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The Effect of Service Quality, Perceived Value, on Revisit Intention Mediated by Customer Satisfaction in Primary Health Care

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Abstract: The healthcare system in Indonesia plays a vital role in public well-being and is continuously evaluated for improvement. Customer satisfaction is crucial in healthcare, as it directly influences patient retention and revisit intention. This study examines the interplay between service quality, perceived value, patient satisfaction, and revisit intention at Klinik Pratama XYZ, a primary healthcare clinic in Kelapa Gading, North Jakarta. Despite a 5.7% growth in patient visits from 2022 to 2023, this increase fell short of expectations, highlighting the need for service enhancement. The research adopts a quantitative approach to analyze how service quality and perceived value affect patient satisfaction and their subsequent revisit intention. Factors such as tangibility, reliability, responsiveness, assurance, and empathy are evaluated using the SERVQUAL model. Findings aim to provide actionable insights for Klinik Pratama's management to optimize service delivery, ensuring patient satisfaction and fostering loyalty. This study contributes to academic discourse on healthcare management while offering practical recommendations for enhancing primary healthcare services in a competitive landscape. Patient satisfaction, as emphasized in national health service regulations, serves as a benchmark for service quality and sustainability. The research underscores the importance of a strategic and holistic approach to maintaining and improving healthcare delivery standards.

Keyword: Patient Satisfaction, Revisit Intention, Service Quality, Primary Health Care, Perceived Value.

INTRODUCTION

The healthcare system in Indonesia is a critical sector constantly evolving to meet the growing demands for quality service. As the population becomes increasingly informed and selective, healthcare providers must ensure superior service quality to enhance patient satisfaction and foster loyalty. Patient satisfaction directly influences customer retention, particularly in the competitive urban healthcare landscape, such as in DKI Jakarta. Primary healthcare clinics (Klinik Pratama) are instrumental in delivering essential medical services and ensuring accessible healthcare for all. However, these clinics face challenges such as intensifying competition and varying patient expectations.

Klinik Pratama XYZ, located in Kelapa Gading, North Jakarta, exemplifies this challenge. Despite offering comprehensive services, including general practice, immunization,

and minor emergency care, its patient growth rate of 5.7% in 2023 fell short of management expectations. This gap indicates the need to understand and improve factors influencing patient satisfaction and revisit intention. Service quality, perceived value, and patient satisfaction are essential determinants of patient behavior, making it imperative for clinics to excel in these areas.

This study employs the SERVQUAL model to assess service quality dimensions—tangibility, reliability, responsiveness, assurance, and empathy—and their influence on patient satisfaction and revisit intention. By addressing these factors, the research aims to provide actionable insights for enhancing service delivery and achieving sustainable growth.

This study seeks to:

1. Examine the impact of service quality on patient satisfaction at Klinik Pratama XYZ in DKI Jakarta.
2. Assess the influence of perceived value on patient satisfaction in the same setting.
3. Investigate the relationship between patient satisfaction and revisit intention, providing evidence for the link between patient experiences and loyalty.
4. Analyze the effect of service quality on revisit intention, emphasizing the role of quality healthcare delivery in patient retention.
5. Evaluate the influence of perceived value on revisit intention, establishing how value perception drives patient decisions to return.

The theoretical foundation of this study revolves around three key concepts: service quality, perceived value, and patient satisfaction, which together influence revisit intention.

1. Revisit Intention. Revisit intention refers to a patient's desire to return to the same healthcare facility. This behavioral outcome is shaped by previous experiences, perceived value, and satisfaction. According to Stylos et al. (2016), a positive healthcare experience significantly increases the likelihood of repeat visits. In healthcare, revisit intention is a critical indicator of trust and loyalty, influenced by factors like service quality and perceived value
2. Patient Satisfaction. Patient satisfaction is a measure of how well healthcare services meet or exceed expectations. It encompasses dimensions such as the quality of interaction, clinical competence, and emotional connection between patients and providers. Research highlights that satisfied patients are more likely to return and recommend services to others. This satisfaction also mediates the relationship between service quality and revisit intention, making it a critical focus for healthcare providers
3. Perceived Value. Perceived value reflects a patient's evaluation of the benefits received versus the cost or effort expended. It includes functional, emotional, and social dimensions, influencing both satisfaction and loyalty. High perceived value drives positive word-of-mouth recommendations and strengthens revisit intention
4. Service Quality. The SERVQUAL model identifies five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy. Each dimension plays a significant role in shaping patient perceptions and experiences. Reliable and empathetic care, for instance, fosters trust and satisfaction, ultimately encouraging repeat visits

