed dissatisfaction with the Medical Check Up (MCU) service, which was considered expensive and inadequate. This phenomenon of dissatisfaction is an important concern, considering that MCU is one of the main services of Primaya Betang Pambelum Hospital. Patients, especially from companies, tend not to make repeat visits due to high price perceptions and suboptimal service quality. This encourages the importance of evaluating the

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dimensions of service quality, price perception, and patient trust (Astuti, 2022; Daud, 2019). Based on this background, this study aims to analyze the influence of service quality and price perception on trust and its impact on patient revisit intention at Primaya Betang Pabelum Hospital, Palangkaraya.

Research methods

This study is a quantitative study that aims to analyze the effect of service quality and price perception on trust and its impact on revisit intention at Primaya Betang Pabelum Hospital, Palangkaraya. The objects of this study include variables of service quality, price perception, trust, and revisit intention, while the subjects of the study were patients undergoing treatment at the hospital. Data collection was carried out through a survey method using a closed questionnaire as the main instrument. Respondents were asked to provide an assessment of statements that represent indicators of each variable, using a five-point Likert scale. The population in this study were all patients who had undergone treatment at Primaya Betang Pabelum Hospital, but because the exact number was unknown, sampling was carried out using the purposive sampling method and resulted in 100 respondents who met the criteria.

This study will examine three variables: dependent variable, intervening variable, and independent variable. The following are the operational variables used in this study:

Table 1. Operational Variables

Variables	Operational Definition	Indicator	Source
Independent Variable			
<i>Service Quality</i> (X1)	Any action or activity that a hospital can offer to a patient, which is essentially intangible and does not result in any ownership.	a. <i>Tangible</i> b. <i>Reliability</i> c. <i>Responsiveness</i> d. <i>Assurance</i> e. <i>Empathy</i>	Lee and Kim (2017)
<i>Price Perception</i> (X2)	Consumer assessment and associated emotional form regarding whether the price offered by the seller and the price compared with other parties is reasonable, acceptable or justifiable.	a. Affordability b. Price matches service c. Price match with benefits d. Discounts e. Price competitiveness	The Greatest Showman (2018)
Mediating Variables			
<i>Trust</i> (Z)	The positive expectation or hope that others will not act opportunistically and can be defined as the consumer's expectation that the provider of goods and services can be trusted or relied upon to fulfill an agreement.	a. <i>Benevolence</i> (Virtue) b. <i>Integrity</i> (Integrity) c. <i>Competence</i> (Competent)	The Last Supper (2020)

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Dependent Variable			
<i>Revisit Intention(Y)</i>	A person's mental state that reflects plans to make a repurchase	a. Trust in place b. Convenience of service c. Intention to visit again	The Last Supper (2020)

Data processing was carried out using SmartPLS version 3 software with the Partial Least Square (PLS) approach which is suitable for models with latent variables. The measurement model (outer model) was evaluated through validity and reliability testing, including convergent validity as seen from the factor loading value and Average Variance Extracted (AVE), and discriminant validity through cross-loading analysis. Meanwhile, the structural model (inner model) was evaluated by looking at the R-square value to determine the contribution of independent variables to the dependent variable, and Q-square to test the predictive relevance of the model. This analysis also includes testing the significance of path parameters to determine the relationship between latent variables in the model.

Research result

Evaluation of Measurement Model (Outer Model)

Evaluation of the measurement model (outer model) is measured using four metrics including convergent validity, discriminant validity, Cronbach's alpha and composite reliability which produce the following results:

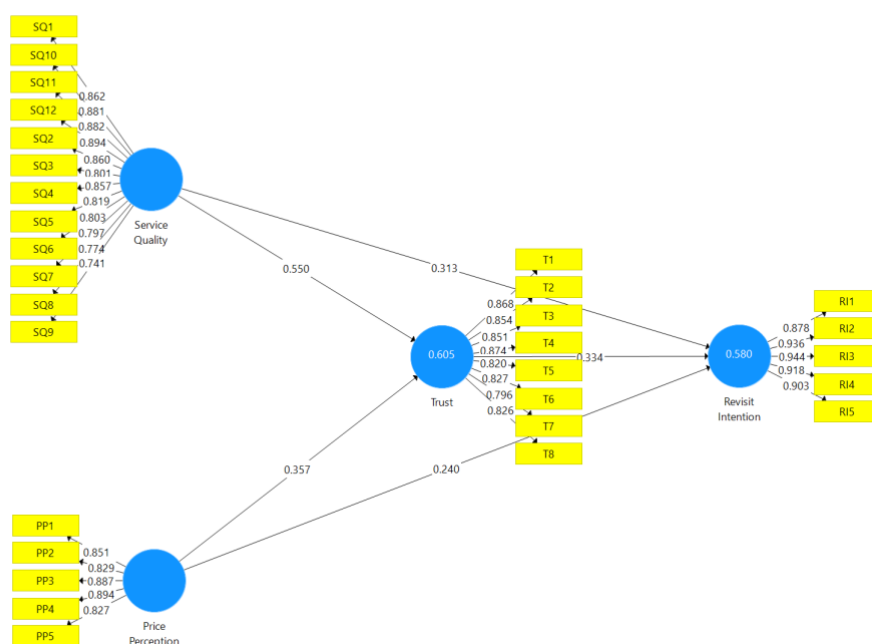


Figure 1. Outer Model

Source: Processed Primary Data (2025)

