

## Determinant Factors That Influence Repurchase Intention in Patients of Bhayangkara TK II Mas Kadiran Medan Hospital

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### **Abstract:**

*This study aims to find out what factors influence repurchase intention in patients at Bhayangkara TK II Mas Kadiran Hospital, Medan. This research method uses quantitative methods with associative research types. The sampling technique in this research used simple purposive sampling. The population in this study was 25,625 patients at Bhayangkara TK II Mas Kadiran Hospital, Medan, and using the Slovin formula technique with a significance level of 0.05, the total sample in this study was 394 respondents taken from part of the population. The data analysis used in this research is structural equation modeling-partial least squares (SEM-PLS) using SmartPLS software. Based on the results of hypothesis testing, the variables brand association, brand loyalty, customer experience and perceived quality have a positive and significant effect on repurchase intention through customer satisfaction at Bhayangkara TK II Mas Kadiran Hospital, Medan.*

### **Keywords:**

*Brand Association, Brand Loyalty, Customer Experience, Perceived Quality, Customer Satisfaction,*

## I. Introduction

Hospitals as public service organizations in the health sector face competition with thousands of other hospitals in a free market context with competition that requires hospitals to carry out strong organization and strategy. The ability to compete in a progressive marketing strategy through branding is one of the fundamental parts of a marketing strategy that has a significant role, especially in consumer formation.

To win the competition in capturing the market, hospitals must be able to carry out marketing or branding strategies through good performance towards patients. Hospitals provide the best service to their consumers which in the end will be able to provide meaning to consumers, so that the function and goals of the hospital can be achieved and gain a good and trustworthy image in the eyes of the public.

In a hospital branding strategy, you definitely want to grow and develop the brand that the hospital has created. Even success is one of the goals for getting fantastic profits. Branding as a process of establishing the meaning of a good and quality hospital really needs to be done in order to attract the attention of the public to make a particular hospital their preference for providing treatment. Health is an issue that must be taken seriously, so patients will choose health institutions or hospitals that have a clear image and quality. If a hospital does not succeed in establishing a good meaning so that it can be trusted, then patients will not choose that hospital for treatment because health is something that needs to be taken seriously by an institution that is truly trustworthy.

With this, hospitals must be able to grow their brand so that consumers can come back for treatment at the hospital. To create a brand that consumers can remember, hospitals must provide the best quality services so that they can attract consumer attention which will lead to repurchase intention for the service product. However, it is not easy for hospital managers because the services provided by hospitals involve the quality of life of their patients so that if an error occurs in a medical procedure it can have a negative impact on the patient.

Hospitals as part of the national health system are required to improve the quality of the provision of facilities and services which greatly influences consumers' interest in seeking treatment and remembering the hospital. For this reason, hospitals must have a brand that is easy to remember so that consumers can recognize the brand. Hospitals must create a brand that has distinctive characteristics so that it becomes a brand difference that will be remembered and can attract the attention of consumers to come back for treatment at the hospital. Each hospital will compete fairly with other hospitals in terms of the quality of facilities and services provided. If a hospital is able to compete in terms of the quality of providing facilities and services for patients, then the quality of providing facilities and services has reached the patient which will make patients come back to buy services and there will be repurchase intention in purchasing services at the hospital.

The quality of providing facilities in accepting and serving patients as consumers with various characteristics, hospitals must equip themselves to always listen to the complaints of pain experienced by consumers and have the ability to respond to every desire, consumer expectation and demands of health service service users so that there will be close relationships with health workers who always accompany and serve patients as consumers in order to attract patients to return to purchase services. The brand will reach the hearts of consumers if they get good quality and they will remember them so they keep coming back to buy products and services. There are various types of service product brands that want to enter the hearts of consumers, but before purchasing services, consumers will compare the brands they usually buy with other brands, because not all brands can win the hearts of consumers.

Brand which consumers always choose will make consumers loyal to the brand. Consumer loyalty is consumer loyalty to a brand that is liked and is top of mind, that is, the first brand that appears when considering a product quality category. The commitment that consumers have to a product brand will force their choice of choice to make a purchase by identifying differences in quality so that when consumers buy it will be more efficient, this is important to strengthen consumers in making repeat purchases of the product brand. (Nasution, 2019).