Enhancing service quality is expected to increase patients' or customers' revisit intention. Therefore, the research questions in this study are as follows:

1. Does service quality positively influence patient satisfaction at Klinik Pratama XYZ in DKI Jakarta?
2. Does perceived value positively influence patient satisfaction at Klinik Pratama XYZ in DKI Jakarta?
3. Does patient satisfaction positively influence revisit intention at Klinik Pratama XYZ in DKI Jakarta?
4. Does service quality positively influence revisit intention at Klinik Pratama XYZ in DKI Jakarta?

5. Does perceived value positively influence revisit intention at Klinik Pratama XYZ in DKI Jakarta?

This study integrates these concepts into a comprehensive framework, hypothesizing that service quality and perceived value positively impact patient satisfaction and revisit intention. By exploring these relationships in the context of Klinik Pratama XYZ, this research aims to offer insights for improving patient-centered care and ensuring competitive advantage in the primary healthcare sector.

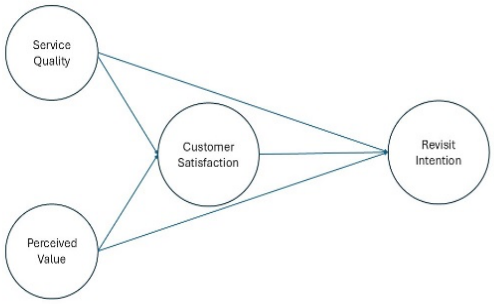

Figure 1. Research Model
Source : Author (2021)

Therefore, hypotheses proposed in the research and displayed in Figure 1 are :
H1: Service Quality positively affects Customer Satisfaction
H2: Perceived Value positively affects Customer Satisfaction
H3: Customer Satisfaction positively affects Revisit Intention
H4: Service Quality positively affects Revisit Intention
H5: Perceived Value positively affects Revisit Intention

The research seeks to answer the future research submitted by previous research. The limitation of previous research focus only in ome country, Malaysia. (Mohd Isa et al., 2019) (Lai et al., 2020)

METHOD

The target population for this study consists of individuals who have visited XYZ Primary Clinic in North Jakarta between March 2024 and September 2024. The sample was selected using a purposive sampling method, a non-probability sampling technique where respondents are chosen based on specific criteria, such as having visited the clinic during the specified period and being able to access the online questionnaire. The total sample size for this study was 261 respondents, meeting the minimum sample size of 160 recommended for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis.(Ali Memon et al., 2020)

Instrumentation

The data for this study was collected using a self-administered questionnaire distributed online. The questionnaire consisted of Likert-scale items, measuring four key variables: Service Quality, Perceived Value, Customer Satisfaction, and Revisit Intention. Each item was designed to measure the respondents' perceptions of these variables based on their experiences at the clinic. The Likert scale ranged from 1 (strongly disagree) to 5 (strongly agree).

Table 1. Operationalization of Variables

Service Quality (Tangible)	[TAN1] This clinic has modern equipment [TAN2] This Clinic has attractive facilities [TAN3] The staff at this clinic appear well-groomed [TAN4] The clinic's facilities match the services provided	(Lai et al., 2020)

