

## The Influence of Hospital Image and Service Performance on Patient Revisit Intention at Medan City Hospital

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### Abstrak

Penelitian ini dilatarbelakangi oleh penurunan minat pasien untuk kembali berobat yang tercermin dari kecenderungan masyarakat untuk mempertimbangkan layanan alternatif di luar negeri serta pergeseran preferensi terhadap fasilitas dengan reputasi yang lebih baik dan pengalaman layanan yang lebih memuaskan. Tujuan penelitian ini adalah untuk mengidentifikasi dan menganalisis pengaruh citra rumah sakit, yang meliputi reputasi institusi, identitas visual, dan persepsi nilai, serta kinerja layanan terhadap minat pasien untuk kembali berobat di rumah sakit swasta di Kota Medan. Metode penelitian menggunakan pendekatan kuantitatif dengan penyebaran kuesioner, di mana teknik pengambilan sampel dilakukan secara purposive sampling untuk memastikan keterlibatan responden yang relevan berdasarkan pengalaman berobat tanpa asuransi pemerintah. Data kemudian diolah dengan aplikasi SmartPLS melalui analisis jalur untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan bahwa kedua variabel berpengaruh positif dan signifikan baik secara parsial maupun simultan terhadap minat pasien untuk kembali berobat. Implikasi penelitian ini menekankan pentingnya sinergi antara citra rumah sakit dan peningkatan kinerja sebagai langkah penting untuk memperkuat loyalitas pasien dan meningkatkan minat pasien untuk kembali berobat di rumah sakit swasta di Kota Medan.

**Kata kunci:** Citra Rumah Sakit, RSUD Kota Medan, Kepuasan Pasien, Niat Berkunjung Kembali, Kinerja Pelayanan

### Abstract

This research is motivated by a decrease in the intention of revisiting patients which is reflected in the tendency of the public to consider alternative services abroad as well as a shift in preferences towards facilities with a better reputation and a more satisfactory service experience. The purpose of the study was to identify and analyze the influence of hospital image, which includes institutional reputation, visual identity, and value perception, as well as service performance on patients' intention to return to treatment at private hospitals in Medan City. The research method uses a quantitative approach with questionnaire distribution, where the sampling technique is carried out by purposive sampling to ensure the involvement of relevant respondents based on their experience of treatment without government insurance. The data is then processed with the SmartPLS application through path analysis to test the relationships between variables. The results revealed that both variables had a positive and significant effect both partially and simultaneously on the patient's revisit intention. The implications of the study emphasize the importance of synergy between hospital image and performance improvement as an important step to strengthen patient loyalty and increase revisit intention of patients in private hospitals in Medan City.

**Keywords:** Hospital Image, Medan City Hospital, Patient Satisfaction, Revisit Intention, Service Performance

### Introduction

Global healthcare continues to undergo significant transformation as medical technology advances, increased mobility of patients across borders, and public expectations for higher quality of care (Cham et al., 2022). Currently, the service industry in the health sector is one of the promising business opportunities with rapid growth and high competition (Puspita et al., 2020). Competition between hospitals is now determined not only by the completeness of medical facilities and expertise, but also by non-technical factors such as institutional image and quality of patient experience. Hospitals are medical service providers with the basic principle of trust (Tanner & Kristaung, 2024). Hospitals are one of the health service facilities that have a very strategic role in

efforts to accelerate the improvement of public health (Wulandari & Lesmana, 2021). Globally, hospitals around the world face increasingly fierce competitive pressures as medical technology advances, easy access to information through digital platforms, and increasing patient awareness of the rights and quality of care (Pambudi, 2021). This can be proven by the declining image of health services in Indonesia, this is indicated by the high interest of people in seeking treatment abroad such as Malaysia and Singapore (Anfal, 2020). The population in this study is people who do not use BPJS and come from middle to upper middle hospitals in the Private category. In this section, the image of the institution including the hospital's reputation and online patient reviews combined with operational performance such as staff responsiveness, reliability of medical procedures, and supporting facilities are the main determining factors for patients in deciding to return to treatment at the same facility (Helmy et al., 2025).

