

**Review**

**Building Patient Loyalty: The Role of Brand Image and Service Quality in Outpatient Healthcare Revisit Behavior-A Systematic Review**

Hindun Luthfia Rosyida <sup>1</sup>, Sentot Imam Suprpto<sup>2</sup>, Agusta Dian Ellina<sup>2</sup>, Indasah <sup>2</sup>

<sup>1</sup> Faculty of Public Health, STRADA University, Kediri City, East Java Indonesia.

<sup>2</sup> Department of Nursing and Midwifery, STRADA University, Kediri City, East Java, Indonesia.

**ARTICLE INFO**

**Article History**

Submit : Nov 21, 2024  
 Accepted : March 29, 2025  
 Published : March 30, 2025

**Correspondence**

Hindun Luthfia Rosyida,  
 Faculty of Public Health,  
 STRADA University, Kediri  
 City, East Java, Indonesia

**Email**

[Dunwighata@gmail.com](mailto:Dunwighata@gmail.com)

**Citation**

Rosyida, H. L., Suprpto, S. I. ., Agusta Dian, & Indasah. (2025). Building Patient Loyalty: The Role of Brand Image and Service Quality in Outpatient Healthcare Revisit Behavior-A Systematic Review. Journal of Applied Nursing and Health, 7(1), 23-34.  
<https://doi.org/10.55018/janh.v7i1.272>

**ABSTRACT**

**Background:** In the competitive outpatient healthcare sector, clinics struggle to retain and attract returning patients. Brand image and service quality significantly influence patient satisfaction and revisit decisions. A strong reputation and high service standards are expected to enhance loyalty and revisit rates. However, their interaction in hospital settings remains underexplored. This systematic review examines how brand image and service quality affect patient return behavior, satisfaction, and loyalty in outpatient clinics.

**Methods:** A systematic review following the PRISMA approach was conducted on studies published between 2020 and 2024. The review included research assessing the impact of brand image and service quality on patient satisfaction and revisiting intentions. Using a structured selection process, relevant studies were identified from academic databases. The analysis focused on cross-sectional, case study, and survey-based research to determine key factors influencing patient revisit behavior in outpatient healthcare settings.

**Results:** The review found that brand image and service quality significantly impact patient revisit behavior. A strong brand image was consistently linked to higher patient loyalty and revisit intentions. High service quality, characterized by timely service, professionalism, and responsiveness, emerged as a crucial determinant of patient satisfaction and return behavior. Several studies emphasized service quality as an essential factor in shaping positive patient experiences. Additionally, the relationship between brand image and service quality was interdependent, with each factor reinforcing the other.

**Conclusion:** This review highlights the critical roles of brand image and service quality in influencing patient revisit behavior in outpatient healthcare services. To enhance patient retention, healthcare facilities should strengthen their brand image through effective communication and improving service quality to meet patient expectations. Future research should investigate longitudinal effects and patient segmentation to understand further the dynamics of patient revisit behavior in healthcare settings.

**Keywords:** Brand Image, Quality Service, Healthcare Services.

**Implications for Practice**

- Enhance Service Delivery Standards, Clinics should focus on improving service quality through timely, respectful, and responsive care, as these are key drivers of patient satisfaction and revisit intentions.
- Strengthen Brand Communication, Healthcare facilities need to build a strong brand image through clear, consistent, and positive messaging that reflects professionalism, trust, and quality care.



- Foster a Patient-Centered Culture, Outpatient clinics should prioritize patient experience by training staff in communication, empathy, and professionalism to build lasting relationships and promote loyalty.

## Introduction

Healthcare services in outpatient clinics play a strategic role in providing fast and high-quality access to healthcare for the community. However, in practice, many clinics face challenges maintaining and increasing patient revisit interest ([Indriani et al., 2024](#)). Several factors influence a patient's decision to return to a healthcare facility, including brand image and service quality. These factors play a crucial role in creating a positive experience, contributing to patient satisfaction and loyalty to the provided services ([Maulana & Ayuningtiyas, 2023](#)). The current phenomenon shows that competition among outpatient clinics is becoming increasingly intense, especially with the growing number of healthcare facilities offering similar services ([Putra et al., 2024](#)).

