

Analysis of the Role of Customer Satisfaction Mediation and Customer Value on the Influence of Service Quality on the Revisit Intention of BPJS Health Patients in the Inpatient Facility of Mitra Siaga Tegal Hospital

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Abstract

Demands for improved quality of healthcare services in Indonesia, coupled with an increase in the number of public complaints, have raised public expectations of hospitals offering quality services, adequate facilities, and affordable costs. As a result, every hospital service must continuously strive to meet these expectations. This study aims to analyse the mediating role of customer satisfaction and customer value on the effect of service quality on the revisit intention of BPJS Kesehatan patients at the Inpatient Facility of Mitra Siaga Hospital in Tegal. The research method was conducted using a survey design through the distribution of questionnaires to inpatients who are BPJS Kesehatan participants. Data analysis was performed using SmartPLS. The results showed that service quality had a positive and significant effect on customer satisfaction and customer value, but did not have a direct effect on revisit intention. Customer satisfaction had a positive and significant effect on customer value and revisit intention, while customer value also had a positive and significant effect on revisit intention. Furthermore, it was found that Customer Satisfaction and Customer Value significantly mediate the effect of Service Quality on Revisit Intention. The results of this study confirm that the success of hospital management in improving service quality, satisfaction, and customer value will have an impact on the intention of BPJS Kesehatan patients to revisit the hospital. Management must implement patient-oriented strategies, strengthen a culture of excellent service, and integrate effective service systems to maintain the sustainability and competitiveness of the hospital. This study contributes both theoretically and practically by demonstrating that

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quality service will increase customer satisfaction and value, which in turn encourages BPJS Kesehatan participants' intention to revisit. Mitra Siaga Tegal Hospital management needs to adopt service strategies that are oriented towards customer satisfaction and value to build sustainable patient loyalty.

Keywords: Customer Satisfaction, Customer Value, Service Quality, Revisit Intention

INTRODUCTION

Demands for improved quality of healthcare services in Indonesia, coupled with an increase in the number of public complaints, have raised public expectations for hospitals that offer quality services, adequate facilities, and affordable costs. As a result, every hospital service must continuously strive to meet existing expectations. Medical services must be evaluated from a technical and administrative perspective in carrying out their functions because they must be able to provide quality services and meet public expectations to the fullest extent possible. This is because patient satisfaction levels are influenced by the quality of services provided (Rivai et al., 2020).

Maintaining and improving health, preventing and curing diseases, and restoring the health of individuals, families, groups, and communities. A common problem faced by hospitals is that they are unable to provide what service users truly expect. The main factor is that the services provided are of poor quality, so they cannot meet patient expectations.

Mitra Siaga Tegal Hospital has gained the trust of the community, but there are still many complaints from customers who use their services. This can be seen from the results of the BPJS Kesehatan survey, suggestion boxes, and complaints from BPJS Kesehatan patients at Mitra Siaga Tegal Hospital. Hospital management must respond to patient complaints by taking the necessary actions. This will ensure that patients are satisfied with their services.

Research on 'Analysis of the Mediating Role of Customer Satisfaction and Customer Value on the Influence of Service Quality on the Revisit Intention of BPJS Kesehatan Patients in the Inpatient Facility at Mitra Siaga Tegal Hospital' attracted the author's attention based on the previous background.



THEORETICAL FRAMEWORK

Customer Satisfaction

Satisfaction can be defined as a positive emotional state that arises when a person feels that their expectations of a product or service have been met. If service performance meets expectations, individuals will feel satisfied, whereas if performance exceeds expectations, the level of satisfaction felt will be even higher (Tjiptono, 2014). In the context of healthcare, patient satisfaction reflects the assessment of the interaction between patients and medical personnel, as well as the quality of service provided during the treatment process (Anggrianni et al., 2016).

Service Quality

The fulfilment of customer expectations and needs is often identified as a form of service quality. Service quality is reflected in the comparison between the results received and customer expectations, thereby determining whether a service is considered to be of high quality or not. Therefore, companies need to ensure that the quality of service provided is able to meet customer expectations so that their trust and loyalty can be maintained on an ongoing basis (Mulyono, 2008). Service Quality should be based on customer satisfaction levels (Kotler, 2013). The SERVQUAL model uses a multi-scale to measure customer expectations and perceptions and the differences between the two.