Convergent Validity

Convergent validity uses outer loading values or loading factor values. An indicator is classified as showing convergent validity in the favorable category if the outer loading value exceeds 0.7. The following values represent the outer loading of each indication in the study variable:

Table 4.12 Convergent Validity

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Variables	Indicator	Outer Loading	Information
<i>Service Quality</i>	SQ1	0.862	Valid
	SQ2	0.860	Valid
	SQ3	0.801	Valid
	SQ4	0.857	Valid
	SQ5	0.819	Valid
	SQ6	0.803	Valid
	SQ7	0.797	Valid
	SQ8	0.774	Valid
	SQ9	0.741	Valid
	SQ10	0.881	Valid
	SQ11	0.882	Valid
	SQ12	0.894	Valid
<i>Price Perception</i>	PP1	0.851	Valid
	PP2	0.829	Valid
	PP3	0.887	Valid
	PP4	0.894	Valid
	PP5	0.827	Valid
<i>Trust</i>	T1	0.868	Valid
	T2	0.854	Valid
	T3	0.851	Valid
	T4	0.874	Valid
	T5	0.820	Valid
	T6	0.827	Valid
	T7	0.796	Valid
	T8	0.826	Valid
<i>Revisit Intention</i>	RI1	0.878	Valid
	RI2	0.936	Valid
	RI3	0.944	Valid
	RI4	0.918	Valid
	RI5	0.903	Valid

Source: Processed Primary Data (2025)

Based on the measurement of outer loading on reflective indicators, it shows that most of the research indicators meet the criteria for variable measurement, with outer loading values exceeding 0.7. Therefore, all indicators are considered suitable and valid for further research analysis.

Discriminant Validity

Discriminant validity is used to confirm that each concept of a latent variable or construct is different from other latent variables. The latest optimal measurement involves examining the Heterotrait-Monotrait Ratio (HTMT) value. An HTMT value below 0.90 indicates that a construct has strong discriminant validity (Sarstedt et al., 2017). The results of the discriminant validity assessment are presented in the following table:

Table 4.13 Heterotrait – Monotrait Ratio (HTMT)

Variables	Price Perception	Revisit Intention	Service Quality	Trust
Price Perception				
Revisit Intention	0.623			
Service Quality	0.474	0.685		
Trust	0.650	0.737	0.744	

Source: Processed Primary Data (2025)

Table 4.12 shows that the HTMT values for all variables are below 0.90 (HTMT<0.90), thus confirming that all variable constructs show strong discriminant validity.

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Another approach to assess discriminant validity involves examining the square root of the average variance extracted (AVE) value. The recommended threshold is more than 0.50 (Ghozali, 2015). The findings of the AVE values for the variables of this study are:

Table 4.14 Average Variance Extracted (AVE)

Variables	AVE	Information
<i>Service Quality</i>	0.692	Valid
<i>Price Perception</i>	0.736	Valid
<i>Trust</i>	0.705	Valid
<i>Revisit Intention</i>	0.839	Valid

Source: Processed Primary Data (2025)

Table 4.14 shows that all research variables have met the AVE standard value above 0.5 ($AVE > 0.5$). The AVE value for the Service Quality variable is 0.692, the AVE value for the Price Quality variable is 0.736, the AVE value for the Trust variable is 0.705 and the AVE value for the Revisit Intention variable is 0.839.

Composite Reliability

The next assessment is the composite reliability of the indicator block that evaluates the construct. A construct is considered reliable if its composite reliability value exceeds 0.70 (Ghozali, 2015). The next result of the outer model shows the composite dependence of each construct:

Table 4.15 Composite Reliability

Variables	Composite Reliability	Information
<i>Service Quality</i>	0.961	Reliable
<i>Price Perception</i>	0.913	Reliable
<i>Trust</i>	0.942	Reliable
<i>Revisit Intention</i>	0.952	Reliable

Source: Processed Primary Data (2025)

Table 4.15 shows that all research variables have met the standard composite reliability value above 0.7 ($\text{composite reliability} > 0.7$). The composite reliability value on the Service Quality variable is obtained at 0.961, the composite reliability value on the Price Quality variable is obtained at 0.913, the composite reliability value on the Trust variable is obtained at 0.942 and the composite reliability value on the Revisit Intention variable is obtained at 0.952.

