

Perception of Price, Accessibility, and Service Perception on Patient Return Visit Interest: Empirical Study from Outpatient Services at Halo Bayi Clinic Limbo, Depok, Indonesia

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ABSTRACT

Revisit interest refers to visitors' intention to return to a place within a specific period and their willingness to revisit the location frequently. A preliminary study conducted on 10 respondents found that 30% of patients had a revisit interest, while 70% were not interested. This study aims to identify the factors associated with revisit interest in outpatient healthcare services at the Halo Bayi Clinic, Limo branch, Depok, in 2024. The study employs a cross-sectional method with a sample size of 100 respondents at the Halo Bayi Clinic, Limo branch. The sampling technique used is purposive sampling, and data analysis includes univariate and bivariate analysis using the chi-square test. The study was conducted from October 2024 to January 2025. The univariate results show that the highest proportion of respondents interested in revisiting was 58 respondents (58%), those who perceived the price as affordable were 62 respondents (62%), those who found the clinic easily accessible were 53 respondents (53%), and those with a positive perception of healthcare providers were 63 respondents (63%). The bivariate analysis results indicate no significant relationship between price perception and revisit interest p-value 0.0139, PR=0.734 and 95% CI = 0.501 - 1.076, and no significant relationship between accessibility and revisit interest p-value 0.053. (PR=0.689 dan 95% CI = 0.482 - 0.984), no significant relationship between perception of healthcare providers and revisit interest, p-value 0.037 (PR=0.649 and 95% CI = 0.431 - 0.976). This can positively impact patient satisfaction, service quality, and efforts to improve public health. Additionally, a high revisit also contributes to increasing patient trust in healthcare facilities, which ultimately supports the effectiveness of health programs and the optimization of outpatient services.

Keywords: Revisit Interest, Price Perception, Accessibility, Perception, Healthcare Provider

I. Introduction

Health services, as one form of service, are a basic need for every human being, as health is a primary factor in supporting daily activities. Activities will run smoothly if the body and mind are healthy. The availability of health facilities can support quality health services. Health facilities must be accessible to all layers of society to improve health, maintain health, treat diseases, and restore health. Health services are a place and means used to organize health service efforts, whether promotive, preventive, curative, or rehabilitative, carried out by the government and the community (Tamburan, 2016). Health services refer to all activities organized individually or collectively within an organization to improve, maintain, or restore the health of individuals, families, or communities (Depkes RI, 2009).

According to Kotler and Keller, the interest in visiting is the desire to visit an interesting place. (Kotler & Keller, Lane, 2016) Adds that the interest in visiting is the consumer's action in choosing or deciding to visit an object based on their experience during the visit. (Tjiptono, 2014) states that the interest in revisiting is a behavior that arises as a response to an object.

A high interest in patient visits can benefit hospitals by increasing patient satisfaction, becoming a referral hospital, and being competitive in the healthcare world. According to Kasuba (2018), the factors influencing patients' interest in revisiting healthcare facilities are related to the services provided, as what patients feel during the service will give them a sense of satisfaction to receive services at that facility again, and vice versa. The interest in revisiting can enhance the hospital's reputation and serve as a benchmark for the quality of hospital services (Hamidiyah, 2013). The interest in visiting is important for increasing patient satisfaction; this is because if the community has a high interest in visiting clinics/health facilities, it can improve the quality of services they receive, and a high interest in visiting can also help maintain the continuity of health services, ensuring that clinics can continue to operate and provide consistent services.

The factors influencing the interest in revisiting include: product/service quality, price, promotion, place, process, human resources, and physical evidence (Kottler Keller, 2013). According to (Kasuba & Kurniawan D., 2018), the factors influencing patients' interest in revisiting healthcare facilities are related to the services provided, as what patients feel during the service will give them a sense of satisfaction to receive services at that facility again, and vice versa. Based on the research conducted by Husnul Ayu Amalinah, Arni Rizqiani, and Ella Andayanie (2023), there is a relationship between the interest in revisiting and perceptions, demographic conditions, family encouragement, healthcare workers, and promotions. The results of the study conducted by Deby Eka Putri, Onita Sari Sinaga, Hery Pandapotan Silitonga, Susi Susanti Agustina, and Acai Sudirman (2020) indicate that perception affects the interest in visiting, and trust influences patients' interest in visiting. Based on the preliminary study conducted by distributing questionnaires to 10 outpatient patients, it was found that only three respondents (30%) were interested in revisiting among patients. In contrast, the patients who were not interested in visiting amounted to 7 respondents (70%). The low interest in revisiting is caused by several factors, namely 40% due to price factors, 17% due to perceptions of healthcare workers, and 13% due to access factors.