At the beginning of their research, Parasuraman et al. (1988) identified ten main dimensions: reliability, responsiveness, competence, accessibility, courtesy, communication, credibility, security, and the ability to understand customers through physical evidence. However, in additional research, the three experts refined and elaborated on these ten dimensions. Assurance consists of competence, courtesy, credibility, and security. However, empathy encompasses customer capabilities, communication, and access. Therefore, there are five main dimensions:

1. Reliability, which is the ability to provide promised services promptly, accurately, and satisfactorily.
2. Responsiveness, which is the willingness of employees to help customers and provide services quickly.
3. Assurance encompasses the knowledge, competence, courtesy, and trustworthiness of staff; freedom from danger, risk, or uncertainty.
4. Empathy encompasses ease in establishing relationships, good communication, personal attention, and understanding of the unique needs of clients.
5. Tangibles include physical facilities, equipment, staff, and means of communication.

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Customer Value

The term 'value' can be used in many contexts. According to Tjiptono (2014), creating higher value for customers than lower value customers can increase organisational value. In this case, higher customer value and organisational value indicate value from the organisation's perspective: higher customer value measures the financial value of individual customers to the organisation, while organisational value measures the financial value of the organisation to its customers. Conversely, consumer value is based on the perspective of the organisation's customers. Zeithaml & Berry (1985) define customer value as customers' overall assessment of the benefits of a product based on their perceptions of what they receive and what they give. Tjiptono (2014) states that customer value is the result of customers' perceptions of product quality or the benefits it offers and the sacrifices made through the price paid. Tjiptono (2014) states that customer value is the value seen in monetary units of various economic, technical, service, and social benefits in exchange for the price paid for a product, taking into account the prices and offers of available suppliers. (Tjiptono, 2014) formulates it as the quality considered by the market and adjusted to the price of comparable company products. Tjiptono & Chandra (2016) assert that customer value is an emotional bond formed between consumers and producers after they use goods or services produced by the supplier and find that these goods or services provide added value.

Revisit Intention

According to Wulanjani & Pancasila (2017), Revisit Intention is the customer's desire to return, give positive word of mouth, shop more and stay longer than expected. Interest in visiting is defined as potential customers - or visitors - who have visited and will visit a place. The force that drives a person to pay attention to something is interest. According to Halimatussaddiah (2017), visit interest is a person's tendency to be attracted to something, which drives them to visit or go there. Defining revisit interest as a mental state in which a person plans to take certain actions within a certain period of time. This is considered a direct response to behaviour. In research on the definition of repeat visit interest, it shows that customers will make repeat purchases within a certain period of time as a direct response to their post-purchase behaviour. Based on theoretical studies and previous research findings, the researcher formulated several hypotheses to be tested in this study, as follows:

H1: Service Quality affects Customer Satisfaction

H2: Service Quality affects Customer Value



- H3: Service Quality affects Revisit Intention
 H4: Customer Satisfaction affects Customer Value
 H5: Customer Satisfaction affects Revisit Intention
 H6: Customer Value affects Revisit Intention
 H7: Customer Satisfaction mediates the effect of service quality on Revisit Intention
 H8: Customer Value mediates the effect of service quality on Revisit Intention
 H9: Customer Satisfaction and Customer Value mediate the effect of Service Quality on Revisit Intention