To find out whether the service products offered by hospitals are able to win the market and are liked by consumers, it is necessary to carry out research, one of the factors which influences repurchase intention is the consumer's choice of service products which often makes consumers confused about which service product to choose so that consumers more often choose the service product that is most remembered and most frequently chosen by consumers, this creates repurchase intention for a service product and achieves the function and goals of the hospital.

According to Teresia (2013), Repurchase intention is a decision taken by consumers to make repeated purchases of certain products or services by considering them and being influenced by the level of liking for the product. With high repurchase interest, companies can

compete with their competitors, because consumers have the intention to buy the products offered after getting a positive experience from using the product.(Setyorini, Retno & Nugraha, 2016).

Repurchase intention is the consumer's action whether or not to buy a product (Kotler, 2015). This situation is a form of emotional reaction that comes from within the consumer towards the product(Wu and Chen, 2014)and concerns feelings, thoughts, experiences, and external factors before making a purchasing decision(Yeh, 2015). The behavior of a consumer who wants to repurchase a product with the same brand arises from a positive attitude resulting from an evaluation of the suitability of the consumer's desired expectations for the brand based on experience with that brand. (Aslam, 2018).

The happy feelings of customers that come from good service activities will make customers feel satisfied and will make repeat purchases at the hospital because it meets expectations. Customer satisfaction and the quality of service provided by the hospital are interconnected. By knowing the level of customer satisfaction, hospital management can improve the quality of service which will create repurchase intention in the long term. The services provided by the hospital will determine the customer's interest in repurchasing the service product that has been experienced. If the customer is satisfied, the customer will make purchases continuously over a long period of time, which is the influence of customer satisfaction on the service product. So, when purchasing a service product, there are several factors that influence repurchase intention, such as: brand association, brand loyalty, customer experience, perceived quality and customer satisfaction as intervening variables.

According to Irsad (2021) Brand association influences customer satisfaction. A strong brand association will influence customers to remember the good experiences they had previously, satisfaction forms a good impression in the customer's memory, the more satisfied the customer is, the stronger the impression that will appear in the customer's memory. Thus, companies must be able to build brand associations with consumers, so that consumers always remember the brand. Brand association is the basis for consumer satisfaction and interest in repeated purchases of the same service product over a long period of time.

According to Prastiwi (2016), Brand association influences repurchase intention. Brand associations must have a strong impression of a brand so that consumers can remember the brand quickly and always buy the brand to experience the benefits in the long term. Positive brand associations will encourage consumers to use the brand and prefer brands that have always felt the benefits rather than newly known ones. Consumers will always feel the benefits of brands that are well known, of good quality, and brands that are always felt by famous people. A good brand association in the eyes of consumers will usually be easier to accept and feel the benefits of(Sari & I Wayan Santika, 2017). Brand associations can summarize a set of facts and specifications that may be difficult for consumers to process and access so that brand associations create solid information for consumers by creating facts that will influence consumers' memories to feel the benefits of service products again when purchasing services from the brand.(Wasil, 2017). Brand associations can add value to companies and their consumers, because they can help organize information to differentiate one brand from another(Prasetia, 2021).

Bhayangkara TK II Mas Kadiran Medan Hospital is a hospital that receives various types of health services which can be used as recommendations for families in carrying out medical check-ups by offering several service facilities that can help consumers overcome

health problems. To provide quality services and good facilities to consumers, it can be seen from the service activities carried out in the hospital. Meanwhile, interest in repurchasing services can be seen from how much consumer loyalty and consumer experience they have in repurchasing service products. Bhayangkara TK II Mas Kadiran Hospital, Medan, has various very high quality facilities in its services, making Bhayangkara TK II Mas Kadiran Hospital, Medan, easier for consumers to remember and purchase services at Bhayangkara TK II Mas Kadiran Hospital, Medan, and can make purchasing services an experience. To recommend service products to other consumers by assessing the quality of the provision of facilities and good service that the patient has received, the patient will purchase services repeatedly over a long period of time at the Bhayangkara TK II Mas Kadiran Hospital, Medan.

Judging from the brand of Bhayangkara TK II Mas Kadiran Hospital, Medan, many patients think that Bhayangkara TK II Mas Kadiran Hospital, Medan, only serves patients from the police and police families. The lack of information that the public knows about the Bhayangkara TK II Mas Kadiran Hospital in Medan causes customer satisfaction to decrease in purchasing services which will reduce repurchase intention at the Bhayangkara TK II Mas Kadiran Hospital in Medan.