In the digital era, patients have greater access to compare service quality and the brand image of a clinic before deciding to revisit. Clinics with a strong brand image tend to retain patients more easily than independent or newly developing clinics ([Amiarno, 2022](#)). Additionally, patient dissatisfaction with service quality, such as examination delays, a lack of friendliness from medical staff, and inadequate facility comfort, often become the main reason patients choose not to return to the same clinic ([Maulana & Ayuningtiyas, 2023](#)). On the other hand, customer value has become an increasingly important factor for patients when choosing a healthcare facility. Patients not only consider the cost of medical services but also consider the effectiveness of treatment, ease of access, and the level of comfort during the care process ([Abbas et al., 2021](#)). Patients will likely seek alternative healthcare services if the perceived customer value does not match the cost

incurred. Therefore, it is essential to understand how brand image, service quality, and customer value influence patient satisfaction and their interest in revisiting outpatient clinics. Prior research indicates that brand image significantly influences patient loyalty, reinforcing its role in sustaining outpatient services. However, the interaction between brand image and service quality in shaping patient revisit behavior remains underexplored. Studies suggest a strong correlation between service quality and patients' willingness to return for treatment, highlighting the importance of maintaining high service standards. Despite these findings, further research is needed to examine the combined effects of these factors across diverse healthcare settings ([Paradilla et al., 2022](#)).

With the development of the healthcare sector, patient satisfaction has become a key indicator in assessing service quality. To encourage patients to return, it is essential to make maximum efforts to understand, serve, and fulfill their needs and expectations ([Amiarno, 2022](#)). The clinic's brand image has become an increasingly important factor for patients. A strong brand can build patient trust and create a positive perception, influencing their interest in revisiting. Preliminary research indicates that a good brand image is associated with patient loyalty and their decision to return for treatment ([Aladwan et al., 2022](#)). Service quality is a crucial factor in creating a positive experience for patients. Research shows that fast, friendly, professional service and responsiveness to patient needs have a significant positive relationship with the intention to revisit. With good service quality, patients feel valued and satisfied, increasing the likelihood of returning to the same

healthcare facility ([Chishti et al., 2023](#)). Enhancing brand image and service quality can address the challenge of increasing patient revisit interest and satisfaction in outpatient clinics. Clinics can improve their brand image by employing clear communication and marketing strategies emphasizing service benefits and favorable patient comments. ([Putra et al., 2024](#)). Therefore, the author has developed this systematic review to analyze the impact of brand image and service quality on patient revisit behavior in healthcare services.

## Methods

### Eligibility Criteria

The inclusion criteria consist of studies conducted between 2020 and 2025 in the healthcare sector, while the exclusion criteria include studies conducted outside of healthcare services and inaccessible articles.

### Information Sources

The search strategy followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to ensure a structured and transparent approach to collecting relevant articles. The search for journals was performed across three significant databases: Google Scholar and Science Direct, which are trusted platforms for health-related literature.

### Search Strategy

The search utilized a combination of terms: "Brand Image" AND "Service Quality" AND "Satisfaction" AND "Hospital." These keywords were selected to cover different aspects of peer support, caregiver burden, and patients undergoing hemodialysis. The search was performed uniformly across all databases to ensure comprehensive and relevant results.

## Selection Process

All references identified in the search were imported into Zotero, facilitating their organization and management. Duplicates were removed to ensure that only distinct articles were retained. The remaining references were screened by reviewing their titles and abstracts, eliminating literature reviews or articles that did not meet the predefined inclusion criteria. This selection process was carried out in several stages to ensure that only high-quality, pertinent articles aligned with the research objectives were considered. Initially, the references were managed by importing all the articles found in the journal search into Zotero. This software was used to organize the references, remove duplicates, and track sources throughout the process.