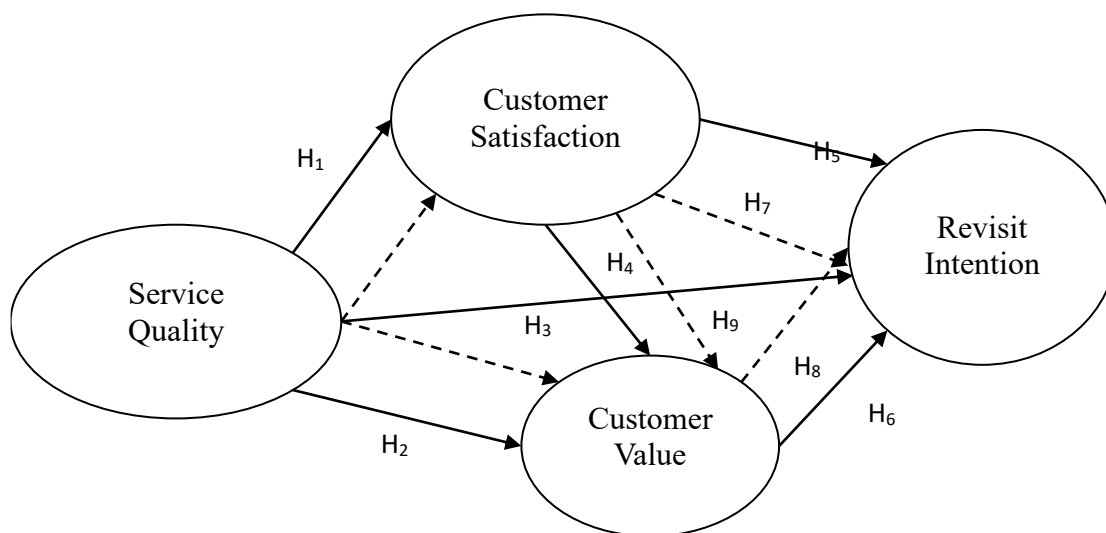


Figure 1. Hypothesis Models

METHOD

This study is a survey study in which data collection uses questionnaires or interviews to determine the reactions of the respondents. The population of this study is all inpatients at Mitra Siaga Tegal Hospital who use the BPJS Kesehatan payment method. Hair et al. (2021) suggest that the minimum sample size is 5 to 10 observations for each projected parameter. There are 34 indicators, so the minimum number of respondents is $34 \times 5 = 170$ for a maximum number of responses in this study of 340, while in the study, a total of 180 respondents completed the questionnaire.

The data collection methods used in this study were questionnaires and documentation. The questionnaire contained a list of questions that provided an overview of the respondents' concerns and opinions about the research subject. This list of

questions had to be relevant to the issues being studied and collect data related to service quality.

RESULTS

Respondent Description

In this study, the demographic characteristics of respondents consisted of gender, age, marital status, and income.

Table 1. Respondent's gender

No	Gender Criteria	Number	Percentage (%)
1	Male	61	34 %
2	Female	119	64 %
Total		180	100

The results in the table above illustrate the demographic criteria of the respondents. In conclusion, female respondents were quantitatively more dominant than male respondents.

Tabel 2. Age of respondents

No	Age Criteria	Number	Percentage (%)
1	18 - 25 Years	22	12
2	26 - 35 Years	80	45
3	36 - 45 Years	38	21
4	> 45 Years	40	22
Total		180	100

The results in the table above illustrate the demographic criteria of respondents based on marital status. Thus, married respondents are quantitatively more dominant than unmarried respondents.

Tabel 4 Number of Hospitalizations

No	Criteria Number of Hospitalizations	Number	Percentage (%)
	1x	93	52



	2x	58	32
	3x	29	16
	Total	180	100

Based on the table above, it can be seen that there are demographic characteristics of respondents based on the number of hospitalizations. In conclusion, the majority of respondents in this study have been hospitalized once.

SmartPLS Test Results

The outer model evaluation results show that several indicators in the Responsiveness and Empathy constructs are invalid because they have outer loading values < 0.70 , thus not meeting the convergent validity criteria (Hair et al., 2019). Low loading values indicate that the indicators are unable to represent the construct consistently and do not contribute adequately to the Average Variance Extracted (AVE) as required by (Fornell & Larcker, 1981). This invalidity may be caused by the incompatibility of the item wording with the respondents' perceptions, low homogeneity of service experiences, or the potential for cross-loading that interferes with discriminant validity (Henseler et al., 2015). Because the existence of these indicators reduces the quality of the measurement, they were removed so that the model remained reliable, parsimonious, and met the PLS-SEM analysis standards.

Outer Model

Convergent Validity

The following table presents the results of the outer loading test of the research model variables:

Table 5. Outer Loading Test Results

	Customer Satisfaction	Customer Value	Service Quality	Revisit Intention
Me1.1	0,960			
Me1.2	0,953			
Me1.3	0,919			
Me2.1		0,967		
Me2.2		0,967		
X1.10			0,796	



	Customer Satisfaction	Customer Value	Service Quality	Revisit Intention
X1.11			0,849	
X1.12			0,818	
X1.17			0,866	
X1.18			0,806	
X1.3			0,827	
X1.8			0,810	
X1.9			0,825	
Y.1				0,953
Y.2				0,911
Y.3				0,936
Y.4				0,910

Source: processed data, 2025

Table 5 shows the results of the outer loading test, which indicate that all indicators have a value greater than 0.70. It can therefore be concluded that all indicators have met the Convergent Validity testing standard.