The following data supports the explanation of the declining image of health services in Indonesia. Based on President Joko Widodo's statement, Indonesia has the potential to lose up to US\$ 11.5 billion (around Rp 180 trillion) due to approximately 1 million people going to Malaysia for treatment and 750 thousand to Singapore in 2023 ([INFOGRAPHIC: Hundreds of Trillions Floating for Medical Treatment Abroad - Infographic Katadata.co.id](#)). The results of the 2023 Indonesian Health Survey (SKI) show that 1 in 1,000 Indonesian households have accessed health services abroad in the last three years. The most services are medical check-ups, outpatient treatments, surgery, and disease diagnostics ([SKI 2023 Survey Reveals These 5 Provinces Go Abroad the Most for Treatment](#)). Kompas.com data records that nearly 1 million Indonesians go abroad for treatment every year, with foreign exchange leakage approaching Rp 200 trillion per year. Around 47.2 percent of foreign patients in Singapore are from Indonesia, indicating a high preference for services in neighboring countries ([Millions of Indonesians Choose to Seek Medical Treatment Abroad, Foreign Exchange "Leaks" Rp 200 Trillion Every Year](#)).

North Sumatra Province, with a population of more than 15.64 million people ([North Sumatra Province in 2024 Figures - Central Statistics Agency of North Sumatra Province](#)), faces the challenge of providing equitable health services in urban and rural areas. In this region, there are various types of facilities ranging from government and private hospitals to specialized clinics that compete with each other to strengthen the hospital's reputation (hospital image) and improve service performance to influence patients' intention to revisit. The city of Medan, as an urban center in North Sumatra, is facing a surge in demand for health services as the population grows and the prevalence of non-communicable diseases. The fragmentation of service providers creates a dynamic competitive landscape. Health services in Medan City include government hospitals, private hospitals, special facilities, and international clinics. Patients choose based on reputation, distance, cost, and social recommendations. Medan City Hospital acts as the main referral hospital with bed capacity and complete specialist services. Public expectations for services at this institution are very high. However, there are various problems that make hospitals decrease in revisit intention.

Medan City Hospital, as the regional referral hospital in North Sumatra, has shown declines in patient visits and patient satisfaction that strengthen the local rationale for this study: internal hospital reports indicate a downward trend in outpatient and inpatient visits over the past two years, while the most recent patient satisfaction survey recorded average scores below the regional averages published by the Medan City Health Office. Additionally, public complaint about local media coverage during 2023–2024 documented long queues, administrative duplication, and hygiene incidents at several Medan hospitals, undermining institutional image and prompting some patients to seek alternative facilities. The following data shows the explanation of the decline in revisit intention:

**Table 1. Data Supporting the Decline in Private Hospital Revisit Intention**

No.	Problem Explanation	Source
1	The acting director was removed following long queues, slow complaint responses, and poor hygiene.	<a href="#">detikcom</a>
2	The practice of fictitious claims and manipulation of patient data to cover hospital operational costs.	<a href="#">Kompas.com</a>
3	The patient's family went berserk after his wife died, protesting alleged medical and procedural negligence.	<a href="#">Kompas.com</a>
4	The victim's family highlighted poor quality control, lack of supervision, and patient safety.	<a href="#">Kompas.com</a>
5	Inpatient services have not implemented KRIS, leading to double queues, scattered data, and medical record errors.	<a href="#">Kompas.com</a>

Revisit intention is defined as the tendency of patients to return to the same hospital services in the future, reflecting their level of trust, satisfaction, and loyalty (Ajkiani Nurfa et al., 2023). Revisit intention usually occurs when the customer buys a product/service, after the process the customer will assess and provide a final evaluation for the product/service he consumes (Masykur et al., 2022). As a form of operational sustainability and competitiveness of hospitals, revisit intention is not only influenced by the general perception of the institution, but also by concrete experiences during the service process. Revisit intention or intention to revisit patients is the main benchmark in assessing the success of hospital management strategies.