The deduplication step ensured that each article appeared only once in the reference list, reducing the risk of bias in the subsequent analysis. Afterward, a preliminary screening was conducted where the titles and abstracts of the remaining articles were assessed. Any article that was a literature review or not closely related to the research topic was excluded from further consideration. A more detailed evaluation followed for the articles that passed the initial screening, focusing on their quality and relevance to the research. Articles that met the research quality standards, such as having a transparent methodology, valid results, and a strong connection to peer support networks, were then moved to the final selection phase. In this phase, articles that satisfied all inclusion criteria were selected for further examination. By carefully following this multi-stage selection process, only the most pertinent and high-quality articles were included in the final analysis. This approach ensures that the findings provide robust, reliable, and insightful conclusions, contributing valuable knowledge to the field.

## Results

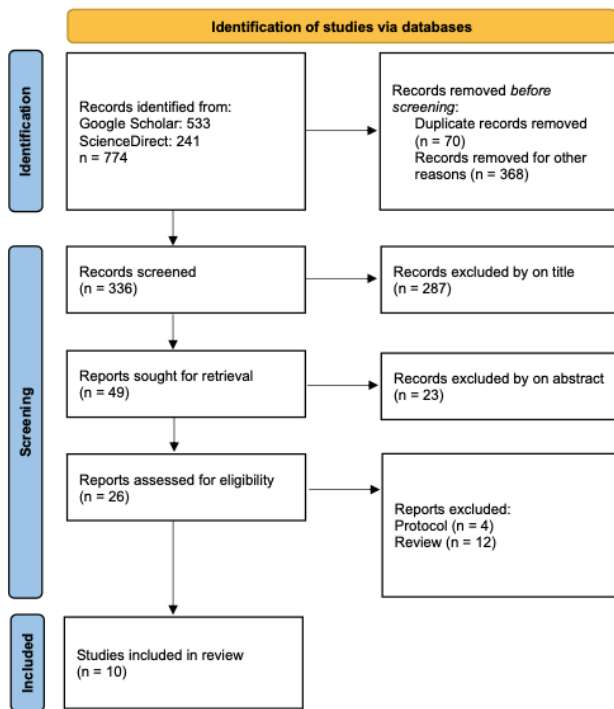


Figure 1. PRISMA Flow Chart

identifying 774 articles from various databases, including 533 from Google Scholar and 241 from ScienceDirect (Figure 1). The first step involved an initial screening to remove any duplicates, resulting in the exclusion of 70 articles. Additionally, 368 articles were excluded for reasons unrelated to the research criteria, leaving 336 for further evaluation. During the screening phase, 287 articles were removed based on the relevance of their titles, reducing the pool to 49 articles for abstract assessment. In the abstract evaluation phase, 23 articles were excluded because they did not meet the established eligibility criteria. The remaining 26 articles proceeded to a detailed full-text review to evaluate their quality and relevance. At the final stage, four articles were excluded as protocol studies, and 12 were excluded as literature reviews. Consequently, 10 articles were selected for inclusion, as they met all the established criteria for quality and relevance. This structured and systematic approach ensures that only the most pertinent and scientifically rigorous studies are included in the review, providing a robust foundation for the research.

### The systematic review began with Study Characteristics

Table 1. Study Characteristic

No	Author (year)	Title	Research Purpose	Sample	Methods	Results
1	(Aladwan et al., 2022)	The Relationship among Service Quality, Patient Satisfaction and Patient Loyalty: Case Study in Jordan Mafraq Hospital	To investigate the impact of perceived healthcare service quality on patient satisfaction and loyalty at Mafraq Governmental Hospital.	400 respondents	Case study	The findings demonstrated that service quality exerted a direct positive influence on both patient loyalty and patient satisfaction. Furthermore, patient satisfaction was a mediator between service quality and patient loyalty.
2	(Indriani et al., 2024)	Analysis Of Service Quality, Brand Image on Return Visit Intention	This study investigates the influence of service quality and brand image on	125 respondents	Cross-sectional	Path analysis demonstrated that service quality influences the intention to return via patient attitudes and brand image. Brand