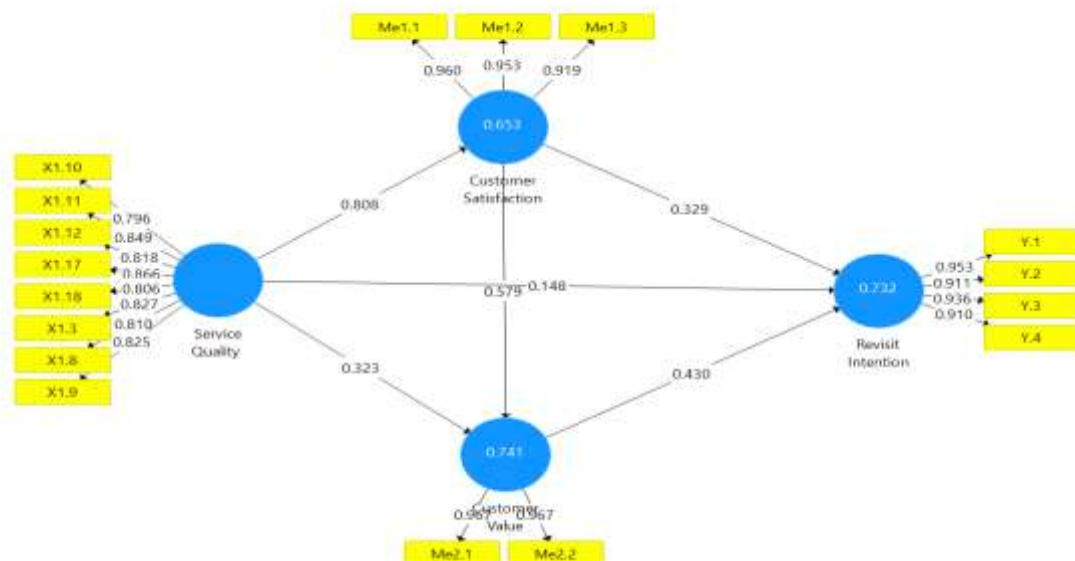


Figure 3. Outer Loadings

Convergent Validity testing can also be done by comparing the Average Variance Extracted (AVE) value with 0.50. Convergent Validity is fulfilled if the Average Variance Extracted (AVE) value is greater than 0.50. Based on Table 2, it can be seen that the Average Variance Extracted (AVE) value for all variables is greater than 0.5. Thus, it can be concluded that all variables have met the Convergent Validity requirements.

Table 6. Test Results Average Variance Extracted (AVE) & Fornell-Larcker

	Average Variance Extracted (AVE)	Customer Satisfaction	Customer Value	Revisit Intention	Service Quality
Customer Satisfaction	0,891	0,944			
Customer Value	0,935	0,840	0,967		
Revisit Intention	0,860	0,809	0,823	0,928	
Service Quality	0,680	0,808	0,791	0,754	0,825

Source: data analysis output, processed (2025).

Discriminant Validity

Discriminant validity can be seen from the cross loading value, the Fornell Larcker Criterion which is the root value of AVE, and the Heterotrait-Monotriat Ratio Of Correlations (HTMT). The following presents the results of the cross loading test used for the Discriminant validity test.

Table 7. Cross Loading Test Results

	Customer Satisfaction	Customer Value	Revisit Intention	Service Quality
Me1.1	0,960	0,798	0,760	0,756
Me1.2	0,953	0,792	0,754	0,782
Me1.3	0,919	0,787	0,777	0,750
Me2.1	0,799	0,967	0,807	0,772



	Customer Satisfaction	Customer Value	Revisit Intention	Service Quality
Me2.2	0,825	0,967	0,785	0,757
X1.10	0,610	0,548	0,543	0,796
X1.11	0,680	0,705	0,658	0,849
X1.12	0,666	0,696	0,668	0,818
X1.17	0,731	0,703	0,657	0,866
X1.18	0,736	0,652	0,620	0,806
X1.3	0,700	0,716	0,673	0,827
X1.8	0,584	0,580	0,578	0,810
X1.9	0,595	0,580	0,547	0,825
Y.1	0,774	0,794	0,953	0,698
Y.2	0,714	0,797	0,911	0,678
Y.3	0,766	0,726	0,936	0,734
Y.4	0,749	0,735	0,910	0,687

Source: processed data, 2025

Based on the test results presented in the table above, each indicator has a higher loading value on the item in question compared to other items, indicating that the Discriminant validity test has been successfully fulfilled. This means that each item can be distinguished well from other items and that the indicators consistently measure relevant items. Discriminant validity testing can also be performed using the Fornell-Larcker Criterion test, where discriminant validity is considered good if the root of the Average Variant Extracted (AVE) in the construct is higher than the correlation of the construct with other latent variables. Based on Table 6, the Fornell-Larcker Criterion test shows that the root of the AVE for all variables is greater than the correlation between latent variables. Thus, it can be concluded that this model has good discriminant validity. The Discriminant validity test can also be performed using the Heterotrait-Monotrait Ratio (HTMT). Discriminant validity is considered good if the HTMT value is less than 0.90 (Henseler et al., 2015). The Heterotrait-Monotrait Ratio (HTMT) values in this study are presented in the table below.