Hospitals often face low patient revisit intentions which is reflected in the number of second or subsequent visits that are not in accordance with management expectations. This problem arises allegedly due to the declining image of the hospital due to negative reviews on social media, lack of transparency of information about the excellence of services and doctors' credentials, and the lack of positive testimonials that can neutralize bad perceptions. The most fundamental problem of hospital image is the mismatch between brand promises in promotional materials and the patient experience in the field. When Medan City Hospital highlights modern facilities and expert doctors in brochures or digital advertisements, but in reality, the service queue is long, the equipment sometimes does not work, and the staff is not communicative, patients will doubt the credibility of the institution. This difference creates cognitive dissonance, patients feel that they have been persuaded by the "premium" image of the hospital, but the services received do not reflect the promised standards. As a result, initial trust is eroded and the intention to return to treatment decreases.

In addition, proactively unmanaged digital reputations worsen the overall image. Negative reviews about the cleanliness of the room, the length of the registration process, or the cold attitude of medical staff are easily spread on platforms such as Google Review or social media without any official response from the hospital. Without systematic monitoring and feedback handling, the impression of "indifference" to patient complaints is firmly embedded in the public's mind. On the other hand, the visual identity of the logo, slogan, and tone of voice is often variable or inconsistent, so that the patient's revisit intention becomes weak and the positive experience is difficult to re-associate with the Medan City Hospital. Image interpretation can be taught through didactic sessions, image review sessions, or review of teaching files with annotated images (Soni et al., 2019).

**Table 2. Percentage of negative reviews from some hospitals**

Yes	Hospital	% Cleanliness	% Registration Process Length	% Officer's Attitude
1	Siloam Hospital Medan	20%	32%	25%
2	Columbia Asia Hospital Medan	22%	35%	18%
3	Regina Maris Hospital Medan	18%	20%	17%
4	Murni Teguh Hospital Medan	30%	26%	28%
5	Mitra Medika Premiere Hospital Medan	25%	22%	21%

On the operational side, sluggish service performance also appears to affect revisit intention, especially in the waiting time for diagnosis and administrative processes that trigger patient dissatisfaction from the beginning of the visit (Basalamah et al., 2021). Eventually, patients who feel the process is convoluted prefer other facilities, so the hospital loses potential revenue and reputation. Hospitals as one of the service industries are required to provide an optimal and quality service for their performance in serving consumers, in this case patients (Purwanto et al., 2022). In the field, there is often a discrepancy between the hospital's marketing promises and the actual patient experience (Humami et al., 2024). Institutional advertisements often highlight luxurious facilities and advanced technology, but interdepartmental services show a variation in quality: there are treatment rooms with excellent hygiene and friendly attendants, while in other units patients complain of poor hygiene and poor communication of staff (Pamungkas et al., 2016). When reality doesn't live up to its promises, patient trust deteriorates, weakening brand image and triggering the assumption that hospitals only care about image without paying attention to operational standards. This condition is exacerbated if there is no effective feedback mechanism to follow up on complaints, making negative impressions difficult to correct.

In addition, the demographic dynamics of patients add to the complexity of maintaining revisit intention. For example, older patients require special service protocols such as administrative guidelines and an easily accessible environment, but these standards are often not standardized, making this group feel neglected. While millennials and Gen Z demand seamless digital interactions, from online registration to access to electronic medical records, the hospital's IT infrastructure and digital service flows are not yet optimal. The declining service performance due to the increased workload of staff without systematic compensation also gives the impression

that the quality of service is deteriorating. Without an integrated strategy that boosts the institution's image and improves every touch of service, patient loyalty tends to decline even if they are satisfied with the initial visit. The following data shows that patient loyalty tends to decline even though they are satisfied with their initial visit:

**Table 3. Data on the Latest Number of Patients at Murni Teguh Non-BPJS Hospital**

Month	Outpatient	Hospitalization	IGD	ER	Total of all new patients who have never been admitted before
January	76	74	38	16	56
February	93	89	28	15	83
March	126	126	40	15	88
April	109	109	55	24	76
May	193	139	92	36	112
June	151	151	79	34	151
July	12	143	87	32	290
<b>Total</b>	<b>760</b>	<b>831</b>	<b>419</b>	<b>172</b>	<b>858</b>

Meanwhile, the performance of this service also refers to the ability of the hospital to meet or exceed patient expectations through operational elements, ranging from the reliability of the process to the warmth of the attitude of medical and non-medical staff. There are three key factors make it difficult to provide equitable, high-quality health services in Indonesia such as limited resources, decentralized health policies, and a gap between strong public demand for quality care and the government's capacity to overcome bureaucratic hurdles and hospital service challenges (Akob et al., 2021). Improving the quality of health services also requires strategies such as performance assessments in order to maintain or level of health service performance (Ahmad Fachrurrozi et al., 2023). Performance appraisal is an employee performance control process that is evaluated based on certain standards. Performance appraisals are carried out effectively to direct nurses' behavior in order to produce high-quality services (Mudayana, 2014).