II. Research Method

This study uses primary data collected through interviews using a questionnaire and data from visitors who came to the Halo Bayi Clinic, Limo Depok branch. The research design used is cross-sectional. The population in this study consists of all outpatient patients who have visited the Halo Bayi Clinic a maximum of 2 times in January 2025, with a sample size of 100 respondents. This study conducted validity and reliability tests, and all research instruments were declared valid and reliable. The data were analyzed using univariate and bivariate analysis with the chi-square test. The dependent variable in this study is the interest in revisiting, while the independent variables are price perception, accessibility, and perception of healthcare workers.

III. Results and Discussion

3.1. Statistical Results

3.1.1. Respondent Characteristics

Table 1 shows that out of 100 respondents, 58 expressed interest in revisiting, with a percentage of 58%, while 42 were not interested in revisiting, with a percentage of 42%.

Table 1. Frequency Distribution of Characteristics

Respondent Characteristics	F	%
Age		
Adult (19 – 44 years)	94	94 %
Elderly (45-60 years)	6	6 %
Education		
Elementary Education	5	5 %
Junior High School Education	6	6%
Senior High School Education	59	59 %
Higher Education	30	30 %
Occupation		
Unemployed	39	39 %
Employed	61	61 %

Source: SPSS 25 Output Results

3.1.2. Univariate Analysis

Table 2. Results of Univariate Analysis

Variable		Frequency	Percentage	Total
Dependent				
Interest in Revisiting	Not Interested	42	42%	100
	Interested	58	58%	
	Total			
Independent				
Price Perception	Not Accessible	38	38%	100
	Accessible	62	62%	
	Total			
Accessibility	Difficult	47	47%	100
	Easy	53	53%	
	Total			
Perception	Poor	37	37%	100
	Good	63	63%	
	Total			

Source: SPSS 25 Output Results

Table 2 shows that out of 100 respondents, 58 expressed interest in revisiting, with a percentage of 58%, while 42 were not interested in revisiting, with a percentage of 42%. The results show that 38 respondents perceived the price as not affordable, with a percentage of 38%, while 62 respondents perceived the price as affordable, with a percentage of 62%. Regarding accessibility, 47 respondents found it difficult, representing 47%, while 53 respondents found it easy, representing 53%. Lastly, the perception of healthcare workers at the Halo Bayi Clinic, Limo Depok branch indicated that 37 respondents rated it as poor, with a percentage of 37%, and 63 respondents rated it as good, with a percentage of 63%.

3.1.3. Bivariate Analysis

Table 3. Results of Price Perception Analysis with Interest in Revisiting

Price	Not Interested		Interested		Total		P-Value	PR (95% CI)
	N	%	N	%	N	%		
Not Affordable	20	52,6%	18	47,4%	38	100%	0.0139	0.734 (0.501-1.076)
Affordable	22	35,5%	40	64,5%	62	100%		

Source: SPSS 25 Output Results

Based on Table 3, among respondents who perceived the price as not affordable, the highest proportion was found in those who were not interested, totaling 20 individuals (52.6%). Meanwhile, among respondents who perceived the price as affordable, the highest proportion was found in those who were interested, totaling 40 respondents (64.5%). From Table 3, it can also be noted that the chi-square statistical test yielded a P Value of 0.139 with an α value of 0.005, obtained from the Continuity Correction due to using a table larger than 2×2 , and there were no cells with an expected count $(E) < 5$. The statistical test result of $0.139 > 0.005$ indicates no significant relationship between price perception and interest in revisiting. The prevalence ratio (PR) was found to be 0.734 with a 95% confidence interval (CI) of (0.501-1.076), which means that price is a risk factor for interest in revisiting. This implies that respondents who perceive the price as not affordable are 0.734 times less likely to be interested in revisiting the clinic.