Service Quality (Reliability)	[REL1] This clinic performs activities on time [REL2] This clinic shows genuine interest in solving patient's problems [REL3] This clinic provides health services quickly [REL4] This clinic delivers services within the promised time frame [REL5] This clinic ensures the accuracy of reports	(Lai et al., 2020)
Service Quality (Responsiveness)	[RES1] The clinic staff provide information about when service will be available [RES2] The clinic staff promptly meet the patient's needs [RES3] The clinic staff are willing to assist [RES4] The clinic staff respond to patients request promptly	(Lai et al., 2020)
Service Quality (Assurance)	[ASS1] The staff at this clinic can be trusted [ASS2] Patient feel safe with the service provided [ASS3] The staff at this clinic treat patients politely [ASS4] The staff at this clinic are knowledgeable in answering patients question	(Lai et al., 2020)
Service Quality (Empathy)	[EMP1] This clinic provides individual attention to every patient [EMP2] The staff at this clinic give personal attention to each patient [EMP3] The staff at this clinic understand the specific needs of the patients [EMP4] The clinic has employees who give personal care to patients [EMP5] This clinic has operational hours suitable for patients	(Lai et al., 2020)
Perceived Value	[PV1] The clinic provides good quality service. [PV2] My effort to visit this clinic is worth it [PV3] I feel satisfied with the costs of this clinic [PV4] This clinic offers fair pricing [PV5] The services provided by this clinic are worth the cost [PV6] The clinic offers good value for money	(Nguyen et al., 2021)
Customer Satisfaction	[CS1] I am satisfied with the healthcare services provided [CS2] The clinic has met all my expectations [CS3] Compared to other clinics, the satisfaction lever here is higher [CS4] Choosing this clinic proves to be a wise decision [CS5] Overall, i am satisfied with this clinic [CS6] I am satisfied because the medical services I received meet my needs [CS7] I am satisfied with the administrative procedures of this clinic [CS8] I am satisfied with the discharge procedure after medical treatment at this clinic.	(Nguyen et al., 2021)
Revisit Intention	[RI1] I will consider this clinic as my first choice in the future when I need healthcare services [RI2] I will visit this clinic in the future if I need healthcare services [RI3] When I feel the treatment experience at this clinic is inconsistent, it will affect the willingness to return [RI4] I will continue to use the services offered by this clinic [RI5] I will maintain contact with clinic employees to get information about future service	(Mohd Isa et al., 2019) (Lai et al., 2020) (Nguyen et al., 2021)

Procedures and Time Frame

The study was conducted from March to September 2024. The online questionnaire was distributed to patients who had previously visited XYZ Primary Clinic. The clinic management facilitated the distribution by sending the Google Form link to eligible patients. Data collection was done once, in a cross-sectional manner, ensuring that the data represents the respondents' perceptions at a single point in time.

Analysis Plan

The data collected were analyzed using PLS-SEM via SmartPLS software version 4. The analysis using the disjoint two-stage approach in research included the evaluation of both the outer model (measurement model) and the inner model (structural model). The outer model was assessed for convergent validity and discriminant validity, while the inner model focused on examining the relationships between the independent variables (Service Quality, Perceived Value, and Customer Satisfaction) and the dependent variable (Revisit Intention). Hypothesis testing, R-squared values, effect sizes (f-squared), and predictive relevance (Q-squared) were also evaluated.

Approaches to Ensure Validity and Reliability

To ensure validity, the study used convergent validity and discriminant validity measures, with AVE (Average Variance Extracted) values above 0.50 and loading factors greater than 0.70. Reliability was assessed using Composite Reliability and Cronbach's Alpha, with values greater than 0.70 considered acceptable for internal consistency.

Assumptions

The study assumes that the respondents' answers are honest and reflective of their true experiences at the clinic. Additionally, it assumes that the relationships between the variables are linear and that the data collected through the questionnaire accurately represent the constructs being measured.

Statistical Tests and Comparisons

This study employed basic statistical methods, including descriptive statistics (mean, median, standard deviation) and inferential statistics using PLS-SEM. The significance of relationships was assessed using t-statistics and p-values. A one-tailed hypothesis test was used with a 5% significance level, as the direction of the relationships had been established in previous studies. Additionally, Importance-Performance Map Analysis (IPMA) was performed to identify key factors that need improvement or maintenance for effective resource allocation.(Sarstedt et al., 2019)(Hair & Alamer, 2022).

RESULT AND DISCUSSION

Respondent Profile.