Various operational obstacles from service performance at Medan City Hospital often hinder the smooth process of patient service, ranging from long waiting times for registration and initial examinations to inaccurate consultation schedules with specialist doctors. Systematically unmanaged queues and convoluted administrative procedures trigger patient frustration from the first arrival, so the perception of the institution's reliability is immediately eroded. In addition, the unavailability of supporting facilities such as comfortable waiting rooms and always-on diagnostic tools adds to the burden of dissatisfaction, especially when patients are transferred between units without clear information (Manik & Dwiana, 2023).

Various international studies show that a positive image of hospitals encourages patients to return to the service, as a good reputation instills confidence in the quality of care (Damayanti & Kusumawardani, 2020). Patients tend to choose hospitals that have a consistent track record of healing and superior physician credentials. The balance between the hospital's brand image and improving its service performance is also suspected to be the key in facing fierce competition and in increasing the revisit intention of patients (Cham et al., 2020). Based on previous research that has been carried out shows that Service Quality has a direct effect on Revisit Intention, Hospital Image has an effect directly on Revisit Intention. (Rahman & Desembrianita, 2023).

## Literature Review

### *Revisit Intention*

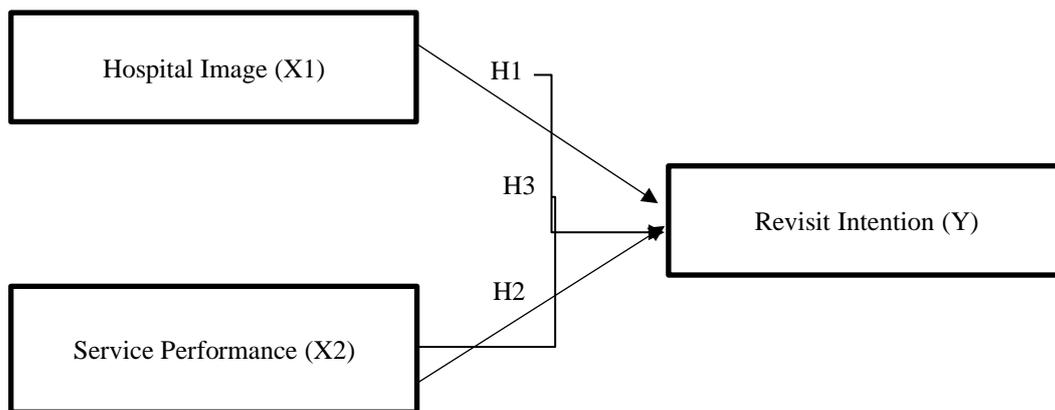
Revisit intention is a fundamental problem for a company's manager because revisit can provide more income and minimize costs (Rahman & Desembrianita, 2023). Revisit intention is a form of customer loyalty that have a form of behavior or a customer's desire to come back, give positive word-of-mouth, stay longer than expected, shop more than expected (Angelica & Bernarto, 2023). Human beings as economic beings have an instinct in meeting their needs to survive ambitiously and encourage the development of science and technology as a tool or medium to meet the life needs. This thing encourages the improvement of business ventures among the general public (Puddin et al., 2021). Based on the understanding of various experts, it can be concluded that revisit intention is the desire or intention of customers to revisit a place or reuse the same service as a direct response to the previous experience. Revisit intention consists of three indicators, namely Intention to recommend (Measures whether a patient is willing to actively endorse the hospital to others (family, friends, social networks), Intention to revisit (Captures the patient's explicit likelihood of returning to the same hospital for future care), and Resistance to change (Assesses the patient's reluctance to switch providers despite (Rahman & Desembrianita, 2023).