Table 4. Results of Accessibility Analysis with Interest in Revisiting

Accessibility	Not Interested		Interested		Total		P-Value	PR (95% CI)
	N	%	N	%	N	%		
Difficult	25	53,2%	22	46,8%	47	100%	0.053	0.689 (0.482-0.984)
Easy	17	32,1%	36	67,9%	53	100%		

Source: SPSS 25 Output Results

Based on Table 4, among respondents who found accessibility difficult, the highest proportion was observed in those who were not interested, totaling 25 individuals (53.2%). Meanwhile, among respondents who found accessibility easy, the highest proportion was those who were interested, totaling 36 respondents (67.9%). From Table 4, it can also be noted that the chi-square statistical test yielded a P Value of 0.053 with a value of 0.005, obtained from the Continuity Correction due to using a table larger than 2×2 , and there were no cells with an expected count $(E) < 5$. The statistical test result of $0.053 > 0.005$ indicates no significant relationship between accessibility and interest in revisiting. The prevalence ratio (PR) was found to be 0.689 with a 95% confidence interval (CI) of (0.482-0.984), which means that accessibility is a risk factor for interest in revisiting. This implies that respondents who find accessibility difficult are 0.689 times less likely to be interested in revisiting the clinic.

Table 5. Results of Patient Perception Analysis with Interest in Revisiting

Perception	Not Interested		Interested		Total		P-Value	PR (95% CI)
	N	%	N	%	N	%		
Low	21	56,8%	16	43,3%	37	100%	0.037	0.649 (0.431-0,976)
High	21	33,3%	42	66,7%	63	100%		

Source: SPSS 25 Output Results

Based on Table 5, among respondents with low perception, the highest proportion was found in those who were not interested, totaling 21 individuals (56.8%). Meanwhile, among respondents with good perception, the highest proportion was found in those who were interested, totaling 42 respondents (66.7%). From Table 5, it can also be noted that the chi-square statistical test yielded a P Value of 0.037 with an α value of 0.005, obtained from the Continuity Correction due to using a table larger than 2×2 , and there were no cells with an expected count $(E) < 5$. The statistical test result of $0.037 < 0.005$ indicates a significant relationship between perception and interest in revisiting. The prevalence ratio (PR) was found to be 0.649 with a 95% confidence interval (CI) of (0.431 – 0.976), which means that perception is a risk factor for interest in revisiting. This implies that respondents with a low perception are 0.649 times less likely to be interested in revisiting the clinic.

3.2. Discussion

3.2.1. Overview of Patients' Interest in Revisiting Halo Bayi Clinic

Based on the research conducted to understand the interest in revisiting among outpatient patients at Halo Bayi Clinic, Limo Branch, Depok, out of 100 respondents, 58 (58%) expressed interest in returning. This finding is consistent with a study by Husnul Ayu Amalia in 2023, where out of 140 respondents, 92 (65.7%) indicated interest in revisiting due to family encouragement for patients to seek treatment at RSIA Permata Hati. Similarly, research by Damayanti Kusumawardana in 2020, involving 259 respondents, found that interest in revisiting was influenced by factors that promote patient loyalty, such as brand image, service quality, and pricing. Interest in visiting essentially refers to the desire to visit an attractive place (Kotler & Keller, 2016). Lane adds that the interest in visiting is a consumer's decision to visit an object based on their experiences during previous visits. Tjiptono (2014) states that the interest in revisiting is a behavior that arises as a response to an object.

The desire to revisit indicates a willingness to return in the future. Interest in revisiting is a form of behavioral intention or a customer's desire to return, manifesting as positive word of mouth, staying longer than expected, or spending more than anticipated (Zeithaml, 1990; Deasy, 2021). For patients who visited once, 31 respondents (59.6%) indicated they would return for a follow-up examination at Halo Bayi Clinic, Limo Branch. Additionally, 32 respondents (61.5%) said they would share their experiences with family, friends, and others about the service. In comparison, another 32 respondents (61.5%) would prioritize Halo Bayi Clinic as their primary choice for treatment or follow-up. Furthermore, 32 respondents (61.5%) expressed that they would provide positive feedback to others about the outpatient services. For patients who visited twice, 26 respondents (54.2%) indicated they would return for another examination at Halo Bayi Clinic, while 22 respondents (45.8%) would recommend the clinic to others. Additionally, 24 respondents (50%) expressed satisfaction with the services provided by the healthcare staff at Halo Bayi Clinic, and 32 respondents (66.7%) were willing to rate the clinic on Google reviews or satisfaction surveys.