Bhayangkara TK II Mas Kadiran Medan Hospital is a hospital in Medan serving patients from the city of Medan and outside the area because it is a general hospital. Bhayangkara TK II Mas Kadiran Medan Hospital accepts BPJS Health, BPJS Employment, General Patients and other insurance patients to be cured with the support of expert doctors and qualified nurses.

Therefore, Bhayangkara TK II Mas Kadiran Medan Hospital can provide information about accepting all patients in the form of promotions via brochures, banners, billboards or digitally. Bhayangkara TK II Mas Kadiran Medan Hospital must have agility in service by responding to patients who come so that patients remain loyal and do not feel disappointed by less than agile service attitudes as well as making doctor's schedules at specialist clinics more accurate, namely from the morning the doctor is on standby. Specialist clinic so that when a patient has registered they are served quickly and don't have to wait long, unless the doctor is carrying out major surgery on another patient in the operating room and it really takes quite a long time. The inadequate quality of the provision of facilities can also make loyal patients feel disappointed by standing while waiting for a doctor at a specialist clinic, thereby making the customer's experience and assessment in purchasing service products feel dissatisfied which results in reduced repurchase intention.

According to Mahanani, 2019 Brand loyalty influences customer satisfaction. Brand loyalty is a form of customer commitment with a service product to reuse a service product consistently without being influenced by various situations and other marketing that have a tendency to attract customers to switch brands. So when a customer feels satisfied, he will continue to buy the service product without paying attention to the quality offered by competitors' service products. Thus, customer satisfaction can provide benefits for service products where they will still have loyal customers who always buy service products repeatedly (Irsad, 2021).

According to Pradipta & Rizky (2022), Brand loyalty influences repurchase intention. Companies are required to be able to create brand loyalty for consumers in order to win the tight business competition. Companies must provide certainty of demand for consumers and create substantial barriers to competitors who want to take over the market. Companies must

build brand loyalty to consumers to strengthen the size and intensity of each brand by creating a foundation for consumer relationships with a brand so that they continue to choose that brand over time.(Kotler & Keller, 2014). Consumers who have a deep commitment to make repeat purchases of a brand that is their preference consistently in the future by purchasing the same brand of products and services repeatedly even though there are several things that can cause switching behavior(Nasution, 2019). Brand loyalty owned by a high brand shows a strong commitment from consumers to continue purchasing services and products and will build great self-confidence for consumers when purchasing services for a long time.(Fatimah, 2014).

## II. Research Methods

This research method uses quantitative methods, according to Sugiyono (2022). Quantitative methods are research methods based on positivism to examine certain populations or samples and random sampling with data collection using research instruments, statistical data analysis with the aim of testing predetermined hypotheses. Meanwhile, this type of research uses associative research, according to Sugiyono (2012), associative research is research with the aim of determining the influence of two or more variables. This research was conducted at the Bhayangkara TK II Mas Kadiran Hospital, Medan Jl. KH Wahid Hasyim No. 1, Merdeka, District. Medan Baru, Medan City, North Sumatra. In this study, the population in this study were all patients who came and had purchased services at the Bhayangkara TK II Mas Kadiran Hospital, Medan, totaling 25,625 patients in 2022. From this population of 25,625 patients, the sample size was determined using the Slovin formula so that the sample studied amounted to 394 respondents. Data collection techniques use questionnaires, observation and literature study. The data analysis method used is structural equation modeling-partial least squares (SEM-PLS) using SmartPLS software.

## III. Results and Discussion

### 3.1 Research Result

#### a. Frequency and Percentage Distribution Based on Brand Association (X1)

**Table 1.** Frequency and Percentage Distribution Based on Brand Association (X1)

P	STS		T.S		K.S		S		SS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
X1.1	0	0	0	0	97	24.62	160	40.61	137	34.77	394	100
X1.2	0	0	5	1.27	77	19.54	152	38.58	160	40.61	394	100
X1.3	0	0	3	0.76	86	21.83	126	31.98	179	45.43	394	100

Source: Data Processing Results (2023)

Based on Table 1:

- For question 1 (X1.1), 97 (24.62%) respondents answered KS, 160 (40.61%) respondents answered S and 137 (34.77%) respondents answered SS.
- For question 2 (X1.2), there were 5 (1.27%) respondents who answered TS, 77 (19.54%) respondents answered KS, 152 (38.58%) respondents answered S and 160 (40.61%) answered SS. .
- For question 3 (X1.3), 3 (0.76%) respondents answered TS, 86 (21.83%) respondents answered KS, 126 (31.98%) answered S and 179 (45.43%) answered SS.