### **Hospital Image**

Hospital image is a form of excellence in business competition that is difficult for competitors to imitate because it can only be developed over a long period of time (Rahman & Desembrianita, 2023). Hospital image is expressed through various constituents, including many intangible impressions. A good image affects the public's trust towards a hospital (Yan et al., 2017). Based on the understanding of various experts, it can be concluded that hospital image is the overall perception and impression formed in public view regarding the reputation, quality of services, facilities, and values presented by a hospital. Hospital image consists of three indicators, namely Cognitive (The rational component of image: beliefs and knowledge about the hospital's capabilities), Affective (The emotional response patients have toward the hospital), and Conative (The behavioral-intent component of image: predispositions that lead to action) (Rahman & Desembrianita, 2023).

### **Service Performance**

Service performance is a global judgment, or attitude, relating to the superiority of the service, and explicated it as involving evaluations of the outcome and process of service ac (Bryan & Haryadi, 2018). Patient complaints are caused by the lack of management of health workers' working hours in performing services, for example, doctors come incorrectly and nurses come to the room late when patients need nurse assistance. This indicates poor service performance (Rezeki & Sariyunita, 2023). As customer satisfaction increases, customer loyalty can be established, leading to long-term relationships with the company (Rezeki et al., 2025). Based on the understanding of various experts, it can be concluded that service performance is a direct assessment of the service performance received by customers based on their real experience. There are several indicators of Service Performance, namely entitled tangibles (Physical evidence of service quality: cleanliness, modern equipment, comfortable waiting areas, visible staff professionalism), reliability (Consistency and accuracy of service delivery like correct diagnoses, consistent procedures, accurate records), responsiveness (Speed and willingness of staff to help patients like prompt registration, timeliness of examinations, rapid responses to questions/complaints), provide prompt service assurance (The staff's competence, courtesy, and ability to inspire confidence), empathy (Personalized attention and understanding shown by staff like respect, listening, emotional support, and individualized care) (Lee & Kim, 2017).



**Figure 1. Theoretical Framework**

The hypothesis in this study is:

- H<sub>1</sub>: It is assumed that there is an influence Hospital Image towards Revisit Intention
- H<sub>2</sub>: It is assumed that there is an influence Service Performance towards Revisit Intention
- H<sub>3</sub>: It is assumed that there is an influence Hospital Image and Service Performance towards Revisit Intention

### **Methodology**

This research was conducted in several hospitals in Medan City. This research was conducted from August to September 2025. This study uses a quantitative method and is carried out by distributing questionnaires to the people of Medan and then processing the data using the Smart PLS (Partial Least Squares) application program. The technique used in collecting samples is purposive sampling technique. According to Sugiyono (2022:127), the sample is part of the numbers and characteristics possessed by the population. Purposive sampling is a sample determination technique with certain considerations (Sugiyono, 2022). The population in this study is the people of Medan City who have been patients in well-known hospitals that do not receive BPJS such as

Columbia Asia, Siloam, Regina Maris, Murni Teguh Non BPJS, and Mitra Medika Premiere. The total population of the people of Medan City is 2,486,283 people. So that the total sample that will be used in this study is 100 respondents in the city of Medan after we count it with slovin formula. The author did not use the number of patients on these 5 hospitals, because the people who already treated on that 5 hospitals will go home, that's why the author use slovin and share the questionnaire to people in Medan City. The requirement or the criteria for respondents are the people should to fill out the questionnaire, and the people who have been treated at the hospital that is the object of the research.

### Research Result

**Table 4. Convergent Validity Test**

Code	Hospital Image	Service Performance	Revisit Intention
HI1	0.736		
HI2	0.773		
HI3	0.749		
HI4	0.793		
HI5	0.707		
HI6	0.738		
SP1		0.585	
SP2		0.759	
SP3		0.579	
SP4		0.676	
SP5		0.579	
SP6		0.530	
SP7		0.536	
SP8		0.659	
SP9		0.605	
SP10		0.554	
RI1			0.663
RI2			0.745
RI3			0.739
RI4			0.558
RI5			0.641
RI6			0.557

*Source of Processed Data 2025*

Based on the convergent validity test, all loading factor values of the Hospital Image (HI1-HI6), Service Performance (SP1-SP10), and Revisit Intention (RI1 – RI6) variables exceeded 0.50 each, so that all items were considered to be convergently valid.