No	Author (year)	Title	Research Purpose	Sample	Methods	Results
		Through Patient Attitude	return intentions, with patient attitudes serving as a mediating variable at Mekar Sari Hospital.			image and service quality positively and significantly impact patient sentiments and the intention to return.
3	<a href="#">(Murhadi &amp; Karsana, 2021)</a>	Effect Of Service Quality and Patient Satisfaction on Behavioral Intention	This study aims to determine service quality and patient satisfaction on behavioral intention in the Husada Utama Hospital	150 respondents	Quantitative causal research	Service quality significantly enhances patient satisfaction and behavioral intention, while patient satisfaction does not directly influence behavioral intention. Since service quality positively impacts behavioral intention, improving service quality can effectively increase patients' behavioral intention
4	<a href="#">(Priono &amp; Sitanggang, 2023)</a>	The Effect of Telemedicine and Brand Awareness on The Decision to Treatment and Its Impact on Return Visits of Outpatient Hospital Patients X	This study aims to assess the impact of telemedicine and brand awareness on treatment decisions and their effect on patient return visits at X Hospital.	150 respondents	Cross-sectional	The analysis found that telemedicine and brand awareness impact treatment decisions, with brand awareness also influencing repeat visits. It's recommended that X Hospital improve telemedicine services and communication to encourage return visits and serve as a model for technological advancements.
5	<a href="#">(Putri et al., 2023)</a>	The Effect of Brand Equity and Customer Value in Repeat Visits of the Patients at Dr. Gunawan Mangunkusuma Regional General Hospital	This study investigates the impact of brand equity and customer value, with customer satisfaction as a mediator, on patients' repeat visits to Dr. Gunawan Mangunkusumo Regional General Hospital.	185 respondents	Cross-sectional	The research concludes that brand equity and customer value positively affect customer satisfaction and repeat visits, influencing each other's impact.

No	Author (year)	Title	Research Purpose	Sample	Methods	Results
6	( <a href="#">Siripipatthana kul, 2021</a> )	Service Quality, Patient Satisfaction, Word-Of-Mouth, and Revisit Intention in A Dental Clinic, Thailand	This study investigates the correlation among service quality, patient satisfaction, word-of-mouth (WOM), and the intention to revisit dental patients at a clinic in Thailand.	352 cases	Cross-sectional	This study demonstrates that patient satisfaction mediates the relationship between service quality, word-of-mouth, and intention to revisit. Enhanced satisfaction elevates the probability of repeat visits and referrals.
7	( <a href="#">Trisno &amp; Berlianto, 2023</a> )	The Effect of Perceived Value, Brand Image, Satisfaction, Trust, and Commitment on Loyalty at XYZ Hospitals, Tangerang	This study examines the influence of perceived value, trust, patient satisfaction, and commitment on loyalty.	200 Respondents	Cross-sectional	The results show that brand image, commitment, and satisfaction boost loyalty, while brand image enhances satisfaction. Perceived value increases trust and satisfaction, and satisfaction strengthens trust and commitment.
8	( <a href="#">Woo &amp; Choi, 2021</a> )	Medical service quality, patient satisfaction and intent to revisit: Case study of public hub hospitals in the Republic of Korea	This study aimed to develop and test a structural equation model on the causal relationship between healthcare quality and patient satisfaction and revisit intention in regional hub public hospitals.	6.086 Respondents	Case study	The results showed that in the outpatient group, better physician service, improved hospital environment, and higher patient satisfaction were all associated with a greater likelihood of patients' intent to revisit.
9	( <a href="#">Candiago &amp; Pramono, 2024</a> )	Pengaruh Service Quality Dan Brand Image Terhadap Revisit Intention Melalui Word Of Mouth	This study examines the impact of service quality and brand image on revisit intention via word of mouth, utilizing service quality theory in the context of mGanik Care	170 Respondents	Cross-sectional	The research indicated that all variables, except service quality, affect the intention to revisit. To enhance revisit intention, mGanik Care Clinic should fortify its brand image via targeted social and print media campaigns.