Cronbach Alpha

Applying the cronbach alpha value to the reliability test with the composite reliability mentioned earlier can increase its validity. If the cronbach alpha of a variable is greater than 0.7, the variable is considered reliable or meets the cronbach alpha criteria (Ghozali, 2015). The cronbach alpha value for each variable is as follows:

Table 4.16 Cronbach Alpha

Variables	Cronbach Alpha	Information
<i>Service Quality</i>	0.959	Reliable
<i>Price Perception</i>	0.910	Reliable
<i>Trust</i>	0.940	Reliable
<i>Revisit Intention</i>	0.952	Reliable

Source: Processed Primary Data (2025)

Table 4.16 shows that the Cronbach's alpha value for each research variable exceeds 0.7 ($\text{Cronbach's alpha} > 0.7$). Therefore, these results indicate that each research variable has met the Cronbach's alpha value criteria, so it can be concluded that all variables show a high level of dependence.

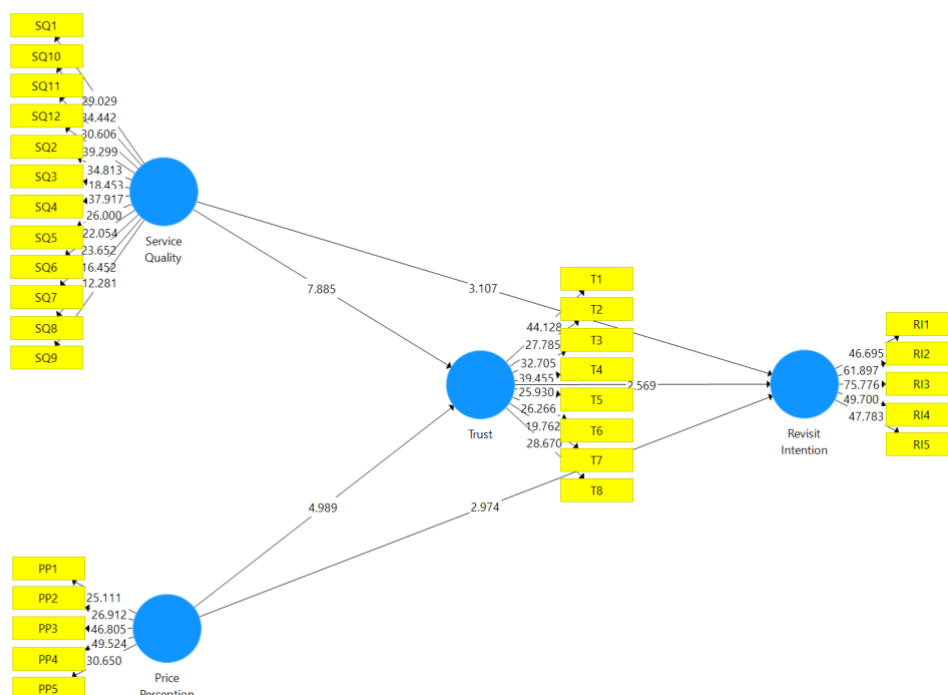


Figure 4.2 Inner Model

Source: Processed Primary Data (2025)

Path Coefficients Test

Path coefficient assessment shows the magnitude of the effect or influence of the independent variable on the dependent variable. Based on the inner model scheme illustrated in Figure 4.2, the highest T-Statistic value is given to the impact of Service Quality on Trust, which is measured at 7.885. The next influence is Price Perception on Trust, which is recorded at 4.989. The third influence is the effect of Service Quality on Revisit Intention, which is calculated at 3.107. The fourth influence is the effect of Price Perception on Revisit Intention, which is recorded at 2.974, and the fifth influence is the relationship between Trust and Revisit Intention, which is assessed at 2.569.

The results show that all variables in this study model have positive path coefficients. This indicates that a larger T-statistic value for the independent variable relative to the dependent variable correlates with a stronger influence exerted by the independent factor on the dependent variable.

Coefficient of Determination Test (R2)

The coefficient of determination (R-square) measures the extent to which endogenous variables are influenced by other factors. An R2 result of 0.67 or higher for endogenous latent variables in the structural model indicates that the impact of exogenous variables on endogenous variables is classified as favorable. If the result is between 0.33 and 0.67, then it is included in the moderate category; if it is between 0.19 and 0.33, then it is classified as weak. Ghazali, 2014. Data processing carried out using SmartPLS 3.0 software produces the following R-Square values

Table 4.17 Test of Determination Coefficient (R2)

Variables	R-Square	R-Square Adjusted
Trust	0.605	0.597
Revisit Intention	0.580	0.567

Source: Processed Primary Data (2025)

According to Table 4.17, the R-Square value for the Trust variable is 0.605. This figure shows that Trust can be explained by Service Quality and Price Perception by 60.5%. The R-Square value for the Revisit Intention variable is 0.580. The figures obtained show that Service Quality, Price Perception, and Trust account for 58.0% of the variance in Revisit Intention.