Based on the author's observations during the patient research visit at Halo Bayi Clinic, it was found that Halo Bayi is a private clinic providing services for mothers and children. The ease of accessing the clinic regarding location, operational hours, and the registration process, as perceived by patients, contributes to their interest in revisiting. The affordable treatment costs, along with the facilities and services provided by the clinic, are also significant factors for patients considering a return visit. A key issue regarding the interest in revisiting Halo Bayi Clinic, Limo Branch, is that patients lack confidence in returning for treatment. The author recommends that the clinic enhance patient trust in returning for treatment by establishing standard operating procedures (SOPs) that require healthcare staff to explain the health procedures performed on patients. This approach would help patients understand and build greater trust in the healthcare providers at Halo Bayi Clinic, Limo Branch.

3.2.2. Overview of Price Perception at Halo Bayi Clinic

Based on the research conducted to understand the price perception of outpatient services at Halo Bayi Clinic, out of a total of 100 respondents, 53 (53%) indicated that the prices are affordable. This finding aligns with a study by Ummi Uswatul Khasanah in 2023, where out of 100 respondents, 75 (75%) stated that the prices for treatment at the Ngimbang Public Health Center were affordable. It has been established that price perception affects patient satisfaction; the more affordable the perceived price is for patients, the higher the satisfaction they experience. This is because the price charged should correspond to the benefits perceived by the patients. Additionally, research by Damayanti Kusumawardana in 2020, involving 259 respondents, indicated that interest in revisiting was influenced by affordable pricing. According to Kotler (2014), price perception is the amount of money charged for a product or service, or the value customers exchange to obtain or use a product or service. Alma (2013) defines price perception as the amount of money paid for a service or the value exchanged by consumers to gain benefits from owning or using goods and services. Factors influencing price perception, according to Kotler and Armstrong (2015), include internal

factors such as marketing objectives, organizational considerations, target marketing costs, and marketing mix strategies, as well as external factors such as market conditions and demand, competition, intermediary expectations, and environmental factors like socio-economic conditions, government policies and regulations, culture, and politics (Kotler & Armstrong, 2014). For patients who visited once, 28 respondents (53.8%) stated that the price of healthcare services at Halo Bayi Clinic, Limo Branch, was appropriate for the benefits received. Among patients who visited twice, 33 respondents (68.8%) expressed that the price of healthcare services at Halo Bayi Clinic, Limo Branch, was in line with the benefits received.

The research findings revealed that 61 respondents (61%) strongly agreed that Halo Bayi Clinic's prices are competitive. This is because patients feel that the prices they pay are commensurate with the services they receive. Halo Bayi Clinic offers competitive pricing and attracts many patients, especially in the Grogol area of Limo, Depok City, which has many healthcare service options. To enhance patient interest in revisiting, Halo Bayi Clinic can offer service packages at special prices to encourage patients to return, such as baby vaccination packages, pregnancy check-up packages, and delivery packages. The clinic can also promote special pricing on specific services to attract patients, for example, discounts on child vaccinations, ultrasounds, and prenatal yoga. A key issue regarding price perception at Halo Bayi Clinic, Limo Branch, is that the price competition does not align with the clinic's quality of services. Therefore, the author recommends that the clinic improve price competition with the quality of services offered by providing discounts for new patients visiting for the first time.

3.2.3. Overview of Accessibility at Halo Bayi Clinic, Limo Branch

Based on the research conducted to assess the accessibility of outpatient services at Halo Bayi Clinic, out of 100 respondents, 53 (53%) indicated that the clinic is easily accessible. In contrast, 47 (47%) stated it is difficult to reach. This finding is consistent with a study by Zahrani Alvia Amri in 2023, where 56.06% of 66 respondents reported that accessibility was good at RSUP Persahabatan. Additionally, research by Sewon Park in 2021 found that 479 out of 570 patients were interested in revisiting due to easy access. Accessibility measures the comfort or ease of reaching a location and the relationship between different locations, determining how easy or difficult it is to reach a location via transportation (Leksono, 2010). Accessibility is a broad and flexible concept that involves time and depends on the attractiveness and identity of the travel route (Wati, 2019). According to Levesque et al. (2013), health accessibility refers to the opportunity to identify health needs, seek health services, reach, obtain, or use health services, and to have health service needs that can be met. The accessibility factor was found to be the lowest, which aligns with research by Bregida Nadya et al. (2021), indicating that accessibility is related to interest in revisiting. For patients who visited once, 27 respondents (51.9%) strongly agreed that the transportation costs from their homes to Halo Bayi Clinic, Limo Branch, were affordable. Among patients who visited twice, 33 respondents (68.8%) strongly agreed that the distance from their homes to Halo Bayi Clinic, Limo Branch, was not too far and easy to reach.