No	Author (year)	Title	Research Purpose	Sample	Methods	Results
10	<a href="#">(Irfan et al., 2024)</a>	The Effect of Brand Image and Medical Quality on Intention of Re-visit with Word of Mouth as a Mediating Variable among Patients	This study sought to investigate the impact of brand image and perceived medical quality on return intention, with word of mouth as a mediator, among patients at Sari Asih Cipondoh Hospital in Tangerang.	175 Respondents	Cross-sectional	The findings demonstrated that brand image and perceived medical quality positively affected word of mouth and the intention to revisit the hospital, with word of mouth also influencing the intention to return.

### The Impact of Brand Image and Service Quality on Patient Revisit Behavior in Healthcare Services (**Table 1**):

1. Service Quality and Patient Loyalty – Service quality directly influences patient loyalty and satisfaction.
2. Mediating Role of Patient Satisfaction – Patient satisfaction acts as a bridge between service quality and patient loyalty.
3. Brand Image and Revisit Intentions – A strong brand image positively affects patient sentiments and the likelihood of return visits.
4. Behavioral Intention and Service Quality – Improving service quality enhances patients’ behavioral intentions, though satisfaction alone may not directly influence behavior.
5. Telemedicine and Brand Awareness – Telemedicine services and brand awareness play key roles in treatment decisions and repeat visits.
6. Brand Equity and Customer Value – Both factors contribute to customer satisfaction and revisit behavior while influencing each other.
7. Word-of-Mouth and Revisit Intentions – Higher satisfaction boosts word-of-mouth referrals, increasing patient return rates.
8. Perceived Value, Trust, and Commitment – Perceived value strengthens trust and satisfaction, enhancing commitment and loyalty.
9. Hospital Environment and Physician Services – A better hospital environment and physician service improve patient satisfaction and revisit intentions.
10. Marketing and Revisit Behavior – Targeted branding and media campaigns can strengthen brand image and encourage return visits.

Most of the studies used a cross-sectional design, allowing data collection at a specific time or over a limited period. This design provides a clear picture of the relationships between the studied variables, although it does not allow for direct conclusions about cause-and-effect relationships. This is evident in studies like ([Indriani et al., 2024](#)), ([Priono & Sitanggang, 2023](#)), and ([Putri et al., 2023](#)), which used a cross-sectional design to analyze the impact of service quality and brand image on revisit intention. However, some other studies employed a case study design, as seen in ([Aladwan et al., 2022](#)) and ([Woo & Choi, 2021](#)). This case study design focuses on in-depth analysis at a single location or institution, such as Mafrag Hospital in Jordan and a public hospital in South Korea. While this approach offers more detailed insights into a specific context, it may not be generalizable to a broader population.

Most studies indicate that service quality and brand image positively impact patient satisfaction and revisit intention. For example, research by ([Aladwan et al., 2022](#)), ([Indriani et al., 2024](#)) and ([Siripipatthanakul, 2021](#)) shows that service quality and brand image directly affect patient satisfaction, which in turn influences revisit intention. This is further supported by ([Irdan et al., 2024](#)), highlighting that brand image and medical quality positively influence word of mouth (WOM) and revisit intention, with WOM acting as a mediator. On the other hand, ([Candiago & Pramono, 2024](#)) show that only brand image, not service quality, affects revisit intention, indicating a significant difference in findings. This may suggest that brand image plays a more dominant role in specific contexts, such as at mGanik Care clinic, than service quality.