Q-Square Test

Goodness of fit test determined by the Q-Square value. The Q-Square number is equivalent to the coefficient of determination (R-Square) in regression analysis; a larger Q-Square indicates a better fit of the model to the data. The results of the Q-Square value calculation are as follows:

$$Q^2 = 1 - \{(1 - R_1^2) \times (1 - R_2^2)\}$$

$$Q^2 = 1 - \{(1 - 0,605^2) \times (1 - 0,580^2)\}$$

$$Q^2 = 1 - \{(1 - 0,366) \times (1 - 0,336)\}$$

$$Q^2 = 1 - \{(0,634) \times (0,664)\}$$

$$Q^2 = 1 - 0,421$$

$$Q^2 = 0,579$$

The calculated Q-Square value is 0.579. This research model explains 57.9% of the variance in the diversity of the research data. The remaining 42.1% is due to issues outside the methodology of this study. Therefore, the findings indicate that this study model shows a good fit.

F-square test

The f-square value assesses the impact of the independent variable on the dependent variable. The f-square value is categorized based on certain thresholds: a value of 0.02 indicates a weak effect, 0.15 indicates a moderate effect, and 0.35 indicates a significant effect. The f-square value in this study can be determined as follows:

Table 4.18 F-square test

Variables	<i>f-square</i>	Information
<i>Service Quality</i> □ Trust	0.613	Strong
<i>Price Perception</i> □ Trust	0.258	Currently
<i>Service Quality</i> □ Revisit Intention	0.116	Weak
<i>Price Perception</i> □ Revisit Intention	0.087	Weak
<i>Trust</i> □ Revisit Intention	0.105	Weak

Source: Processed Primary Data (2025)

Table 4.18 shows that the f-square value of each variable can be known with a strong influence shown by the service quality variable on trust with an f-square value of 0.613 which is included in the range of values above 0.35, so it is classified as a strong influence. Then the influence of price perception on trust with an f-square value of 0.258 which is included in the range of values above 0.15 which is included in the moderate influence. Furthermore, on the influence of service quality on revisit intention with an f-square value of 0.116, the influence of price perception on revisit intention with an f-square value of 0.087 and the influence of trust on revisit intention with an f-square value of 0.105, all three influences are included in the range of values above 0.02 so they are classified as weak influences.

Hypothesis Testing

The processed data can be used to answer the premise of this study. Hypothesis testing in this study was carried out by examining the T-statistic and P-value. The study hypothesis is approved if the P-value is less than 0.05 (Hair et al., 2019). The following results from the hypothesis testing carried out in this study are as follows:

Table 4.19 Hypothesis Testing

Hypothesis	Influence	Original Sample	T Statistics (O/STDEV)	P Values	Information
H1	<i>Service Quality</i> □ Trust	0.550	7,885	0,000	Significant
H2	<i>Price Perception</i> □ Trust	0.357	4,989	0,000	Significant
H3	<i>Service Quality</i> □ Revisit Intention	0.313	3,107	0.002	Significant
H4	<i>Price Perception</i> □ Revisit Intention	0.240	2,974	0.003	Significant

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H5	<i>Trust</i> □ Revisit Intention	0.334	2,569	0.010	Significant
H6	<i>Service Quality</i> □ Trust □ Revisit Intention	0.184	2,416	0.016	Significant
H7	<i>Price Perception</i> □ Trust □ Revisit Intention	0.119	2,257	0.024	Significant

Source: Processed Primary Data (2025)

The findings of the research analysis that address the hypotheses, as shown in table 4.19 above, are as follows:

- Hypothesis 1**
The results of hypothesis testing on the Service Quality variable on Trust obtained an Original Sample of 0.550, where the value shows a positive value. Then, the P values were obtained at $0.000 < 0.05$. These results indicate that the hypothesis in this study is accepted or H1 is accepted, which means that Service Quality has a positive effect on Trust.
- Hypothesis 2**
The results of hypothesis testing on the Price Perception variable on Trust obtained an Original Sample of 0.357, where the value shows a positive value. Then, the P values were obtained at $0.000 < 0.05$. These results show that the hypothesis in this study is accepted or H2 is accepted, which means that Price Perception has a positive effect on Trust.
- Hypothesis 3**
The results of hypothesis testing on the Service Quality variable on Revisit Intention obtained an Original Sample of 0.313, where the value shows a positive value. Then, the P values were obtained at $0.002 < 0.05$. These results indicate that the hypothesis in this study is accepted or H3 is accepted, which means that Service Quality has a positive effect on Revisit Intention.
- Hypothesis 4**
The results of hypothesis testing on the Price Perception variable on Revisit Intention obtained an Original Sample of 0.240, where the value shows a positive value. Then, the P values were obtained at $0.003 < 0.05$. These results indicate that the hypothesis in this study is accepted or H4 is accepted, which means that Price Perception has a positive effect on Revisit Intention.
- Hypothesis 5**
The results of hypothesis testing on the Trust variable on Revisit Intention obtained an Original Sample of 0.334, where the value shows a positive value. Then, the P values were obtained at $0.010 < 0.05$. These results indicate that the hypothesis in this study is accepted or H5 is accepted, which means that Trust has a positive effect on Revisit Intention.
- Hypothesis 6**
The results of hypothesis testing on the Trust variable in mediating the influence of Service Quality on Revisit Intention obtained an Original Sample of 0.184, where the value shows a positive value. Then, the P values were obtained at $0.016 < 0.05$. These results indicate that the hypothesis in this study is accepted or H6 is accepted, which means that Trust is able to mediate the influence of Service Quality on Revisit Intention.
- Hypothesis 7**
The results of hypothesis testing on the Trust variable in mediating the influence of Price Perception on Revisit Intention obtained an Original Sample of 0.119, where the value shows a positive value. Then, the P values were obtained at $0.024 < 0.05$. These results indicate that the hypothesis in this study is accepted or H7 is accepted, which means that Trust is able to mediate the influence of Price Perception on Revisit Intention.