**b. Frequency and Percentage Distribution Based on Brand Loyalty (X2)**

**Table 2.** Frequency and Percentage Distribution Based on Brand Loyalty (X2)

P	STS		T.S		K.S		S		SS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
X2.1	0	0	5	1.27	106	26.9	134	34.01	149	37.82	394	100
X2.2	0	0	4	1.02	87	22.08	134	34.01	169	42.89	394	100
X2.3	0	0	5	1.27	87	22.08	120	30.46	182	46.19	394	100
X2.4	0	0	3	0.76	95	24.11	135	34.26	161	40.86	394	100

Source: Data Processing Results (2023)

Based on Table 2:

- For question 1 (X2.1), there were 5 (1.27%) respondents who answered TS, 106 (26.90%) respondents answered KS, 134 (34.01%) respondents answered S and 149 (37.82%) answered SS.
- For question 2 (X2.2), there were 4 (1.02%) respondents who answered TS, 87 (22.08%) respondents answered KS, 134 (34.01%) respondents answered S and 169 (42.89%) respondents answered SS. .
- For question 3 (X2.3), there were 5 (1.27%) respondents who answered TS, 87 (22.08%) respondents answered KS, 120 (30.46%) respondents answered S and 182 (46.19%) respondents answered SS. .
- For question 4 (X2.4), there were 3 (0.76%) respondents who answered TS, 95 (24.11%) respondents answered KS, 135 (34.26%) respondents answered S and 161 (40.86%) respondents answered SS.

**c. Frequency and Percentage Distribution Based on Customer Experience (X3)**

**Table 3.** Frequency and Percentage Distribution Based on Customer Experience (X3)

P	STS		T.S		K.S		S		SS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
X3.1	0	0	5	1.27	88	22.34	128	32.49	173	43.91	394	100
X3.2	0	0	4	1.02	83	21.07	119	30.2	188	47.72	394	100

Source: Data Processing Results (2023)

Based on Table 3:

- For question 1 (X3.1), 5 (1.27%) respondents answered TS, 88 (22.34%) respondents answered KS, 128 (32.49%) answered S and 173 (43.91%) answered SS.
- For question 2 (X3.2), 4 (1.02%) respondents answered TS, 83 (21.07%) respondents answered KS, 119 (30.20%) answered S and 188 (47.72%) answered SS.

**d. Frequency and Percentage Distribution Based on Perceived Quality (X4)**

**Table 4.** Frequency and Percentage Distribution Based on Perceived Quality (X4)

P	STS		T.S		K.S		S		SS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
X4.1	0	0	11	2.79	99	25.13	119	30.2	165	41.88	394	100
X4.2	0	0	12	3.05	93	23.6	110	27.92	179	45.43	394	100
X4.3	0	0	12	3.05	96	24.37	124	31.47	162	41.12	394	100

X4.4	0	0	6	1.52	103	26.14	130	32.99	155	39.34	394	100
X4.5	0	0	7	1.78	97	24.62	110	27.92	180	45.69	394	100

Source: Data Processing Results (2023)

Based on Table 4:

- For question 1 (X4.1), 11 (2.79%) respondents answered TS, 99 (25.13%) respondents answered KS, 119 (30.20%) respondents answered S and 165 (41.88%) respondents answered SS.
- For question 2 (X4.2), 12 (3.05%) respondents answered TS, 93 (23.60%) respondents answered KS, 110 (27.92%) respondents answered S and 179 (45.43%) respondents answered SS.
- For question 3 (X4.3), 12 (3.05%) respondents answered TS, 96 (24.37%) respondents answered KS, 124 (31.47%) answered S and 162 (41.12%) answered SS.
- For question 4 (X4.4), there were 6 (1.52%) respondents who answered TS, 103 (26.14%) respondents answered KS, 130 (32.99%) respondents answered S and 155 (39.34%) respondents answered SS.
- For question 5 (X4.5), 7 (1.78%) respondents answered TS, 97 (24.62%) respondents answered KS, 110 (27.92%) respondents answered S and 180 (45.69%) respondents answered SS.