The study involved 261 respondents who had previously used the services of Klinik Pratama XYZ. The demographic breakdown is as follows:

1. Gender**:** Predominantly female (53.1%) compared to male respondents (46.9%).
2. Education Level: Most respondents hold a bachelor's degree (S1), representing 74.3%, followed by diploma (D3) holders at 13.7%.
3. Income: The majority have an income of IDR 5–10 million per month (58.2%), while only 1.9% earn above IDR 20 million.
4. Residence: Most respondents (68.1%) reside in North Jakarta, the clinic's location

Table 2. Respondent Profile

Description	Category	Qty (n)	Percentage (%)
Gender	Male	124	46.9%
	Female	137	53.1%
	Total	261	100%
Education	High School	29	11.1%
	Diploma	36	13.7%
	Bachelor	194	74.3%
	Post Graduated (S2/S3)	2	0.76%
	Total	261	100%
Salary	<5 million / month	50	19.1%
	5-10 million / month	152	58.2%
	11-20 million / month	54	20.6%
	>20 million / month	5	1.9%
	Total	261	100%
Domicilied	North Jakarta	178	68.7%

Description	Category	Qty (n)	Percentage (%)
	East Jakarta	22	8.4%
	West Jakarta	24	9.1%
	South Jakarta	10	3.8%
	Central Jakarta	14	5.3%
	Outside DKI	13	4.9%
	Total	261	100%

Source : Data Collection Result through Excel Application (2024)

The first step in analysing the model using PLS-SEM is to determine the loading factor of each item. Tabel 3 shows that the items in the model are said to have good convergent validity because the overall loading factor values are greater than 0.7.

Table 3. Outer loading

	ASSURANCE	CUSTOMER SATISFACTION	EMPATHY	PERCEIVED VALUE	RELIABILITY	RESPONSIVENESS	REVISIT INTENTION	TANGIBLE
ASS1	0.877							
ASS2	0.883							
ASS3	0.898							
ASS4	0.780							
CS1		0.806						
CS2		0.848						
CS3		0.829						
CS4		0.825						
CS5		0.837						
CS6		0.844						
CS7		0.832						
CS8		0.767						
EMP1			0.823					
EMP2			0.823					
EMP3			0.808					
EMP4			0.828					
EMP5			0.798					
PV1				0.795				
PV2				0.849				
PV3				0.816				
PV4				0.827				
PV5				0.820				
REL1					0.817			
REL2					0.837			
REL3					0.857			
REL4					0.856			
REL5					0.848			
RES1						0.805		
RES2						0.855		
RES3						0.850		
RES4						0.798		
RI1							0.876	
RI2							0.877	
RI3							0.863	
RI4							0.882	
RI5							0.743	
TAN1								0.879
TAN2								0.830
TAN3								0.824
TAN4								0.824

Source : Result of PLS-SEM analysis (2024)

The outer model for reflective indicators is done by looking at convergent validity, composite reliability >0,7 followed by average variance extracted (AVE) >0,5 and Cronbach's alpha value >0,7 for all construct (Hair & Alamer, 2022). The statement can be seen in table 4.

Table 4. Outer model

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ASSURANCE (LOC)	0,884	0,908	0,919	0,741
CUSTOMER SATISFACTION	0,932	0,933	0,944	0,679
EMPHATY (LOC)	0,875	0,880	0,909	0,666
PERCEIVED VALUE	0,879	0,880	0,912	0,675
REVISIT INTENTION	0,903	0,912	0,928	0,722
TANGIBLE (LOC)	0,860	0,864	0,905	0,705
RELIABILITY (LOC)	0,852	0,854	0,900	0,692
RESPONSIVENESS (LOC)	0,901	0,904	0,926	0,716

Source : Result of PLS-SEM analysis (2024)

Based on the table above, the majority of constructs show AVE, Cronbach's Alpha, rho_A, and Composite Reliability values that are complementary to each other. As seen in the table, most variables have AVE values greater than 0.5 and Composite Reliability values greater than 0.7. These values meet the requirements according to the minimum threshold for CR, which is 0.70. The table also shows that all variables have CR values > 0.7, indicating that the variables are sufficiently reliable. It can thus be concluded that the data is adequately suitable for further analysis.