Based on the Heterotrait-Monotrait Ratio (HTMT) table, it can be seen that the HTMT value is less than 0.90, so it can be concluded that this model has good discriminant validity.



Table 8. Heterotrait-Monotrait Ratio (HTMT) Values

	Customer Satisfaction	Customer Value	Revisit Intention	Service Quality
Customer Satisfaction				
Customer Value	0,898			
Revisit Intention	0,859	0,877		
Service Quality	0,858	0,842	0,798	

Composite Reliability

After testing Convergent Validity and Discriminant Validity, the next step is to test reliability through two measurements, namely Composite Reliability and Cronbach's Alpha.

Table 9. Results of Composite Reliability, Cronbach Alpha, and R-Square Testing

Variable	Cronbach's Alpha	Composite Reliability	R Square	R Square Adjusted
Customer Satisfaction	0,939	0,961	0,653	0,651
Customer Value	0,931	0,966	0,741	0,738
Revisit Intention	0,946	0,961	0,732	0,727
Service Quality	0,933	0,945		

Source: processed data analysis results, 2025

Based on the reliability testing presented in Table 9, the results show that the Composite Reliability value for all variables is greater than 0.60. Thus, all variables have met the reliability assumptions for Composite Reliability testing. Furthermore, Table 2.5 also shows that the Cronbach's alpha value for each variable is greater than 0.70, so it can be concluded that each research variable has met the reliability assumption.

Inner Model Analysis

Inner model analysis displays the results of R-Square, Goodness of Fit (GOF), F-Square, and Path of Coefficient tests to examine the feasibility of the research. The results of the Inner Model analysis are shown in the following figure:



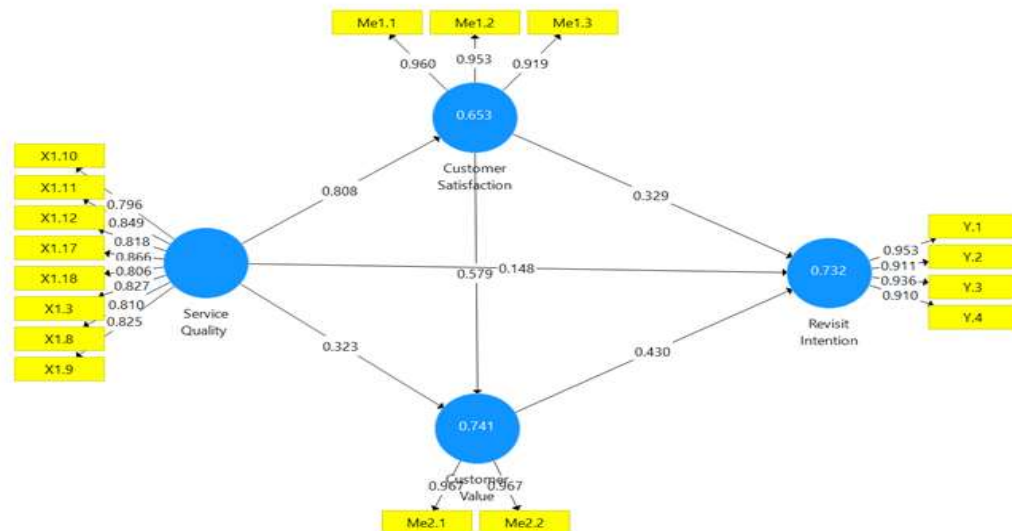


Figure 2 Inner Model Analysis

Goodness of Fit (GOF) Testing

Based on Table 10, the results show that Customer Satisfaction has an R^2 value of 0.653 (65.3%), which means that the variation in this variable can be explained by Service Quality by 65.3%. Furthermore, Customer Value obtained an $R^2 = 0.741$, which shows that the combination of Service Quality and Customer Satisfaction can explain 74.1% of the variation in Customer Value. Meanwhile, Revisit Intention has an R^2 value of 0.732, which means that the variables of Service Quality, Customer Satisfaction, and Customer Value together explain 73.2% of the change in Revisit Intention. After the R^2 test, a Goodness of Fit (GOF) test was conducted using Standardized Root Mean Square Residual (SRMR) to assess the suitability of a model. Based on Table 2.8, the results of the Standardized Root Mean Square Residual (SRMR) test show that the value of 0.050 is below the threshold of 0.08. This indicates that the structural model of this study has good fit and is suitable for use (Chin et al., 2020).

F-Square

This test will present a model analysis that assesses the effect of predictor variables on latent variables. In determining the test classification, Cohen (2013) divides the effect

categories into three, namely low if the value is $0.02 < r < 0.15$, moderate if $0.15 < r < 0.35$, and high if $r > 0.35$.