Discussion

The Influence of Service Quality on Trust

The findings of this study indicate that service quality has a positive effect on trust, with an Original Sample value of 0.550 and a P value of 0.000, which is less than 0.05. This indicates the acceptance of hypothesis H1, which states that service quality has a positive effect on trust. Overall, these findings support the idea that high service quality can increase customer trust.

Description of the questionnaire distribution results for the service quality variable shows that overall, the service quality at Primaya Palangka Raya Hospital is in the good category with an average value of 3.67. There are

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variations in the indicators, with the SQ6 indicator receiving the highest average value (3.91), which states that the tools used in MCU services are routinely calibrated to maintain the quality of the examination results. Meanwhile, indicators SQ1 and SQ11 show lower average values (3.47), indicating that although the location of the hospital is easy to reach and medical personnel pay attention to customer needs, there are still areas that need to be improved in terms of accessibility and full attention from medical staff.

For the trust variable, the results of the questionnaire distribution showed an average value of 3.93 which is considered good. Indicator T6, which states that medical personnel and staff who carry out MCU examinations are competent according to their clinical authority, obtained the highest value (4.04), indicating that patient trust is highly dependent on the competence of medical personnel. However, indicator T8 which states that there is attention given by medical staff when carrying out MCU obtained a lower value (3.79), indicating that although such attention is important, there is still room for improvement in building better relationships with patients.

Service quality is defined as the perceived discrepancy between customers' expectations and their assessment of the service received (Parasuraman et al., 1988; Gronroos, 1990). In this context, service quality elements—namely, reliability, responsiveness, assurance, and empathy—are critical in building trust. High service quality results in customer satisfaction, which in turn builds trust in the service provider. Aydin & Ozer (2005) state that trust is a process that assesses the balance between costs incurred and outcomes achieved. In this environment, high service quality not only provides immediate satisfaction to clients but also strengthens their long-term trust.

Previous studies that support these findings include research by Kurnianingrum (2020), Mohd Isa et al. (2019), and Pighin et al. (2022), which showed that high service quality has a positive effect on customer trust. These studies show that improving the quality of service offered by a provider provides tangible benefits to clients, thereby strengthening their trust in the service provider.

Overall, the results of this study indicate that the quality of service received by patients plays an important role in building their trust in the hospital. This is an important indicator for the management of Primaya Palangka Raya Hospital in maintaining and improving the quality of service so that customer trust is maintained and even grows. This study also shows that although the overall service is good, there are certain aspects that need further attention to improve the patient experience and strengthen their trust in the services provided.

Based on the description above, it is proven that the service quality provided by Primaya Hospital has been well established and received positively by customers/patients through attitudes, behavior, communication skills, and clinical authority with integrity in the ability of medical personnel and staff to serve customers/patients. Therefore, to continue to guarantee the quality of service in the future and maintain patient trust, Primaya Hospital Palangkaraya must pay attention to these things.

The Influence of Price Perception on Trust

The results of this study indicate a substantial positive correlation between price perception and trust. The Original Sample Value of 0.357 and the P value of 0.000, which is less than 0.05, indicate the acceptance of the second hypothesis (H2) in this study. Price perception has a positive effect on consumer trust at Primaya Palangka Raya Hospital.

Price perception is included in the good category, with an average value of 3.43. The indicator that shows the highest average value is PP2 (3.56), which shows that customers feel that the price of MCU examination services is still affordable according to their needs. On the other hand, the PP1 indicator obtained an average value of 3.31, which shows that even though customers know the price of the service, they do not feel that the price is too high or unaffordable.

On the other hand, trust also obtained a good average value, which is 3.93, which describes the level of customer trust in the medical personnel and staff of Primaya Palangka Raya Hospital. Indicator T6 obtained the highest value (4.04), which states that customers feel confident that the medical personnel and staff who perform the examination are professional and competent in their fields. This shows that positive price perception can influence consumer confidence in service quality, which in turn increases their trust.

Theoretically, price serves as an indicator of quality. As explained by Kotler and Keller (2016), price is often considered a sign of the quality of a product or service. When customers feel that the price offered is in accordance with their quality or needs, they tend to believe that the service is of high quality. This is also supported by the subjective price theory put forward by Kaura et al. (2013), which shows that price perception plays an important role in influencing consumer decisions. Prices that are considered reasonable and in accordance with the quality of service can increase customer trust in the service.