**Table 5. Discriminating Validity Test**

Code	Hospital Image	Service Performance	Revisit Intention
HI1	0.736	0.546	0.579
HI2	0.773	0.194	0.539
HI3	0.749	0.587	0.740
HI4	<b>0.793</b>	0.411	0.674
HI5	0.707	0.478	0.523
HI6	0.738	0.303	0.561
SP1	0.416	0.585	0.322
SP2	0.556	<b>0.759</b>	0.691
SP3	0.179	0.579	0.341
SP4	0.361	0.676	0.500
SP5	0.324	0.579	0.505
SP6	0.500	0.530	0.401
SP7	0.282	0.536	0.326
SP8	0.327	0.659	0.330
SP9	0.048	0.605	0.333

SP10	0.325	0.554	0.291
RI1	0.657	0.365	0.663
RI2	0.731	0.443	<b>0.745</b>
RI3	0.576	0.755	0.739
RI4	0.321	0.272	0.558
RI5	0.429	0.405	0.641
RI6	0.342	0.444	0.557

Source of Processed Data 2025

The discriminant validity test showed that the correlation of each indicator to its construct was higher than the correlation with other constructs, confirming the instrument's ability to distinguish between constructs well. With the fulfillment of these two criteria, it can be concluded that the research instrument has adequate validity.

**Table 6. Reliability Test**

Code	Cronbach's alpha	Composite reliability (rho_c)
Hospital Image	0.845	0.885
Service Performance	0.815	0.854
Revisit Intention	0.742	0.816

Source of Processed Data 2025

In the reliability test, the Hospital Image variable obtained a Cronbach's Alpha value of 0.845 and a Composite Reliability (rho\_c) of 0.885, the Service Performance variable recorded Cronbach's Alpha 0.815 and rho\_c 0.854, while the Revisit Intention variable showed Cronbach's Alpha 0.742 and rho\_c 0.816 with all values above the threshold of 0.70, it can be concluded that each construct has good internal consistency and this research instrument is reliable to measure all three variables aforementioned.

**Table 7. R Square**

	R-square	R-square adjusted
RI	0.851	0.848

Source of Processed Data 2025

The R Square value of the Revisit Intention (RI) variable is 0.851, which indicates that the Hospital Image (HI) and Service Performance (SP) variables are able to explain the Revisit Intention (RI) variable by 85.1%. It can therefore be concluded that the model is considered strong.

**Table 8. Effect Size**

	Hospital Image	Service Performance	Revisit Intention
HI			3.328
SP			0.361
RI			

Source of Processed Data 2025

The influence of Hospital Image (HI) on Revisit Intention (RI) of 3,328 is considered strong. Meanwhile, the effect of Service Performance (SP) on Revisit Intention (RI) of 0.361 is considered strong.

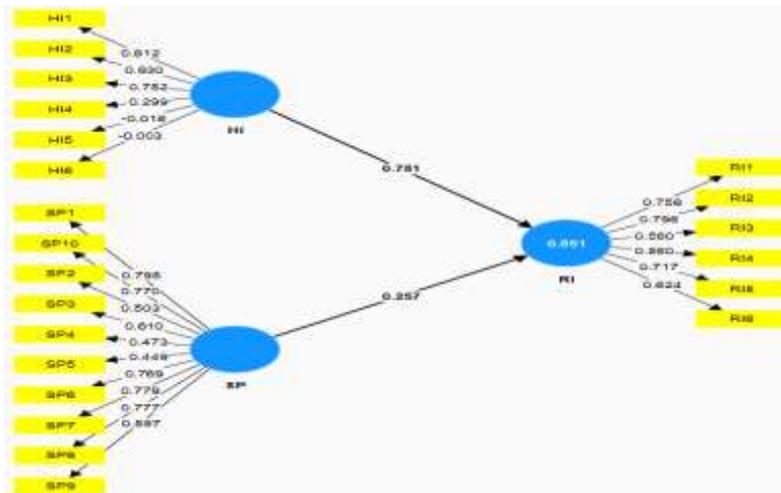


Figure 2. Overview Result

Table 9. Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
HI -> RI	0.781	0.775	0.062	12.518	0.000
SP -> RI	0.257	0.262	0.076	3.370	0.001