The discriminant validity analysis is conducted by examining the heterotrait-monotrait ratio (HT/MT Ratio), which is considered more accurate for identifying discrimination issues and is now routinely used (Hair & Alamer, 2022). The discriminant test using the HT/MT ratio is regarded as more precise compared to the conventional Fornell-Larcker discriminant test. In the HT/MT ratio analysis, the heterotrait value (comparing indicators with constructs they do not belong to) is calculated relative to the monotrait value (comparing indicators with their own construct). If the HT/MT ratio is less than 0.9, it can be concluded that the construct does not have discriminant issues and is valid. These results indicate that the indicators are appropriately measuring their respective constructs specifically(Hair & Alamer, 2022)(Henseler et al., 2015)

Table 5 presents two types of data: the HT/MT ratio and Confidence Interval (CI), both of which are necessary for interpreting the HT/MT ratio. These calculations are results of the discriminant validity test using the HT/MT ratio. The HT/MT ratio data is obtained from the PLS algorithm, with a threshold value below 0.9. Additionally, the results are confirmed using inferential analysis based on confidence interval values obtained from bootstrapping to ensure the presence or absence of discriminant issues. The reference for the 95% CI with a significance level of 0.05 is 1.0. If the 95% CI range has an upper limit greater than 1.0, significance cannot be determined, indicating that the indicators are not well discriminated.

Table 5. Heterotrait and Monotrait Ratio (HTMT)

	ASSURANCE (LOC)	CUSTOMER SATISFACTION	EMPATHY (LOC)	PERCEIVED VALUE	RELIABILITY (LOC)	RESPONSIVENESS (LOC)	REIVISIT INTENTION	TANGIBLE (LOC)
CUSTOMER SATISFACTION	0,276 CI (0,087-0,36)							
EMPATHY (LOC)	0,898	0,294						
PERCEIVED VALUE	0,093	0,763	0,072					

	ASSURANCE (LOC)	CUSTOMER SATISFACTION	EMPATHY (LOC)	PERCEIVED VALUE	RELIABILITY (LOC)	RESPONSIVENESS (LOC)	REIVISIT INTENTION	TANGIBLE (LOC)
RELIABILITY (LOC)	0,758	0,183	0,726	0,037				
RESPONSIVENESS (LOC)	0,789	0,170	0,698	0,061	0,664			
REVISIT INTENTION	0,552 CI (0,22 – 0,316)	0,713 CI (0,213-0,552)	0,557	0,525	0,437	0,409		
TANGIBLE (LOC)	0,874	0,267 CI (0,021-0,169)	0,913	0,061	0,758	0,641	0,556 CI (0.048-0,252)	

Source : Result of PLS-SEM analysis (2024)

Higher-order constructs (HOC) are an approach that allows for modeling an abstract construct at a higher dimension by integrating more concrete subdimensions (lower-order components/LOC). In the context of Partial Least Squares Structural Equation Modeling (PLS-SEM), the use of higher-order constructs has become an increasingly prominent trend, especially in research within the fields of marketing and other social sciences. The analysis utilized for this measurement is the two-stage approach (disjoint two-stage).

To ensure the validity and reliability of HOC, an evaluation of both lower-order and higher-order components is required using criteria such as convergent validity, discriminant validity, and collinearity among indicators. This process not only enhances the quality of the analysis but also provides deeper insights into the relationships between variables within the model. (Hair & Alamer, 2022)

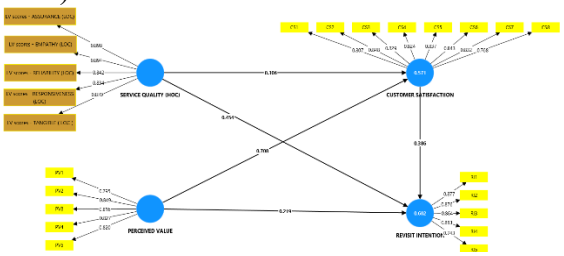

Figure 1. Second Stage Outer Model

Table 6. Nilai *Outer Loading HOC*

	CUSTOMER SATISFACTIION	PERCEIVED VALUE	REVISIT INTENTION	SERVICE QUALITY (HOC)
CS1	0.807			
CS2	0.848			
CS3	0.829			
CS4	0.824			
CS5	0.837			
CS6	0.843			
CS7	0.832			
CS8	0.768			
LV scores - ASSURANCE (LOC)				0.898
LV scores - EMPATHY (LOC)				0.894