The research findings revealed that most respondents (53 respondents or 53%) strongly agreed that the travel time from home to Halo Bayi Clinic was relatively quick and did not take long. This is because the closer the clinic is to the patients' residences, the less time is required to reach the clinic. A longer distance can make patients uncomfortable due to the extended travel time and increase transportation costs. Long journeys can be tiring for small children, and the time required for travel can affect family comfort. Efforts made by Halo Bayi Clinic include providing sufficient and secure parking, so patients do not have to worry about finding a parking spot. The clinic also implements an online booking system to facilitate patients making appointments without visiting in person, saving them time and enhancing their comfort. A key issue regarding accessibility at Halo Bayi Clinic, Limo Branch, is that the transportation options available to patients make it difficult for them to reach the clinic. Therefore, the author's recommendation for the clinic to improve patient transportation options is to provide a shuttle bus that can pick up patients from the nearest bus stop.

3.2.4. Overview of Service Perception at Halo Bayi Clinic, Limo Branch



Based on the research conducted to assess the perception of services at Halo Bayi Clinic, out of 100 respondents, 63 (63%) indicated a good perception of the services. In contrast, 37 (37%) expressed a poor perception. This finding aligns with a study by Syarifudin in 2021, which indicated that most patients perceived the services as good. This positive perception is attributed to the quick and straightforward patient admission procedures, the readiness of nurses to assist patients at all times, nurses reporting any changes in patients' conditions to doctors during visits, and nurses consistently administering medications according to procedures. Additionally, research by Jean Frederic in 2018 involving 600 respondents found that 489 respondents had a good perception of and interest in the services.

Perception is how we interpret or understand messages processed by our sensory systems. In other words, perception is the process of giving meaning to sensations. The sensation process precedes the perception process. Service perception refers to how healthcare providers interpret or give meaning to the information received through their senses, based on their experiences, needs, beliefs, and the working environment. This perception is influenced by personal factors, such as professional capabilities, experiences, attitudes, and habits, as well as external factors, such as the quality of stimuli, work environment organization, media, and communication context (Mutmainnah, 1997). For patients who visited once, 28 respondents (53.8%) strongly agreed with the statement that healthcare providers delivered services promptly and effectively. Among patients who visited twice, 29 respondents (60.4%) strongly agreed that healthcare providers provided rational and accurate information.

The research findings revealed that most respondents (59 59%) strongly agreed that healthcare providers were always responsive and communicative in answering patients' questions. This is because patients feel they are in capable hands, making them feel more valued and cared for. Efforts made by Halo Bayi Clinic to enhance interest in revisiting through service perception include providing friendly and professional service through medical staff who demonstrate empathy and attention to patients, as well as delivering high-quality medical services with accurate diagnoses and appropriate care. A key issue regarding service perception at Halo Bayi Clinic, Limo Branch, is that patient safety and comfort are not adequately maintained during service delivery. Therefore, the author's recommendation for the clinic to improve patient safety and comfort is to ensure that patients receive clear information about the medical procedures they undergo. Additionally, the clinic should have protocols to handle patients with specific conditions.

3.2.5. Relationship Between Price Perception and Interest in Revisiting

The results of this study indicate that patients who expressed interest in returning and found the prices affordable accounted for 64.5% (40 respondents), meaning that most respondents with affordable pricing are interested in revisiting. However, the statistical test results show a P-value of 0.139, greater than $\alpha = 0.005$, indicating no relationship between affordable pricing and interest in revisiting. This suggests affordable pricing does not directly influence patients' interest in returning. This finding is consistent with research conducted by Anas Hidayat in 2024, which involved 286 respondents and showed that price perception does not play a significant role in the intention to revisit. Similarly, research by Damayanti Kusumawardani in 2020, involving 259 respondents, indicated no significant relationship between interest in revisiting and affordable pricing. This contrasts with the study conducted by Didi Saputra and Intan Silviana at RS Islam Jakarta, which examined the relationship between service quality and patient loyalty in the inpatient unit of RS Islam Jakarta Cempak (Saputra & Mustikawati, 2017).

The relationship between interest in revisiting and price at the clinic is influenced by various factors, depending on patients' perceptions of price and the value of the services they receive. The statistical test results indicate no relationship between interest in revisiting and price, meaning that price is not a determining factor influencing patients' decisions to return. Observations show that patients are more likely to choose Halo Bayi Clinic based on the quality or specialization of the clinic's services rather than just the price. Price does not significantly affect patients' choices, as they prioritize the clinic's excellent reputation for providing medical services over the cost.