Table 10. F-Square & Goodness of Fit (GOF) Test Results

	Customer Satisfaction	Customer Value	Revisit Intention	Service Quality	Saturated Model	Estimated Model
Customer Satisfaction		0,450	0,096			
Customer Value			0,178			
Revisit Intention						
Service Quality	1,879	0,140	0,025			
SRMR					0,050	0,050

Source: processed data, 2025

The results of the analysis conclude that the magnitude of the influence between variables in the research model shows variation, thus falling into different categories of influence.

1. The Customer Satisfaction variable influences Customer Value by 0.450, which falls into the high category because the coefficient value exceeds the limit of 0.35 ($0.450 > 0.35$).
2. The influence of Customer Satisfaction on Revisit Intention shows a value of 0.096, which is low because it is in the range of 0.02 to 0.15.
3. The relationship between Customer Value and Revisit Intention has a value of 0.178, which is categorized as moderate because the value is between 0.15 and 0.35.
4. The Service Quality variable has an effect on Customer Satisfaction of 1.879, which is categorized as high because the value is well above 0.35 ($1.879 > 0.35$).
5. The effect of Service Quality on Customer Value is 0.140, which is low because it is still in the range of 0.02–0.15.
6. Meanwhile, the influence of Service Quality on Revisit Intention has a value of 0.025, which is also classified as low because it is within the same range (0.02–0.15).

Overall, these results show that Service Quality has the strongest influence on Customer Satisfaction, while the direct influence on Revisit Intention is relatively small.



Path Coefficient

This test aims to assess the magnitude of the influence between variables in the research model. The analysis was conducted by comparing the T-statistic value against a critical limit of 1.64. The complete test results are presented in Table 11 below.

Table 11. Path Coefficient Data Analysis Results

	<i>Original Sample (O)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	<i>Description</i>
CS -> CV	0,579	6,947	0,000	Accepted
CS -> RI	0,329	2,432	0,015	Accepted
CV -> RI	0,430	4,264	0,000	Accepted
SQ -> CS	0,808	27,026	0,000	Accepted
SQ -> CV	0,323	3,947	0,000	Accepted
SQ -> RI	0,148	1,600	0,110	Rejected

Source: Processed data analysis results, 2025

The following:

1. Customer Satisfaction towards Customer Value, Original Sample Value obtained is 0.579, with T-Statistic 6.947 (> 1.64) and P-Value 0.000 (< 0.05). These results indicate that customer satisfaction has a significant effect on customer value, thus accepting hypothesis H4. The direction of the effect is positive, which means that the higher the level of customer satisfaction, the greater the perceived value of the service by customers.
2. Customer Satisfaction on Revisit Intention The test results show an Original Sample value of 0.329, a T-Statistic of 2.432 (> 1.64), and a P-Value of 0.015 (< 0.05). Thus, Customer Satisfaction has a significant effect on Revisit Intention, so H5 is accepted. The positive direction of influence indicates that satisfied customers tend to have a greater desire to revisit.
3. Customer Value on Revisit Intention The Original Sample Value is 0.430, T-Statistic is 4.264 ($> .64$), and P-Value is 0.000 (< 0.05). This means that Customer Value has a significant effect on Revisit Intention, so H6 is accepted. The positive direction of the relationship indicates that the higher the value perceived by customers, the stronger their intention to return to use the service.
4. Service Quality on Customer Satisfaction The Original Sample value is 0.808, T-Statistic is 27.026 (> 1.64), and P-Value is 0.000 (< 0.05). This indicates that Service



Quality has a significant effect on Customer Satisfaction, thus H1 is accepted. The positive effect shows that an increase in service quality directly impacts an increase in Customer Satisfaction.

5. Service Quality on Customer Value The test results show an Original Sample value of 0.323, T-Statistic 3.947 (> 1.64), and P-Value 0.000 (< 0.05). This indicates that service quality has a significant effect on customer value, thus accepting hypothesis H2. This direction provides a positive effect, indicating that the higher the quality of service provided, the greater the value perceived by customers or patients.
6. Service Quality on Revisit Intention The data analysis shows an original sample value of 0.148, a T-Statistic of 1.600 (< 1.64), and a P-Value of 0.110 (> 0.05). This indicates that service quality does not have a significant direct effect on revisit intention, thus hypothesis H3 is rejected. In other words, improving service quality alone is not sufficient to directly encourage customers to return and use the service again.