	CUSTOMER SATISFACTIION	PERCEIVED VALUE	REVISIT INTENTION	SERVICE QUALITY (HOC)
LV scores - RELIABILITY (LOC)				0.842
LV scores - RESPONSIVENESS (LOC)				0.834
LV scores - TANGIBLE (LOC)				0.87
PV1		0.795		
PV2		0.849		
PV3		0.816		
PV4		0.827		
PV5		0.82		
RI1			0.877	
RI2			0.876	
RI3			0.864	
RI4			0.883	
RI5			0.743	

Source : Result of PLS-SEM analysis (2024)

All outer loadings exceed the recommended minimum value (0.70), indicating that the measurement model can be considered reliable. The dimension with the highest loading in Service Quality (HOC) **is** Assurance**,** while for other constructs, the highest contributions are provided by PV2**,** CS6**,** and RI4. Each indicator and dimension consistently reflects its respective construct. This confirms the validity of the indicators in measuring the latent variables they represent. With all outer loadings above the recommended minimum value (0.70), the measurement model is deemed reliable. The highest loading dimension for Service Quality (HOC) is Assurance, whereas for other constructs**,** PV2**,** CS6**,** and RI4 provide the highest contributions.

In the two-stage approach, construct reliability is evaluated by calculating Cronbach's Alpha, Composite Reliability (ρc), and Average Variance Extracted (AVE) in the relationship between HOC and LOCs in the second stage.

Table 7. *Cronbach's alpha, Composite reliability,* dan nilai *AVE*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CUSTOMER SATISFACTIION	0.932	0.933	0.944	0.679
PERCEIVED VALUE	0.879	0.88	0.912	0.675
REVISIT INTENTION	0.903	0.912	0.928	0.722
SERVICE QUALITY (HOC)	0.918	0.922	0.938	0.753

Source : Result of PLS-SEM analysis (2024)

Cronbach's alpha and composite reliability values >0.70 indicate good reliability (Sarstedt et al., 2019). Based on the evaluation through SmartPLS, all constructs have Cronbach's alpha, composite reliability, and AVE that meet or exceed the recommended thresholds. The Service Quality (HOC) construct shows the highest reliability with AVE = 0.753 and Composite Reliability = 0.938, indicating that this construct is highly reliable and valid in representing its dimensions.

Convergent validity in the second-order construct using the disjoint two-stage approach is measured by evaluating the extent to which the indicators or dimensions of lower-order components (LOCs) reflect the higher-order construct (HOC). The next step is to perform bootstrapping to test whether the outer loading values are statistically significant The criteria for significance can be observed from the t-value with a 95% confidence interval ($p < 0.05$) (Sarstedt et al., 2019)

Table 8. *Convergent Validity* dengan *Confidence Interval Second Order*

Variabel	Indikator	Outer Loading	*t-value*	*Confidence Interval* 5%	*Confidence Interval* 95%	Keterangan
Service Quality (HOC)	Assurance	0,898	45,325	0,861	0,925	
	Empathy (LOC)	0,894	37,308	0,849	0,925	
	Reliability (LOC)	0,842	26,870	0,783	0,883	
	Responsiveness (LOC)	0,870	26,891	0,776	0,875	
	Tangible (LOC)	0,834	24,452	0,802	0,918	
Customer Satisfaction	CS1	0,807	21,259	0,736	0,859	
	CS2	0,848	27,814	0,790	0,889	
	CS3	0,829	23,775	0,764	0,878	
	CS4	0,824	23,666	0,758	0,871	
	CS5	0,837	26,770	0,779	0,881	
	CS6	0,843	28,138	0,787	0,883	
	CS7	0,832	24,238	0,767	0,877	
	CS8	0,768	17,141	0,688	0,834	
Perceived Value	PV1	0,795	20,547	0,724	0,850	
	PV2	0,849	30,687	0,797	0,886	
	PV3	0,816	23,977	0,752	0,863	
	PV4	0,827	25,721	0,766	0,869	
	PV5	0,820	28,356	0,768	0,862	
Revisit Intention	RI1	0,877	41,670	0,837	0,904	
	RI2	0,876	41,688	0.836	0,903	
	RI3	0,864	36,099	0,819	0,896	
	RI4	0,883	47,235	0,847	0,908	
	RI5	0,743	11,030	0,617	0,834	

Source : Result of PLS-SEM analysis (2024)

All indicators have outer loading values that meet the threshold (≥ 0.70), except for RI5**,** which has a value of 0.743. Although slightly lower than other indicators, this value remains above the acceptable minimum threshold, and thus, RI5 is retained as its contribution to the Revisit Intention construct is still significant.