Field facts show that in the context of Primaya Palangka Raya Hospital, many customers consider the price of MCU examination to be affordable (PP2 indicator), which leads to a positive price perception of the prices set. This

perception, in turn, strengthens their trust in the quality of services provided by medical personnel and hospital staff. Previous studies by Jeaheng et al. (2020) and Kurnianingrum (2020) also found that price perception has a positive effect on consumer trust. Jeaheng et al. (2020) revealed that the price perceived by consumers can affect their level of trust in a product or service. Likewise, Kurnianingrum (2020) showed that consumers who feel the price of a service is reasonable tend to have a higher level of trust in the service provider. This is consistent with the results of this study which show that positive price perception is directly related to increased customer trust in the services offered.

The description mentioned above shows that price perception significantly affects consumer trust in the services offered by Primaya Palangka Raya Hospital; therefore, it is important to prioritize transparent and fair pricing to maintain or increase customer trust. It is also important to build a professional, quality and affordable hospital image, which in turn can increase customer loyalty. Primaya Palangkaraya Hospital in determining service prices to remain transparent and fair always conducts market surveys and price comparisons of services at other competing hospitals in the Central Kalimantan region.

The Influence of Service Quality on Revisit Intention

The findings of this study indicate that Service Quality positively influences Intention to Return, as evidenced by the Original Sample value of 0.313, indicating a substantial positive correlation, and the P value of 0.002, which is below the significance threshold of 0.05. This indicates that hypothesis H3, which states that service quality influences intention to return, is accepted. Therefore, it can be concluded that better service quality is correlated with increased likelihood of customer return.

In this study, the Service Quality variable obtained an average value of 3.67, which is included in the good category. However, there are indicators with the lowest average values in the SQ1 and SQ11 indicators, which are related to the location of Primaya Palangka Raya Hospital and the attention of medical personnel to customer needs. This shows that although the overall service quality is considered good, there are certain aspects that still need to be improved. On the other hand, the SQ6 indicator, which states that the tools used in the MCU (Medical Check-Up) service are routinely calibrated, obtained the highest average value of 3.91, indicating excellence in terms of service techniques that may contribute to the perceived service quality.

In the Revisit Intention variable, which also obtained a good average value (4.00), the indicator with the highest average value is in RI2, which reveals that customers will choose RS Primaya Palangka Raya to find an MCU package that suits their needs. This shows the customer's intention to return based on the satisfaction they feel.

High service quality is directly related to customer satisfaction. In this case, when customers feel that they are receiving quality service, such as regularly calibrated equipment and attention to their needs, they are more likely to be satisfied and have the intention to return. Service quality includes not only technical aspects such as the equipment used, but also the attention given by the medical personnel and staff to the customer. This creates a positive experience that encourages customers to return.

Field facts found in this study indicate that although Primaya Palangka Raya Hospital has good service quality, some areas, such as easily accessible location and medical staff attention, still show room for improvement. Improving quality in these areas can further strengthen customers' intention to return to the hospital.

Theories that support these findings include the Service Quality Model developed by Parasuraman, Zeithaml, and Berry (1988), which states that service quality affects customer satisfaction, and in turn, this satisfaction affects the intention to return. In the context of hospitals, Kusumawardani et al. (2017) define service quality as a situation where excellent service is provided by a service provider, which can increase customer satisfaction. In addition, according to Kumar & Zikri (2018), service quality is a key indicator for measuring satisfaction in the service industry, which is ultimately related to the intention to return.

Previous studies have produced findings that are in line with the conclusions of this study. Damayanti (2020), Dohona et al. (2023), and Indaryani & Wulandari (2022) also found that service quality has a significant impact on patient return intention. This study is in line with these findings, showing that quality service drives customer loyalty and increases the likelihood of return visits.

Based on the description above, the quality of services provided at Primaya Palangka Raya Hospital has contributed positively to the interest of patients returning to get MCU services at Primaya Palangkaraya Hospital. However, to increase interest in returning to Primaya Palangkaraya Hospital, there needs to be a continuous promotion or re-offer provided by Primaya Palangkaraya Hospital to patients who have received services so as to increase patient interest in returning, such as ease of access, information on improving service quality, and other conveniences. Improving these factors will further strengthen the relationship between service quality and customer intention to return, and can increase long-term patient loyalty. In the future, Primaya Palangka Raya Hospital needs

to continue to take steps to promote MCU services in the form of digital and personal offers, and easy access to services that can be received by patients who have received services at Primaya Palangkaraya Hospital.

The Influence of Price Perception on Revisit Intention

Hypothesis testing research revealed that price perception significantly affects the intention to revisit, as evidenced by the Original Sample value of 0.240 and the P value of 0.003, which is less than 0.05. This indicates the acceptance of the H4 hypothesis, which indicates that price perception has a positive effect on the intention to revisit Primaya Palangka Raya Hospital.

