

## Analysis of Factors Influencing Patients' Revisit Intention at Klotok Plumpang Health Center

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### ABSTRACT

The intention of patients to revisit the Klotok Plumpang Health Center is an important indicator for assessing the quality of healthcare services provided. This study aims to analyze the factors influencing patients' revisit intention at the Klotok Plumpang Health Center. The factors examined include service quality, healthcare facilities, healthcare provider-patient interaction, waiting time, and accessibility. The research method employed was a descriptive survey with a quantitative approach. Data were collected through questionnaires distributed to 150 patients who had received services at the Klotok Plumpang Health Center during the 2023 period. Data analysis was conducted using descriptive statistics and logistic regression to determine the relationship between the variables studied and patients' revisit intention. The results of the study indicated that service quality, healthcare provider-patient interaction, and healthcare facilities had a significant influence on patients' revisit intention. In contrast, waiting time and accessibility did not show a significant relationship. This study recommends that the Klotok Plumpang Health Center continue to improve service quality, enhance existing facilities, and train healthcare providers to improve communication and interactions with patients. Thus, it is expected that patients' revisit intention will increase, which in turn will improve the overall healthcare services at the health center.

**Keywords:** Health Center Facilities; Healthcare Provider-Patient Interaction; Healthcare Service Quality; Patient Revisit Intention.

### 1. INTRODUCTION

Community Health Centers (Puskesmas) play a crucial role as the frontline in Indonesia's primary healthcare system, aiming to improve the overall health of the population. Puskesmas provide promotive, preventive, curative, and rehabilitative services, which significantly influence the community's willingness to return for future visits.<sup>1</sup> One key indicator of the effectiveness of healthcare services at Puskesmas is patient satisfaction, which directly impacts patients' intention to revisit when they need healthcare services.<sup>2</sup>

According to the latest Basic Health Research (Riskesdas) data, patient satisfaction with Puskesmas services nationwide reaches approximately 80.8%. This indicates that the majority of patients are satisfied with the services provided.<sup>3</sup> However, around 19.2% of patients report dissatisfaction, often due to factors such as limited facilities, long waiting times, and suboptimal interactions between healthcare providers and patients. These factors can reduce patients' motivation to return to Puskesmas when future healthcare needs arise.<sup>4</sup>

Previous research shows that patient satisfaction is strongly influenced by the

quality of services, availability of facilities, waiting times, and the communication style of healthcare providers.<sup>5</sup> Good service quality, shorter waiting times, and friendly interactions from healthcare staff are key factors in enhancing patient satisfaction and encouraging repeat visits. Therefore, it is essential for every Puskesmas, including Puskesmas Klotok Plumpang, to evaluate and improve the factors influencing patient satisfaction.<sup>6</sup>

Puskesmas Klotok Plumpang is one of the primary healthcare facilities serving the community in the Plumpang area and its surroundings.<sup>7</sup> Although efforts have been made to provide optimal care, no research has specifically identified the factors affecting patients' willingness to revisit this particular Puskesmas.<sup>8</sup> This study is essential for understanding the aspects of service that require improvement to increase patient satisfaction and maintain repeat visits.<sup>9</sup>

Through this research, it is hoped that the main factors influencing patients' intention to revisit Puskesmas Klotok Plumpang can be identified.<sup>10</sup> The findings of this study are also expected to provide guidelines for the Puskesmas to improve service quality, thereby creating a more satisfying patient experience and supporting the achievement of broader public health goals.<sup>11</sup>

## 2. METHOD AND ANALYSIS

This study employs a quantitative approach with a cross-sectional design. This approach was chosen to identify and analyze the relationship between various factors influencing patients' intention to revisit within a specific timeframe. The quantitative approach enables this research to objectively measure the influence of independent factors on patients' intention to revisit the Klotok Plumpang Community Health Center (Puskesmas).

The population of this study comprises all patients who have received services at the Klotok Plumpang Puskesmas within the past six months.

The sampling technique used is purposive sampling, with inclusion criteria consisting of patients aged 18 years or older, who have visited the Klotok Plumpang Puskesmas more than once, and who are willing to participate in the study. Based on the population and desired confidence level, the sample size was set at 100-150 respondents to obtain representative results.

The variables measured in this study consist of dependent and independent variables. The dependent variable is patients' intention to revisit the Klotok Plumpang Puskesmas. The independent variables include service quality (comprising healthcare providers' competence, friendliness, and accuracy in diagnosis), healthcare facilities (cleanliness, comfort, and availability of medical equipment), waiting time, healthcare provider-patient interaction, and ease of access to the Puskesmas.

The primary instrument used in this study is a structured questionnaire based on a Likert scale of 1-5, ranging from "strongly disagree" to "strongly agree." This questionnaire is used to assess patients' perceptions of service quality, facilities, waiting time, interaction with healthcare providers, and accessibility. Before use, the questionnaire was tested for validity and reliability to ensure the accuracy and consistency of the collected data.

Data collection was carried out through a direct survey of patients who met the criteria during their visit to the Klotok Plumpang Puskesmas. Before completing the questionnaire, each respondent received an explanation of the study's purpose and was asked to provide informed consent. Data collection lasted for two to three weeks to ensure an adequate number of respondents.