All indicators have t-values greater than 1.96, indicating that the relationships between the indicators and their constructs are statistically significant at a 95% confidence level. The indicator with the highest t-value is Assurance (45.325) in the Service Quality (HOC) construct, demonstrating a very strong contribution to the construct.

The confidence interval (CI) for all indicators includes outer loading values ≥ 0.70, indicating consistency in measurement across indicators. Narrow CI ranges, such as for Assurance (0.861–0.925), reflect stable estimates of the relationship between the indicator and its construct. Conversely, the CI for RI5 is wider (0.617–0.834), reflecting greater variability in the relationship, although it still falls within acceptable limits.

HTMT values are used to test discriminant validity, ensuring that each construct in the model is significantly different from the others. From the HTMT analysis, all constructs in the HOC meet the ideal HTMT criteria, which is below 0.9. Therefore, the constructs presented in Table 9 already demonstrate good discriminant validity. Confidence intervals provide additional validation support, where none of the CI ranges include the value of 1.0.

Table 9. HTMT Second Order

	CUSTOMER SATISFACTION	PERCEIVED VALUE	REVISIT INTENTION	SERVICE QUALITY (HOC)
CUSTOMER SATISFACTION				
PERCEIVED VALUE	0.763 CI (0,637-0,867)			
REVISIT INTENTION	0.713 CI (0,575 – 0,832)	0.525 CI (0,360 – 0,673)		
SERVICE QUALITY (HOC)	0.285 CI (0,138 – 0,438)	0.061 CI (0,051 – 0,148)	0.587 CI (0,434 – 0,734)	

Source: Result of PLS-SEM analysis (2024)

In the second stage of the inner model analysis using the disjoint two-stage approach**,** the study focused on evaluating the structural components of the model to assess its predictive explanatory power. Key assessments included collinearity tests (Inner VIF)**,** R-squared values**,** effect size (f^2)**,** and predictive relevance (Q^2 predict)**.** The results were derived using SmartPLS software and bootstrapping techniques to ensure robust statistical validation.

The **Inner Variance Inflation Factor (Inner VIF)** values were all below the recommended threshold of 3. This indicates no significant multicollinearity issues among the independent variables in the model. Thus, the structural model is reliable for interpretation.

Table 10. Inner VIF

	CUSTOMER SATISFACTION	PERCEIVED VALUE	REVISIT INTENTION
CUSTOMER SATISFACTION			2,307
PERCEIVED VALUE	1,003		2,160
REVISIT INTENTION			
SERVICE QUALITY (HOC)	1,003		1,210

Source : Result of PLS-SEM analysis (2024)

1. Revisit Intention: The R^2 value was 0.595, indicating moderate predictive power. This suggests that 59.5% of the variability in Revisit Intention is explained by the independent variables in the model.
2. Customer Satisfaction: The R^2 value was 0.567, also indicating moderate predictive power, with 56.7% of its variability explained by the antecedents.

These findings demonstrate that the model sufficiently explains the relationships between the constructs.

Table 11. R-*squared* Value (R^2)

Variabel	**R *Squared***
Revisit Intention	0,595
Customer Satisfaction	0.567

Source : Result of PLS-SEM analysis (2024)

Effect size

1. Customer Satisfaction → Revisit Intention: Medium effect size ($f^2 = 0.169$).
2. Perceived Value → Customer Satisfaction: Large effect size ($f^2 = 1.153$), highlighting the critical role of Perceived Value in driving Customer Satisfaction.

3. Perceived Value → Revisit Intention: Small effect size ($f^2 = 0.052$).
4. Service Quality (HOC) → Customer Satisfaction: Small effect size ($f^2 = 0.206$).
5. Service Quality (HOC) → Revisit Intention: Medium effect size ($f^2 = 0.397$).

These results emphasize the varying impact of the constructs on the dependent variables.