The Price Perception variable in this study is classified as good, with an average value of 3.43. The PP2 indicator has the highest average value, indicating that the price given remains cheap according to consumer needs for health checks (MCU). Conversely, the PP1 indicator shows the lowest average value, indicating that even though customers are aware of the price level, this does not reduce their intention to have further checks, as long as the price is in accordance with their needs. This finding suggests that although price is an important factor, what influences revisit intention more is customers' perceptions of affordability and the value they receive from the price.

Meanwhile, the Revisit Intention variable is also in the good category with an average of 4.00. This indicates that respondents have a strong intention to return to the hospital. The indicator with the highest average in Revisit Intention is RI2, which states that customers will choose RS Primaya Palangka Raya to find an MCU package that suits their needs. This confirms that positive price perceptions contribute to the formation of intentions to revisit, because customers feel that the prices offered are in accordance with their needs.

The facts on the ground also support this finding. Many customers are satisfied with the health services provided, and their perception of affordable prices increases their likelihood of returning to use the same service. This is in line with the idea proposed by Liu et al. (2016), which explains that price perception is related to consumer experience with the services used and the value they provide. Favorable price perceptions influence consumer choices regarding repurchase or continued use of services, leading to a tendency to return.

Previous studies also support this finding. Cekici et al. (2019) and Kurnianingrum (2020) found that favorable price perception significantly influenced the intention to return. Cekici et al. (2019) showed that affordable prices that meet customer expectations influence their decision to return, while Kurnianingrum (2020) emphasized that consumers who feel that the price of the service is in accordance with the quality received are more likely to make repeat visits.

Based on the description above, that positive price perception greatly influences customer intention to revisit. Customers tend to return to Primaya Palangka Raya Hospital if they feel the price offered is in accordance with the quality of service received. Therefore, hospitals must continue to maintain a balance between cost and quality if they want to keep their patients coming back.

Primaya Palangka Raya Hospital always evaluates the service prices set to obtain professional and maximum service, and provides information widely and openly to...

The Influence of Trust on Revisit Intention

The findings of this study indicate that the variable Trust has a positive effect on Revisit Intention. According to the hypothesis test, the Original Sample value is 0.334 and the P value is 0.010, both of which are less than 0.05; thus, it can be determined that the hypothesis H5 is accepted. This indicates that Trust has a positive effect on Revisit Intention among patients who use the Health Check-up (MCU) service at Primaya Hospital Palangka Raya.

The results of the questionnaire distribution show that the Trust variable has an average value of 3.93, which is included in the good category. Of the existing indicators, indicator T6 which has the highest average value (4.04) shows that patients feel confident in the competence of medical personnel and staff who perform MCU examinations. Conversely, indicator T8 which shows the lowest average value (3.79) shows that patients feel satisfied because of the attention (trust) given by medical personnel and hospital staff.

Meanwhile, Revisit Intention is also in the good category with an average value of 4.00. The RI2 indicator which has the highest average value (4.06) states that patients tend to return to the hospital if they need an MCU package. However, the RI5 indicator with an average value of 3.93 shows that the patient's desire to recommend the hospital to others is still moderate.

Trust is essential in building a lasting relationship between patients and healthcare professionals. Trust built through interpersonal relationships between patients and healthcare providers can increase patient satisfaction and loyalty (Zarei et al., 2015). In this scenario, patients who have confidence in the expertise of healthcare professionals and the attention of hospital staff are more likely to use the same service again in the future. This is in line with the

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view of Cuong & Khoi (2019), who stated that trust built through comfort and positive experiences can foster beneficial relationships in the future.

In addition, trust in health services focuses on interpersonal aspects, namely the belief that the words and actions of medical personnel are credible and reliable (Isa et al., 2019). Research conducted by Indaryani & Wulandari (2022) and Kurnianingrum (2020) This finding is further strengthened by showing that trust positively influences the intention to revisit. Trust increases patient loyalty and their tendency to recommend services to others, thereby strengthening their intention to revisit health institutions.

Zarei et al. (2015) stated that trust is a basic element in building and maintaining a lasting relationship between customers and service providers in customer relationship theory. In the healthcare sector, this trust not only influences patients' decisions to return, but also to continue using services in the future. In addition, the Social Exchange Theory states that a relationship based on trust will form a stronger commitment between the two parties. In this context, patients who feel valued and trusted by health care providers tend to have the intention to return and maintain the relationship (Han & Sungsean, 2015). In the field, many patients choose to return to health facilities that provide adequate services and establish good relationships with them. Positive experiences during interactions with competent medical personnel and the attention given can strengthen patients' intentions to return to using the service, as reflected in the results of the questionnaire on the RI2 indicator.

Research by Indaryani & Wulandari (2022) and Kurnianingrum (2020) shows that trust has a positive and significant impact on the tendency to revisit, which supports the findings in this study. In both studies, trust is measured through customer satisfaction with the quality of service and the competence of the service provider which can influence the decision to return. Based on the findings of this study, researchers argue that trust plays a key role in shaping patients' decisions to return to services. Trust built through positive experiences can increase patient loyalty, which in turn will affect revisit intention. Researchers also see the importance of paying attention to interpersonal factors in building trust in health services, especially in services that require direct interaction with patients, such as MCU. Based on the description above, Primaya Palangkaraya Hospital must pay attention to and improve the ability of medical personnel and staff in their attitudes, behavior and integrity so that they can build trust from patients who have received services at Primaya Palangkaraya Hospital.