Indirect Effect

The hypothesis testing results for the indirect influence of Service Quality on Revisit Intention through the mediating variables Customer Satisfaction and Customer Value are presented in the following table:

Table 12. Results of Indirect Effect Hypothesis Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Ket
SQ -> CS -> RI	0,265	2,333	0,020	Accepted
CS -> CV-> RI	0,249	3,802	0,000	Accepted
SQ -> CS -> CV -> RI	0,201	3,803	0,000	Accepted

Source: processed data, 2025

Based on the results in the table above, the following explanations can be provided:

The test result for the influence of Service Quality on Revisit Intention through Customer Satisfaction shows a t-statistic value of 2.333 and a P-value of 0.020. Since the t-statistic is greater than 1.64 and the P-value is less than 0.05, it can be concluded that Customer Satisfaction significantly mediates the effect of Service Quality on Revisit Intention. Thus, Hypothesis 7 is accepted.



The test result for the influence of Customer Satisfaction on Revisit Intention through Customer Value shows a t-statistic of 3.802 with a P-value of 0.000. Because the t-statistic is higher than 1.64 and the P-value is below 0.05, it can be concluded that Customer Value serves as a significant mediating variable in the relationship between Customer Satisfaction and Revisit Intention. Therefore, Hypothesis 8 is accepted.

Table 13. Total Effect Results

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CS -> CV	0,579	0,578	0,083	6,947	0,000
CS -> RI	0,577	0,587	0,116	4,978	0,000
CV -> RI	0,430	0,424	0,101	4,264	0,000
SQ -> CS	0,808	0,810	0,030	27,026	0,000
SQ -> CV	0,791	0,792	0,028	28,482	0,000
SQ -> RI	0,754	0,754	0,037	20,556	0,000

Source: data analysis results (2025)

Based on Table 13, the total effect of Service Quality on Customer Satisfaction is 0.808 with a P-value of 0.000, indicating a strong and significant influence. Furthermore, the total effect of Service Quality on Customer Value is 0.791 with a P-value of 0.000, which also demonstrates a statistically strong and significant relationship. Meanwhile, the total effect of Service Quality on Revisit Intention is 0.754 with a P-value of 0.000, showing that service quality contributes substantially to increasing patients' intention to revisit. These findings imply that improvements in service quality will directly enhance Customer Satisfaction, perceived Customer Value, and patients' willingness to return for future services. In addition, the effect of Customer Satisfaction on Customer Value is 0.579 with a P-value of 0.000, indicating a moderate yet significant relationship. The relationship between Customer Satisfaction and Revisit Intention also shows a moderate and significant effect, with a value of 0.577 and a P-value of 0.000. Meanwhile, the effect of Customer Value on Revisit Intention, with a value of 0.430 and a P-value of 0.000, likewise indicates a moderate and significant influence.



DISCUSSION

The results of hypothesis testing conducted in this study show that nine hypotheses are supported, each supported by independent variables, dependent variables, and mediating variables. Below is a review of each research hypothesis test in relation to previous studies. Service Quality has a significant effect on Customer Satisfaction. The direction of the effect is positive, meaning that the better the quality of service provided, the higher the level of customer satisfaction. The analysis results show that the Service Quality variable has a positive effect, indicating that the higher the quality of service perceived by customers, the higher their level of satisfaction. These results are in line with previous studies which state that good service quality will have a direct impact on increasing customer satisfaction & satisfaction affects loyalty (Yulisetiarni, 2016). The Effect of Service Quality on Customers. Thus, it can be concluded that service quality has a significant effect on customer value, so H2 is accepted. The direction of the effect is positive, indicating that the higher the service quality, the greater the value perceived by customers. The results of this study are in line with several previous studies that found that the quality of hospital services has a significant effect on patient value and satisfaction (Choi & Kim, 2013).

The Effect of Service Quality on BPJS Revisit Intention, The results of the third hypothesis test of this study were proven. These results indicate that Service Quality does not have a significant effect on Revisit Intention, so hypothesis H3 is rejected. Thus, it can be concluded that service quality does not directly affect customers' intention to revisit. These research results are in line with several previous studies that found that good service quality increases patient satisfaction and the intention to return to the same hospital (Putri & Wahyudi, 2020). The Effect of Customer Satisfaction on Customer Value. The results show that Customer Satisfaction has a significant effect on Customer Value, thus hypothesis H4 is accepted. The direction of the effect is positive, which means that the higher the level of customer satisfaction, the greater the perceived Customer Value. The results of this study are consistent with previous studies stating that BPJS patient satisfaction has a significant effect on perceived value and loyalty to hospitals (Pratiwi & Handayani, 2019). The Effect of Customer Satisfaction on Revisit Intention. These results prove that customer satisfaction has a significant effect on revisit intention, thus accepting hypothesis H5. The direction of the effect is positive, which means that customer satisfaction levels are positively correlated with the frequency of subsequent visits. These findings are consistent with previous studies stating that BPJS patient satisfaction



significantly increases the intention to use hospital services repeatedly (Sari & Nugraha, 2021).