Table 12. Effect Size (f^2)

Variabel	f^2	p-*values*	T-*statistics*	Hasil
CUSTOMER SATISFACTION → REVISIT INTENTION	**0, 169**	0,000	3,999	Medium effect
PERCEIVED VALUE → CUSTOMER SATISFACTION	**1,153**	0,000	10,998	Large effect
PERCEIVED VALUE → REVISIT INTENTION	**0,052**	0,002	2,878	Small effect
SERVICE QUALITY (HOC) → CUSTOMER SATISFACTION	**0,206**	0,000	3,713	Small effect
SERVICE QUALITY (HOC) → REVISIT INTENTION	**0,397**	0,000	4,682	Medium effect

Source : Result of PLS-SEM analysis (2024)

Table 13. Path Coefficient

	Hipotesis	*Std. Coefficient*	T *Statistics*	P *values*	*Confidence Interval* 5% (lower)	95% (upper)	Hasil
H1	Service Quality (HOC) → Customer Satisfaction	0,081	3,713	0,000*	0,165	0,431	*supported*
H2	Perceived Value → Customer Satisfaction	0,064	10,998	0,000*	0,591	0,801	*supported*
H3	Customer Satisfaction → Revisit Intention	0,099	3,999	0,000*	0,234	0,562	*supported*
H4	Service Quality (HOC) → Revisit Intention	0,094	4,682	0,000*	0,283	0,592	*supported*
H5	Perceived Value → Revisit Intention	0,074	2,878	0,002*	0,092	0,333	*supported*

*=*significant at p-value* ≤ 0,05

Result of PLS-SEM analysis (2024)

Hypothesis Testing

The hypothesis testing showed significant and positive relationships among all constructs:

1. H1: Service Quality → Customer Satisfaction (supported, $p < 0.05$, $T = 3.713$).
2. H2: Perceived Value → Customer Satisfaction (supported, $p < 0.05$, $T = 10.998$).
3. H3: Customer Satisfaction → Revisit Intention (supported, $p < 0.05$, $T = 3.999$).
4. H4: Service Quality → Revisit Intention (supported, $p < 0.05$, $T = 4.682$).
5. H5: Perceived Value → Revisit Intention (supported, $p < 0.05$, $T = 2.878$).

CONCLUSION

The study highlights the importance of service quality and perceived value in influencing customer satisfaction and revisit intention at Klinik Pratama XYZ in North Jakarta. By employing the SERVQUAL model and analyzing constructs such as tangibility, reliability, responsiveness, assurance, and empathy, the findings provide valuable insights into enhancing patient-centered care.

Service Quality and Customer Satisfaction:

Service quality has a positive and significant effect on customer satisfaction, emphasizing the importance of reliable and empathetic healthcare services in fostering patient trust and satisfaction.

Perceived Value and Customer Satisfaction:

Perceived value significantly affects customer satisfaction, demonstrating that patients evaluate services based on the benefits received relative to costs and effort.

Customer Satisfaction and Revisit Intention:

Satisfied patients are more likely to return and recommend the clinic to others, confirming that patient experiences directly influence loyalty.

Service Quality and Revisit Intention:

High service quality encourages patients to revisit the clinic, highlighting the role of consistent and high-standard healthcare delivery in patient retention.

Perceived Value and Revisit Intention:

Perceived value is a critical determinant of revisit intention, reflecting that affordability and quality play vital roles in driving patient decisions.

Practical Implications:

a. Klinik Pratama XYZ should focus on improving tangible aspects such as modern equipment and attractive facilities, alongside empathetic and responsive service delivery.
b. Enhancing perceived value through fair pricing and efficient processes can further strengthen patient satisfaction and loyalty.
c. Consistent monitoring and evaluation of service quality dimensions can help maintain a competitive edge in the healthcare sector.

Contribution to Knowledge:

The research contributes to the academic discourse on healthcare management by integrating the SERVQUAL model with customer satisfaction and revisit intention, providing a comprehensive framework for improving healthcare services.

Opportunities for Future Research:

Future studies could explore the applicability of these findings across different regions or types of healthcare facilities, considering cultural and demographic variations. Additionally, longitudinal studies could provide deeper insights into the long-term effects of service quality and perceived value on patient loyalty.

This research underscores the importance of a strategic and patient-centered approach to enhancing healthcare delivery standards, ensuring sustainability and competitive advantage in the primary healthcare sector. The conclusions section show the answer or clarification of the research questions and opportunities for future research.

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