3.2.6. Relationship Between Accessibility and Interest in Revisiting



The results of this study indicate that patients who expressed interest in returning and found accessibility easy accounted for 67.9% (36 respondents), meaning that most respondents with easy accessibility are interested in revisiting. However, the statistical test results show a P-value of 0.053, greater than $\alpha = 0.005$, indicating no relationship between ease of accessibility and interest in revisiting. This suggests that ease of accessibility does not directly influence patients' interest in returning. This finding aligns with research conducted by Ni K. A. Sukhawidanti at Puskesmas Susut I, which found that accessibility did not correlate with revisits in outpatient services. Additionally, research by Sewon Park in 2021, involving 570 respondents, found no relationship between interest in revisiting and easy accessibility. This contrasts with the study conducted by Didi Saputra and Intan Silviana at RS Islam Jakarta regarding the relationship between service quality and patient loyalty in the inpatient unit of RS Islam Jakarta Cempak (Saputra & Mustikawati, 2017). The relationship between interest in revisiting and accessibility can be viewed in terms of how easy and comfortable it is to access healthcare services. The statistical results indicate no relationship between interest in revisiting and accessibility to the health clinic. The findings suggest patients choose clinics with more comprehensive facilities and trusted doctors. In this case, patients' revisits are not influenced by accessibility but rather by personal preferences; patients are attracted to Halo Bayi Clinic due to promotions and advertisements on social media.

3.2.7. Relationship Between Service Perception and Interest in Revisiting

The results of this study indicate that patients who expressed interest in returning and had a high perception of service accounted for 66.7% (42 respondents), suggesting that most respondents with a high perception of service are interested in revisiting. However, the statistical test results show a P-value of 0.037, less than $\alpha = 0.005$, indicating no significant relationship between high patient perception and interest in revisiting. This suggests a high patient perception does not directly influence their interest in returning.

These findings are consistent with research conducted by Angeline Dewi Suhendro at the Maternity Polyclinic of RS Islam Sunan Kudus in 2013, which found that patients' perceptions of doctors were not related to their interest in revisiting for Antenatal Care at the maternity clinic. Additionally, research by Jean Frederic in 2018 indicated no relationship between positive perception and patients' interest in revisiting. This contrasts with the study conducted by Siti Nurholifah and Intan Silviana regarding the relationship between patient satisfaction and loyalty among outpatients at RSUD Balaraja (Nurholifah & Mustikawati, 2024). The relationship between perception and interest in revisiting is influenced by patients' experiences with healthcare providers, which affects their willingness to return to the clinic. The statistical results indicate no relationship between interest in revisiting and service perception, as service perception can be subjective and vary among individuals. Consequently, it may not be consistent enough to influence patients' decisions. From the findings, it appears that patients at Halo Bayi Clinic are not primarily motivated by their perception of service quality but rather by the comprehensive facilities offered by the clinic. This suggests that while service perception is important, other factors, such as the availability of facilities and services, play a more significant role in influencing patients' decisions to return.

IV. Conclusion

Based on the research conducted on price perception, accessibility, and service perception regarding the interest in revisiting among outpatient patients at Halo Bayi Clinic, Limo Branch, in 2024, several conclusions can be drawn. The highest proportion of patients expressing interest in returning was 58 respondents (58%). Among patients who visited once, the highest proportion of those interested in returning was 28 respondents (5.8%), while for patients who visited twice, the highest proportion was 26 respondents (54.2%). Additionally, 62 respondents (62%) perceived the prices as affordable, and 53 respondents (53%) reported easy accessibility to the clinic. Furthermore, 63 respondents (63%) perceived the services provided well.

Notably, the study found no significant relationship between price perception and the interest in revisiting among outpatient patients at Halo Bayi Clinic, Limo Branch, in 2024. Observations indicated that patients were more inclined to choose Halo Bayi Clinic based on the quality or specialization of the services rather than solely on price. Similarly, no relationship was found between accessibility and the interest in revisiting. The research revealed that patients preferred clinics with more comprehensive facilities and trusted doctors, indicating that their decision to return was influenced more by personal preferences than accessibility. Patients were particularly attracted to Halo Bayi Clinic due to promotions and advertisements on social media. Lastly, there was no significant relationship between service perception and the interest in revisiting, as patients at Halo Bayi Clinic were not primarily motivated by their perception of service quality but rather by the availability of complete facilities.

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