Source of Processed Data 2025

The explanation is as follows:

1. The Hospital Image (HI) variable obtained a statistical t-value of 12,518 > 1.96 or a p value of 0.000 < 0.05, then H1 was accepted, namely Hospital Image had an effect on Revisit Intention.
2. The Service Performance (SP) variable obtained a statistical t-value of 3,370 > 1.96 or a p value of 0.001 < 0.05, then H2 was accepted, namely Service Performance had an effect on Revisit Intention.

Table 10. Goodness Of Fit (GOF)

	Q <sup>2</sup> predict
RI	0.832

Source of Processed Data 2025

The Q<sup>2</sup> value is 0.832 > 0 and is in the strong category, so the model has predictive relevance or exogenous latent variables, namely Hospital Image (HI) and Service Performance (SP) are very good (very suitable) as explanatory variables that are able to predict the endogenous variable, namely Revisit Intention (RI).

## Discussion

### Hospital Image on Patient Revisit Intention at Medan City Hospital

The results of the study show that Hospital Image has a positive and significant effect on Revisit Intention in Medan City. Value *t* the statistics were 12,518 (*p* = 0.000). it also shows that positive perceptions about reputation, facilities, and quality of service encourage patient trust so that they are more likely to choose the same hospital in Medan City. Study Damayanti & Kusumawardani (2020) found that reputation and perception of quality affect patient trust and encourage revisit intention.

### Service Performance on Patient Revisit Intention at Medan City Hospital

Service performance has also been proven to have a positive and significant influence on revisit intention, with a value of *t* Statistics 3,370 (*p* = 0.001). Important things in service performance such as speed of response,

procedure reliability, staff friendliness, and quality of facilities prove crucial in shaping a satisfactory patient experience. When the enrollment process is fast, reliable diagnostic equipment, and the empathic attitude of the staff is met, the patient feels valued and safe so that their intention to return to his or her hospital will increase. Helmy et al. (2025) Adding evidence that operational improvements including accelerated administrative processes, procedural consistency, and improved staff communication resulted in patient satisfaction and trust that increased the likelihood of revisits.

### ***Hospital Image and Service Performance on Patient Revisit Intention at Medan City Hospital***

Simultaneously, hospital image and service performance together explain 85.1% variation in patient revisit intention ( $R^2 = 0.851$ ,  $Q^2 = 0.832$ ), demonstrating the model's excellent predictive relevance. The synergy between building a strong image and ensuring every touch of service meets patient expectations becomes a strategic foundation for maintaining loyalty. A hospital's image without consistent service performance can lose credibility, while great performance without weak reputation support makes it difficult to build long-term trust. Therefore, hospital managers need to integrate hospital image efforts with operational improvements, such as transparent digital campaigns so that patients feel the alignment between promises and real experiences, thus encouraging their willingness to seek treatment in the same hospital. Rahman & Desembrianita (2023) and related literature studies suggest integrated strategies for improving SOPs, online feedback monitoring, regular hygiene audits, and transparent communication as effective approaches to align brand promises with real experiences and strengthen revisit intention.

### **Conclusion**

Overall, this study proves that hospital image and service performance partially or simultaneously have a significant positive effect on patient revisit intention in private hospitals in Medan City, with both variables able to explain 85.1% of the variation in revisit intention. Based on these findings, hospital management is advised to maintain the consistency of brand promises through accurate promotions and stable visual identities, improve the reliability and responsiveness of service processes with strict operational standards and interpersonal skills training for staff, implement online feedback monitoring and handling systems to proactively respond to negative reviews, and optimize electronic medical records and registration platforms to Reduce wait times and duplicate data. In addition, regular cleanliness and quality audits of facilities need to be carried out to maintain positive patient perceptions, so that the integration of branding strategies with operational improvements can minimize cognitive dissonance, strengthen trust, and increase long-term loyalty.

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