There is variation in the role of mediating variables. Most studies, such as the one conducted by ([Siripipatthanakul,](#)

2021), show that patient satisfaction mediates between service quality and revisit intention. This is also evident in the study by (Putri et al., 2023), which states that customer satisfaction is a mediator between brand equity and customer value regarding revisit intention. However, some studies use word of mouth (WOM) as a mediator, as seen in (Irdan et al., 2024), where WOM links brand image and medical quality with revisit intention. This highlights the importance of WOM in influencing patients' decisions to return to healthcare facilities. Most studies suggest that strengthening brand image and service quality can enhance revisit intention. For example, (Priono & Sitanggang, 2023) and (Candiago & Pramono, 2024) recommend that hospitals or clinics improve their brand image through social media and print media to increase revisit intention. This shows consistency in the importance of good communication and improving service quality as key factors in increasing patient loyalty.

## Discussion

One of the central findings of this review is that a well-established brand image is strongly associated with patient loyalty and revisit intentions. Brand image influences how patients perceive the healthcare service, affecting their trust and emotional connection with the clinic. A positive brand image can create a sense of reliability and familiarity, which makes patients more inclined to return for future visits (Amiarno, 2022). This aligns with the theory of brand equity, which suggests that a favorable brand image fosters loyalty and leads to positive word-of-mouth recommendations (DAM & DAM, 2021). Clinics possessing a robust, favorable brand image are more inclined to keep existing patients and attract new ones, even amidst a competitive market. (Putra et al., 2024).

The results of this review also highlight the significant role of service quality in enhancing patient satisfaction and increasing the intention to revisit healthcare facilities. Service quality directly impacts the patient's experience, from the ease of appointment scheduling to the friendliness of staff and the comfort of the clinic environment (Chishti et al., 2023). As evidenced in the study by (Paradilla et al., 2022), Enhanced service quality, including prompt medical attention and competent care, is positively associated with increased patient retention rates. This discovery corroborates the SERVQUAL model, which asserts that service quality is a fundamental factor influencing customer happiness and loyalty. The quality of service affects multiple aspects of patient satisfaction, such as responsiveness, assurance, and empathy, which ultimately impact the probability of patient return. (Trisno & Berlianto, 2023).

The relationship between brand image and service quality is complex and interdependent. Service quality often serves as a tangible manifestation of the brand image. In other words, a clinic's brand image is built and reinforced through consistent service quality (Gabriela & Antonio, n.d.). This mutual reinforcement indicates that clinics should focus on both aspects simultaneously. For instance, clinics with a positive brand image will likely deliver better service quality because their reputation encourages higher Performance standards (Indaryani & Wulandari, 2023). Similarly, high service quality helps solidify a clinic's brand image by generating positive experiences that increase patient satisfaction and loyalty (Toreh & Wuisan, 2023).

To enhance patient revisit behavior, healthcare facilities, particularly outpatient clinics, should prioritize strengthening their brand image and ensuring high service quality. Transparent communication about the clinic's strengths and positive patient

testimonials can significantly improve brand perception ([Putra et al., 2024](#)). Additionally, clinics should invest in staff training and facility upgrades to enhance the quality of service, which can lead to better patient experiences and greater patient satisfaction. This can, in turn, lead to increased patient loyalty, word-of-mouth recommendations, and a higher likelihood of patients returning for treatment ([Setyorini et al., 2023](#))

This review offers significant insights into the correlation among brand image, service quality, and patient revisit behavior; however, other aspects warrant additional investigation. Future studies could focus on the longitudinal effects of brand image and service quality on patient behavior over time, as most reviewed studies used cross-sectional designs. Longitudinal research could provide a deeper understanding of how sustained improvements in service quality and brand image influence patient revisit intentions in the long run. Furthermore, patient segmentation could be explored in greater detail. Different demographic groups (e.g., age, socioeconomic status, and health conditions) may prioritize service quality and brand image aspects. Future studies could investigate how these factors vary across patient segments and whether specific service quality dimensions or brand image are more important for particular patient groups. Finally, while word of mouth (WOM) as a mediator has been highlighted in some studies, future research could delve deeper into how WOM interacts with brand image and service quality in shaping patients' revisit behavior. Understanding the dynamics of WOM in healthcare contexts could provide valuable insights into how clinics can leverage patient referrals to enhance their reputation and attract new patients.