#### e. Frequency and Percentage Distribution Based on Customer Satisfaction (Z)

**Table 5.** Frequency and Percentage Distribution Based on Customer Satisfaction (Z)

P	STS		T.S		K.S		S		SS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Z1	0	0	0	0	72	18.27	128	32.49	194	49.24	394	100
Z2	0	0	0	0	87	22.08	135	34.26	172	43.65	394	100
Z3	0	0	0	0	88	22.34	119	30.2	187	47.46	394	100

Source: Data Processing Results (2023)

Based on Table 5:

- For question 1 (Z1), 72 (18.27%) respondents answered KS, 128 (32.49%) respondents answered S and 194 (49.24%) respondents answered SS.
- For question 2 (Z2), 87 (22.08%) respondents answered KS, 135 (34.26%) respondents answered S and 172 (43.65%) respondents answered SS.
- For question 3 (Z3), 88 (22.34%) respondents answered KS, 119 (30.20%) respondents answered S and 187 (47.46%) respondents answered SS.

#### f. Frequency and Percentage Distribution Based on Repurchase Intention (Y)

**Table 6.** Frequency and Percentage Distribution Based on Repurchase Intention (Y)

P	STS		T.S		K.S		S		SS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Y1	0	0	8	2.03	80	20.3	131	33.25	175	44.42	394	100
Y2	0	0	6	1.52	90	22.84	158	40.1	140	35.53	394	100
Y3	0	0	2	0.51	84	21.32	143	36.29	165	41.88	394	100
Y4	0	0	1	0.25	87	22.08	119	30.2	187	47.46	394	100

Source: Data Processing Results (2023)



Based on Table 6:

- a. For question 1 (Y1), 8 (2.03%) respondents answered TS, 80 (20.30%) respondents answered KS, 131 (33.25%) answered S and 175 (44.42%) answered SS.
- b. For question 2 (Y2), there were 6 (1.52%) respondents who answered TS, 90 (22.84%) respondents answered KS, 158 (40.10%) respondents answered S and 140 (35.53%) respondents answered SS.
- c. For question 3 (Y3), 2 (0.51%) respondents answered TS, 84 (21.32%) respondents answered KS, 143 (36.29%) answered S and 165 (41.88%) answered SS.
- d. For question 4 (Y4), 1 (0.25%) respondent answered TS, 87 respondents answered KS (22.08%), 119 respondents answered S (30.20%) and 187 respondents answered SS (47.46%).

### g. Data and Analysis Results

This research uses the method *structural equation modeling-partial least squares* (SEM-PLS) using SmartPLS software.

#### 1. Evaluation of the Outer Model (Measurement Model): Validity and Reliability Testing

Convergent validity is part of the measurement model which in SEM-PLS is usually called the outer model, while in covariance-based SEM it is called confirmatory factor analysis (CFA) (Sholihin and Dwi, 2013:64). There are two criteria to assess whether the outer model (measurement model) meets the convergent validity requirements for reflective constructs, namely (1) loading must be above 0.7 and (2) p value is significant ( $<0.05$ ) (Sholihin and Dwi, 2013:65). However, in some cases, loading requirements above 0.7 are often not met, especially for newly developed questionnaires. Therefore, loadings between 0.40-0.70 should still be considered to be maintained (Sholihin and Dwi, 2013:66).

Indicators with loadings below 0.40 should be removed from the model. However, for indicators with loadings between 0.40 and 0.70, we should analyze the impact of the decision to delete these indicators on average variance extracted (AVE) and composite reliability. We can remove indicators with loadings between 0.40 and 0.70 if they can increase average variance extracted (AVE) and composite reliability above their threshold (Sholihin and Dwi, 2013:67). The AVE limit value is 0.50 and composite reliability is 0.7. Another consideration in removing indicators is the impact on the content validity of the construct. Indicators with small loadings are sometimes retained because they contribute to construct content validity (Sholihin and Dwi, 2013:67). Table 7 presents the loading values for each indicator.