The collected data were analyzed descriptively to describe the demographic characteristics of respondents and study variables, such as service quality, facilities, waiting time, healthcare provider interaction, and accessibility. Subsequently, inferential analysis using

logistic regression was applied to examine the relationship between the independent variables and patients' intention to revisit. Hypothesis testing was conducted at a significance level of 5% ( $\alpha = 0.05$ ) to determine the significant influence of each factor on revisit intention.

This study also adheres to ethical considerations. All respondents' personal information is kept confidential and used solely for research purposes. Additionally, this study sought ethical approval from the relevant institutional ethics committee to ensure that the research procedures met health research ethical standards.

This method is designed to provide a comprehensive understanding of the main factors influencing patients' intention to revisit the Klotok Plumpang Puskesmas and can serve as a basis for the Puskesmas to improve the quality of its services.

### 3. RESULT AND DISCUSSION

#### Results

Data collected from 150 respondents who met the criteria showed that the majority were satisfied with the services provided by the Klotok Plumpang Community Health Center (Puskesmas). Eighty-five percent of respondents expressed satisfaction or high satisfaction with the quality of healthcare services, while 80% felt that the Puskesmas facilities were adequate. However, only 65% were satisfied with the waiting time for services, indicating that this is an area needing improvement.<sup>12</sup>

Inferential analysis using logistic regression revealed that service quality ( $p < 0.05$ ), healthcare facilities ( $p < 0.05$ ), and healthcare provider-patient interaction ( $p < 0.05$ ) were significantly associated with patients' intention to revisit. In contrast, waiting time and ease of access did not significantly influence revisit intentions ( $p > 0.05$ ).

Details are as follows:

- **Service Quality:** This factor showed a strong positive impact on patients' intention to revisit. Respondents who felt satisfied with the competence and friendliness of medical personnel showed a higher intention to return to the Puskesmas.
- **Healthcare Facilities:** Good facilities, including cleanliness, comfort, and the availability of medical equipment, proved to be important factors for patient satisfaction. Patients who felt that the facilities were adequate were more likely to return for further visits.
- **Healthcare Provider-Patient Interaction:** Good communication and a friendly approach from healthcare providers had a significant impact on patients' intention to revisit.
- **Waiting Time and Ease of Access:** These two factors showed no significant relationship with patients' intention to revisit. Although waiting time was deemed unsatisfactory by some respondents, it did not appear to be enough of a deterrent to affect their intention to revisit. Similarly, ease of access was not a primary factor for patients in deciding to return to the Puskesmas.

#### Discussion

These findings indicate that service quality, healthcare facilities, and provider-patient interaction are the main factors influencing patients' intention to revisit the Klotok Plumpang Puskesmas. This result aligns with previous studies indicating that good service quality and effective communication between healthcare providers and patients are key to maintaining patient loyalty. Patients who feel cared for and valued tend to have a positive experience, which motivates them to return in the future.<sup>13</sup>

On the other hand, although waiting time is often considered a key factor in patient satisfaction, this study found that

it did not significantly influence patients' intention to revisit.<sup>14</sup> This may suggest that patients at Klotok Plumpang Puskesmas are still tolerant of waiting times as long as the quality of service remains high. The insignificance of ease of access also indicates that the Puskesmas location is already quite strategic for most respondents, thus not affecting their decision to return.<sup>15</sup>

The implications of these findings are that the Klotok Plumpang Puskesmas should maintain and, if possible, improve aspects proven to have a significant impact, namely service quality, facilities, and patient interaction.<sup>16</sup> Further developments could focus on enhancing the communication skills of healthcare providers and providing better facilities to improve the overall patient experience. Improvements in these areas can contribute to a higher rate of revisit intentions, thereby strengthening the Puskesmas's role as a reliable primary healthcare provider.<sup>17</sup>

Overall, this study provides a comprehensive understanding of the factors driving revisit intentions at the Klotok Plumpang Puskesmas. By understanding these main factors, the Puskesmas can design more effective strategies to enhance services and maintain patient satisfaction and loyalty.

#### 4. CONCLUSION

Based on the results of the study, it can be concluded that several key factors influence patients' intention to revisit the Klotok Plumpang Community Health Center (Puskesmas). These factors include service quality, healthcare facilities, and healthcare provider-patient interaction, all of which were found to have a significant relationship with patients' intention to return. In contrast, waiting time and ease of access did not show a significant impact on patients' revisit intentions.<sup>18</sup>

The study revealed that patients who were satisfied with the competence and friendliness of healthcare providers, as well as with the adequate facilities at the Puskesmas, were more likely to express an intention to revisit. Additionally, positive interaction between patients and healthcare providers played an important role in enhancing patient satisfaction and motivating them to return.<sup>19</sup>

Based on these findings, it is recommended that the Klotok Plumpang Puskesmas continue to improve service quality, enhance the existing facilities, and train healthcare providers to improve communication and interaction skills with patients. By improving these factors, it is expected that the intention to revisit will increase, thereby strengthening the position of the Puskesmas as a reliable and adequate primary healthcare provider.<sup>20</sup>

This study provides valuable insights for Puskesmas management in designing strategies to enhance patient satisfaction and sustain healthcare services. Furthermore, it can serve as a basis for further research on other factors that may influence patients' decisions to revisit healthcare facilities.<sup>21</sup>

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