## Relevance to Clinical Practice

The findings of this review emphasize the vital role of brand image and service quality in shaping patient satisfaction and encouraging repeat visits to outpatient clinics. For healthcare professionals and administrators, this underscores the importance of delivering consistent, patient-centered care and fostering a trustworthy and professional institutional image. Strengthening these aspects can enhance patient loyalty, improve clinical outcomes, and ensure long-term sustainability in a competitive healthcare environment.

## Conclusion

The findings from this systematic review emphasize the significant role that brand image and service quality play in shaping patient revisit behavior in healthcare services. Strong brand image and high service quality contribute to patient satisfaction, loyalty, and an increased intention to revisit. To maximize patient retention, healthcare facilities should focus on enhancing their brand image and the quality of their services. Further research on longitudinal effects, patient segmentation, and the role of WOM will contribute to a deeper understanding of these relationships, providing more precise recommendations for healthcare managers.

## Authors Contributions

The authors' contributions to this literature review encompassed various stages of the research process: one author conceptualized the study framework, developed search protocols, and curated a comprehensive database of literature; another author critically evaluated the selected sources, synthesized key findings, and identified emerging themes and research gaps; while a third author meticulously structured the manuscript, integrated diverse perspectives, and ensured

coherence and logical progression of arguments.

### Conflicts of Interest

We confirm that all authors involved in this study have declared that there are no conflicts of interest that could have influenced the research outcomes, ensuring that the study was performed with the highest standards of scientific integrity.

### Acknowledgment

We would like to extend our deepest gratitude to all those who provided invaluable assistance and resources during the literature review phase of this research, whose contributions were instrumental in shaping the foundation and direction of this study.

### References

Abbas, U., Islam, K. M. A., Hussain, S., Baqir, M., & Muhammad, N. (2021). IMPACT OF BRAND IMAGE ON CUSTOMER LOYALTY WITH THE MEDIATING ROLE OF CUSTOMER SATISFACTION AND BRAND AWARENESS. *International Journal of Marketing Research Innovation*, 5(1), 1–15. <https://doi.org/10.46281/ijmri.v5i1.987>

Aladwan, M. A., Salleh, H. S., Anuar, M. M., Alhwadi, H., & Almomani, I. (2022). *The Relationship among Service Quality, Patient Satisfaction and Patient Loyalty: Case Study in Jordan Mafraq Hospital*.

Amiarno, Y. (2022). Bauran Pemasaran, Word of Mouth dan Brand Image Terhadap Minat Berkunjung Kembali di Radioterapi: Marketing Mix, Word of Mouth and Brand Image on Returning Interest in Radiotherapy. *Journal of Public Health Education*, 1(3), 117–129. <https://doi.org/10.53801/jphe.v1i3.20>

Candiago, K., & Pramono, R. (2024). PENGARUH SERVICE QUALITY DAN BRAND IMAGE TERHADAP REVISIT

INTENTION MELALUI WORD OF MOUTH. *Open Journal Systems*, 19(4). <https://binapatria.id/index.php/MBI>

Chishti, H., Rauf, R., Iram, T., Saddiq, R., Awaiz, D., Yaqoob, A., & Tabassum, M. F. (2023). *The Impact Of Hospital Brand Image On Patient Loyalty And Patient Behavioral Intention: The Mediating Role Of Patient Satisfaction*.

DAM, S. M., & DAM, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/JAFEB.2021.VOL8.NO3.0585>

Gabriela, A., & Antonio, F. (n.d.). *How Brand Image Affects Expected Quality, Perceived Quality, Perceived Value, and Patient Satisfaction and Their Effect on Attitudinal Loyalty and Behavior Loyalty*.