**Table 7.** Validity Testing Based on Outer Loading

	<i>Brand Association (X1)</i>	<i>Brand Loyalty (X2)</i>	<i>Customer Experience (X3)</i>	<i>Customer Satisfaction (Z)</i>	<i>Perceived Quality (X4)</i>	<i>Repurchase Intention (Y)</i>
X1.1	0.881					
X1.2	0.848					
X1.3	0.845					
X2.1		0.858				
X2.2		0.829				
X2.3		0.793				
X2.4		0.861				
X3.1			0.895			
X3.2			0.895			
X4.1					0.860	



X4.2					0.854	
X4.3					0.824	
X4.4					0.880	
X4.5					0.860	
Y1						0.853
Y2						0.822
Y3						0.798
Y4						0.884
Z1				0.848		
Z2				0.847		
Z3				0.825		

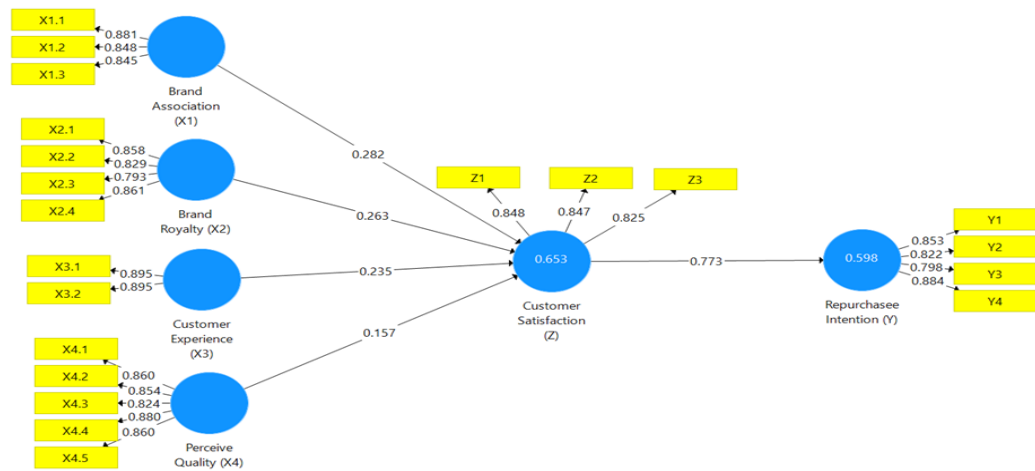
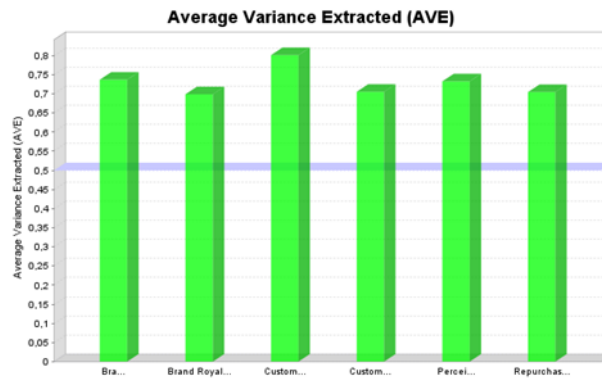


Figure 1. Testing Validity Based on Outer Loading

Based on testing the validity of the outer loading in Table 8 and Figure 1, it is known that all outer loading values are  $> 0.7$ , which means that they have met the validity requirements based on the loading value. Next, validity testing is carried out based on the average variance extracted (AVE) value.

Table 8. Based on Validity Testing Average Variance Extracted(AVE)

	<i>Average Variance Extracted(AVE)</i>
<i>Brand Association (X1)</i>	0.737
<i>Brand Loyalty (X2)</i>	0.699
<i>Customer Experience (X3)</i>	0.801
<i>Customer Satisfaction (Z)</i>	0.705
<i>Perceived Quality (X4)</i>	0.733
<i>Repurchase Intention (Y)</i>	0.705

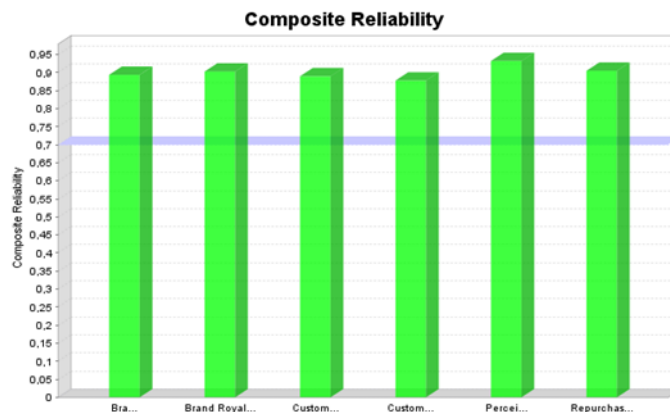


**Figure 2.** Validity Testing Based Average Variance Extracted(AVE)

The recommended AVE value is above 0.5 (Sholihin and Dwi, 2013:67). It is known that all AVE values are  $> 0.5$ , which means they meet the validity requirements based on AVE. Next, reliability testing is carried out based on the composite reliability (CR) value.