The Effect of Customer Value on Revisit Intention, These results show that Customer Value has a very significant effect on Revisit Intention, thus accepting hypothesis H6. The direction of the influence is positive, which means that the higher the perceived Customer Value, the stronger the customer's intention to revisit. These findings are consistent with previous findings that state that the higher the perceived value of BPJS patients, the greater their intention to return to the same hospital (D. Lestari & Rachmawati, 2021).

The mediating role of Customer Satisfaction on the effect of Service Quality on Revisit Intention. These results indicate that Customer Satisfaction significantly mediates the effect of Service Quality on Revisit Intention. Thus, hypothesis H7 is accepted. This means that customer satisfaction plays an important role in bridging the influence of service quality on revisit intention among BPJS Kesehatan participants at the Mitra Siaga Tegal Hospital Inpatient Facility. These findings support the concept that customer satisfaction is an important mediating variable in the relationship between service quality and revisit intention. This is in line with the Expectancy-Disconfirmation Model theory, which explains that satisfaction arises when service performance exceeds customer expectations, and that satisfaction influences positive behavioral intentions such as loyalty and revisit intention. This study is also consistent with the results of previous research that patient satisfaction partially mediates the effect of service quality on revisit intention (S. Lestari & Rahman, 2022).

The Role of Customer Value Mediation in the influence of service quality on Revisit Intention. These results show that Customer Value significantly mediates the influence of Customer Satisfaction on Revisit Intention. Thus, hypothesis H8 is accepted. This means that Customer Satisfaction can increase Customer Value, which ultimately encourages participants to have Revisit Intention towards BPJS Kesehatan services. These research results are in line with Heskett et al.'s (1994) Service-Profit Chain theory, which explains that improving service quality will create higher customer satisfaction and value, thereby having a positive impact on loyalty and revisit intention. Furthermore, these results are also consistent with previous research showing that customer value mediates the effect of service quality on patient loyalty (Pramana & Sukaatmadja, 2018).

The mediating role of Customer Satisfaction and Customer Value in the effect of service quality on Revisit Intention suggests that Customer Satisfaction and Customer Value simultaneously act as significant mediators in the relationship between Service

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Quality and Revisit Intention. Thus, Hypothesis 9 is accepted. The results of this study are consistent with previous research stating that customer satisfaction and value play a dual role as mediators between service quality and revisit intention (Lee & Hwan, 2019). Thus, in the context of Mitra Siaga Hospital in Tegal, improving service quality will effectively encourage revisit intention if it also increases the satisfaction and perceived value of BPJS patients towards the services provided.

CONCLUSION

Based on the results of data analysis regarding the influence of Service Quality, Customer Satisfaction, and Customer Value on Revisit Intention among BPJS Kesehatan participants at Mitra Siaga Hospital in Tegal, several conclusions can be drawn as follows:

1. Service Quality has a positive and significant effect on Customer Satisfaction.
2. Service Quality has a positive and significant effect on Customer Value.
3. Service Quality does not have a direct effect on Revisit Intention.
4. Customer Satisfaction has a positive and significant effect on Customer Value.
5. Customer Satisfaction has a positive and significant effect on Revisit Intention.
6. Customer Value has a positive and significant effect on Revisit Intention.
7. Customer Satisfaction significantly mediates the effect of Service Quality on Revisit Intention.
8. Customer Value significantly mediates the effect of Customer Satisfaction on Revisit Intention.
9. Customer Satisfaction and Customer Value mediate the relationship between Service Quality and Revisit Intention.

Overall, this study confirms that increasing the revisit intention of BPJS Kesehatan patients at Mitra Siaga Tegal Hospital depends not only on service quality but also on the ability of the service to create satisfaction and positive value for customers.

The recommendations in this study reinforce the concepts of Service Quality and Behavioral Intention in the context of public services such as hospitals, particularly BPJS Kesehatan services. However, for further research, it is recommended to add other variables because the R-Square value of 73.2% indicates that there is still 16.8% of variance that remains unexplained. Based on the Commitment–Trust theory by Morgan & Hunt (1994), the variable of trust can be an important predictor in long-term marketing relationships. Furthermore, according to Sweeney & Soutar (2001), the perceived value variable is also relevant to expand the analysis. The addition of this variable is expected



to provide a more comprehensive understanding of the factors that influence the Revisit Intention of healthcare service participants.

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