The Influence of Service Quality on Revisit Intention Mediated by Trust

The findings from the hypothesis testing in this study indicate that Trust serves as a significant mediator in the relationship between Service Quality and Revisit Intention. The Original Sample value of 0.184 and P value of 0.016 (below 0.05) indicate the acceptance of hypothesis H6, indicating that Trust can moderate the relationship between service quality and revisit intention. The quality of service offered by the hospital positively influences patient trust, thereby increasing the likelihood of patients returning in the future.

The results of the questionnaire distribution show that the quality of service at Primaya Palangka Raya Hospital is in the good category with a fairly high average value. However, there are variations in certain aspects of service, such as accessibility and attention from medical staff, which still need to be improved to further improve patient satisfaction. Meanwhile, the level of patient trust in competent and professional medical personnel is also classified as good, although there are several aspects related to the attention of medical staff that show opportunities for further improvement. In the Revisit Intention variable, a high average value indicates that patients have a strong intention to return, with factors of satisfaction with the service and the trust they feel being the main influences in this decision.

The theories underlying these findings suggest that trust plays a significant role in maintaining the relationship between customers and service providers. Morgan and Hunt (1994) emphasized the importance of trust and commitment in strengthening customer-service provider relationships and increasing customer loyalty. Garbarino and Johnson (1999) also stated that trust and commitment are key factors determining revisit intention, which is in line with the findings of this study. In addition, Cristiane and Kenny (2012) added that trust influences customers' intention to make repeat purchases, which in this context can be interpreted as the intention to return to a healthcare provider. Previous studies, such as those conducted by Mohd Isa et al. (2019) and Wani et al. (2023), also found that trust acts as an effective mediator in the relationship between service quality and revisit intention.

Based on the description above, that improving the quality of services provided by Primaya Palangkaraya Hospital not only has a direct impact on patient satisfaction, but also strengthens the relationship of trust which in turn increases the intention of patient repeat visits. Therefore, Primaya Palangka Raya Hospital needs to focus on managing service quality, especially on aspects that can increase patient trust, such as the competence of medical personnel and attention to patient needs, to ensure a better patient experience and build stronger relationships with patients.

The Influence of Price Perception on Revisit Intention is Mediated by Trust

The findings of this study indicate that Trust serves as an important mediator in the relationship between Price Perception and Revisit Intention. The results of the hypothesis test showed a P value of 0.024 (<0.05), which confirms the hypothesis that Trust mediates the effect of Price Perception on Revisit Intention, with the Original Sample value of 0.119 reflecting a positive correlation. Positive price perception, which indicates the alignment between price and client needs, contributes to the formation of trust in the services offered. This increases the client's trust in medical professionals and hospital staff, thus encouraging their intention to use the same service again. This trust is an important determinant of consumer confidence in the quality of service received, which ultimately affects their willingness to return to the hospital.

This study is in line with previous findings showing that price perception plays an important role in shaping customer trust in the services provided. For example, Ardani (2021) stated that positive price perception can strengthen customer trust in service quality and increase revisit intention. In addition, research conducted by Lai et al. (2020) revealed that price perception is a mediator in the relationship between service quality and revisit intention, indicating that prices that are considered reasonable and in accordance with customer expectations increase satisfaction and trust in service providers. Other studies by Ahn and Kwon (2020) and Selin and Choi (2020) also highlight the important role of Trust in increasing revisit intention, where trust mediates the relationship between service quality and customer loyalty. This suggests that the relationship between price perception, trust, and revisit intention can be explained by the Expectancy-Value theory, which states that individuals make decisions based on their expectations of certain outcomes, which are influenced by evaluations of price and service quality.

Based on the description above, Primaya Palangka Raya Hospital needs to pay attention to the perception of service prices, because positive service price perceptions not only affect customer satisfaction, but also strengthen patient/customer relationships with service providers through increased trust, which ultimately encourages revisit intentions. Primaya Palangka Raya Hospital as a health service provider must pay attention to price factors along with service quality to create trust that can strengthen loyalty and increase customer intentions to return.

Conclusion

This study concludes that service quality and price perception have a significant positive effect on patient trust at Primaya Betang Pabelum Hospital, Palangka Raya. Furthermore, service quality and price perception also contribute positively to patient revisit intention. Trust is proven to be an important mediator in the relationship between service quality and price perception on revisit intention, thus increasing the likelihood of patients to reuse hospital services. Although in general the quality of service and patient trust are classified as good, there are still several aspects such as accessibility and attention of medical staff that can be improved to increase patient satisfaction and loyalty. Thus, hospitals need to continue to improve service quality and maintain price perception so that it remains in line with patient expectations in order to strengthen trust and encourage ongoing revisit intention.

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