**Table 9.** Based on Reliability Testing *Composite Reliability*(CR)

	<i>Composite Reliability</i>
<i>Brand Association (X1)</i>	<b>0.894</b>
<i>Brand Loyalty (X2)</i>	<b>0.903</b>
<i>Customer Experience (X3)</i>	<b>0.890</b>
<i>Customer Satisfaction (Z)</i>	<b>0.878</b>
<i>Perceived Quality (X4)</i>	<b>0.932</b>
<i>Repurchase Intention (Y)</i>	<b>0.905</b>



**Figure 3.** Based on Reliability Testing Cronbach's Alpha(CA)

The recommended CA value is above 0.7 (Sholihin and Dwi, 2013:67). It is known that all CA values are  $> 0.7$ , which means they meet the reliability requirements based on Cronbach's alpha. Next, discriminant validity testing was carried out using the Fornell-Larcker approach. Table 4.15 presents the results of discriminant validity testing.

**Table 10.** Discriminant Validity Testing: Fornell & Larcker

	<i>Brand Association (X1)</i>	<i>Brand Loyalty (X2)</i>	<i>Customer Experience (X3)</i>	<i>Customer Satisfaction (Z)</i>	<i>Perceived Quality (X4)</i>	<i>Repurchase Intention (Y)</i>
<i>Brand Association (X1)</i>	(0.858)					
<i>Brand Loyalty (X2)</i>	0.724	(0.836)				
<i>Customer Experience (X3)</i>	0.612	0.608	(0.895)			
<i>Customer Satisfaction (Z)</i>	0.721	0.720	0.662	(0.840)		
<i>Perceived Quality (X4)</i>	0.665	0.700	0.604	0.670	(0.856)	
<i>Repurchase Intention (Y)</i>	0.748	0.724	0.665	0.773	0.672	(0.840)

Note: The value between “( )” is the square root of AVE

In discriminant validity testing, the AVE square root value of a latent variable is compared with the correlation value between that latent variable and other latent variables. It is known that the square root value of AVE for each latent variable is greater than the correlation value between that latent variable and other latent variables. So it is concluded that it has met the requirements for discriminant validity.

**Table 11.** Discriminant Validity Testing: Cross-Loading

	<i>Brand Association (X1)</i>	<i>Brand Loyalty (X2)</i>	<i>Customer Experience (X3)</i>	<i>Customer Satisfaction (Z)</i>	<i>Perceived Quality (X4)</i>	<i>Repurchase Intention (Y)</i>
<b>X1.1</b>	0.881	0.677	0.533	0.641	0.637	0.659
<b>X1.2</b>	0.848	0.581	0.524	0.618	0.529	0.601
<b>X1.3</b>	0.845	0.604	0.520	0.595	0.542	0.666
<b>X2.1</b>	0.616	0.858	0.471	0.575	0.612	0.599
<b>X2.2</b>	0.638	0.829	0.546	0.635	0.569	0.607
<b>X2.3</b>	0.594	0.793	0.499	0.585	0.504	0.627
<b>X2.4</b>	0.569	0.861	0.511	0.606	0.653	0.587
<b>X3.1</b>	0.532	0.539	0.895	0.592	0.575	0.573
<b>X3.2</b>	0.564	0.549	0.895	0.594	0.506	0.617
<b>X4.1</b>	0.592	0.637	0.491	0.561	0.860	0.590
<b>X4.2</b>	0.535	0.562	0.529	0.567	0.854	0.558
<b>X4.3</b>	0.572	0.568	0.541	0.557	0.824	0.594
<b>X4.4</b>	0.608	0.653	0.507	0.597	0.880	0.582
<b>X4.5</b>	0.537	0.574	0.517	0.586	0.860	0.551
<b>Y1</b>	0.581	0.555	0.543	0.613	0.509	0.853
<b>Y2</b>	0.647	0.632	0.600	0.636	0.668	0.822

<b>Y3</b>	0.647	0.629	0.553	0.677	0.549	0.798
<b>Y4</b>	0.630	0.611	0.535	0.665	0.527	0.884
<b>Z1</b>	0.578	0.562	0.556	0.848	0.465	0.703
<b>Z2</b>	0.630	0.659	0.557	0.847	0.621	0.625
<b>Z3</b>	0.607	0.592	0.555	0.825	0.604	0.620

Based on the results of discriminant validity testing using a cross-loading approach, the indicators of each latent variable are good in terms of reflecting or representing the latent variable.