Indaryani, L., & Wulandari, R. (2023). Effect of Service Quality and Trust on Revisiting Interest toward Customer Satisfaction. *International Journal of Management Science and Application*, 1(2), 68–78. <https://doi.org/10.58291/ijmsa.v1i2.74>

Indriani, F. N., Ruswanti, E., & Hilmy, M. R. (2024). ANALYSIS OF SERVICE QUALITY, BRAND IMAGE ON RETURN VISIT INTENTION THROUGH PATIENT ATTITUDE. *Jurnal Cinta Nusantara*. Lisensi Creative Commons Atribusi 4.0 Internasional

Irdan, Kusumapradja, R., & Ramadhan, Y. (2024). The Effect of Brand Image and Medical Quality on Intention of Re-visit with Word of Mouth as a Mediating Variable among Patients. *International Journal of Nursing and Health Services (IJNHS)*, 7(7). <https://doi.org/10.35654/ijnhs.v7i4.799>

- Maulana, A., & Ayuningtiyas, D. (2023). THE INFLUENCE OF HOSPITAL BRAND IMAGE ON PATIENT'S DECISION TO CHOOSE HOSPITAL: LITERATURE REVIEW. *Jurnal Administrasi Rumah Sakit Indonesia*, 9(3). <https://doi.org/10.7454/arsi.v9i3.7284>
- Murhadi, W. R., & Karsana, W. (2021). Effect Of Service Quality And Patient Satisfaction On Behavioral Intention. *Journal of Entrepreneurship & Business*, 2(1), 25–36. <https://doi.org/10.24123/jeb.v2i1.3981>
- Paradilla, M., Nurfitriani, N., & Awawiriam, S. (2022). The Effect of Brand Image on Loyalty through General Patient Satisfaction as an Intervening Variable in Makassar City Hospital. *Journal of Asian Multicultural Research for Medical and Health Science Study*, 3(1), 67–75. <https://doi.org/10.47616/jamrmhss.v3i1.239>
- Priono, F. A., & Sitanggang, M. L. (2023). *The Effect Of Telemedicine And Brand Awareness On The Decision To Treatment And Its Impact On Return Visits Of Outpatient Hospital Patients X*. 13(02).
- Putra, T. D. M., Romadhona, N. L., & Abdullah, T. Mohd. K. (2024). Enhancing Patient Revisit Intention and Positive Word of Mouth: An Empirical Study of Medical Tourism. *Jurnal Manajemen Dan Kewirausahaan*, 12(1), 100–109. <https://doi.org/10.26905/jmdk.v12i1.11459>
- Putri, M. N. D. A., Farida, N., & Arso, S. P. (2023). The Effect of Brand Equity and Customer Value in Repeat Visits of the Patients at Dr. Gunawan Mangunkusuma Regional General Hospital. *Journal of Public Health for Tropical and Coastal Region*, 6(1), 14–20. <https://doi.org/10.14710/jphtcr.v6i1.17601>
- Setyorini, D., Tirtayasa, S., & Khair, H. (2023). *The Effect Of Brand Image And Customer Relationship On Customer Loyalty Mediated By Customer Satisfaction At Primary School Al-Ulum*. 12(01).
- Siripipatthanakul, S. (2021). *Service Quality, Patient Satisfaction, Word-of-Mouth, and Revisit Intention in a Dental Clinic, Thailand*.
- Toreh, C., & Wuisan, D. S. S. (2023). *JURNAL ILMIAH MANAJEMEN BISNIS DAN INOVASI UNIVERSITAS SAM RATULANGI (JMBI UNSRAT)*. 11(1).
- Trisno, A. O., & Berlianto, M. P. (2023). The Effect of Perceived Value, Brand Image, Satisfaction, Trust and Commitment on Loyalty at XYZ Hospitals, Tangerang. *Jurnal Manajemen Kesehatan Indonesia*, 11(1), 22–33. <https://doi.org/10.14710/jmki.11.1.2023.22-33>
- Woo, S., & Choi, M. (2021). Medical service quality, patient satisfaction and intent to revisit: Case study of public hub hospitals in the Republic of Korea. *PLOS ONE*, 16(6), e0252241. <https://doi.org/10.1371/journal.pone.0252241>