## 2. Significance Test (Bootstrapping) (Hypothesis Test) (Inner Model)

**Table 12.** Path Coefficient Test & Significance of Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<i>Brand Association(X1) -&gt; Customer Satisfaction (Z)</i>	0.282	0.283	0.087	3,262	<b>0.001</b>
<i>Brand Loyalty(X2) -&gt; Customer Satisfaction (Z)</i>	0.263	0.267	0.087	3,036	<b>0.003</b>
<i>Customer Experience(X3) -&gt; Customer Satisfaction (Z)</i>	0.235	0.230	0.054	4,333	<b>0,000</b>
<i>Customer Satisfaction(Z) -&gt; Repurchase Intention (Y)</i>	0.773	0.772	0.040	19,557	<b>0,000</b>
<i>Perceived Quality(X4) -&gt; Customer Satisfaction (Z)</i>	0.157	0.150	0.065	2,423	<b>0.016</b>

Based on the results in Table 12, the following results are obtained:

- Brand Association(X1)* has a positive effect on Customer Satisfaction (Z), with a coefficient value (Original Sample column) = 0.282, and is significant, with T-Statistics = 3.262 > 1.96 and P-Values = 0.001 < 0.05 (Hypothesis Accepted).
- Brand Loyalty(X2)* has a positive effect on Customer Satisfaction (Z), with a coefficient value (Original Sample column) = 0.263, and is significant, with T-Statistics = 3.036 > 1.96 and P-Values = 0.003 < 0.05 (Hypothesis Accepted).
- Customer Experience(X3)* has a positive effect on Customer Satisfaction (Z), with a coefficient value (Original Sample column) = 0.235, and is significant, with T-Statistics = 4.333 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis Accepted).
- Perceived Quality(X4)* has a positive effect on Customer Satisfaction (Z), with a coefficient value (Original Sample column) = 0.157, and is significant, with T-Statistics = 2.423 > 1.96 and P-Values = 0.016 < 0.05 (Hypothesis Accepted).

- e. *Customer Satisfaction*(Z) has a positive effect on Repurchase Intention (Y), with a coefficient value (Original Sample column) = 0.773, and is significant, with T-Statistics = 19.557 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis Accepted).

**Table 13. R-Square**

	R Square
<i>Customer Satisfaction (Z)</i>	0.653
<i>Repurchase Intention (Y)</i>	0.598

Is known:

- The R-Square value of Customer Satisfaction (Z) is 0.653, which means that Brand Association (X1), Brand Loyalty (X2), Customer Experience (X3), Perceived Quality (X4) are able to explain or influence Customer Satisfaction (Z) of 65, 3%, the remaining 34.7% is influenced by other factors.
- The R-Square value of Repurchase Intention (Y) is 0.598, which means that Customer Satisfaction (Z) is able to explain or influence Repurchase Intention (Y) by 59.8%, other factors influence the remaining 40.2%.

**Table 14. Q-Square**

	Q <sup>2</sup> (=1-SSE/SSO)
<i>Customer Satisfaction (Z)</i>	0.450
<i>Repurchase Intention (Y)</i>	0.414

Is known:

- The Q-Square (Q2) value of Customer Satisfaction (Z) is 0.450 > 0, which means Brand Association (X1), Brand Loyalty (X2), Customer Experience (X3), Perceived Quality (X4) have predictive relevance to Customer Satisfaction (Z).
- The Q-Square (Q2) value of Repurchase Intention (Y) is 0.414 > 0, which means Customer Satisfaction (Z) has predictive relevance to Repurchase Intention (Y).

**Table 15. Goodness of Fit Model Testing**

	EstimatedModel
SRMR	0.099

It is known that based on the results of the SRMR goodness of fit test, the SRMR value = 0.099 < 0.1, it is concluded that the model is FIT.

**Table 16. Mediation Testing (Indirect Influence)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<i>Brand Association(X1) -&gt; Customer Satisfaction (Z) -&gt; Repurchase Intention (Y)</i>	0.218	0.219	0.068	3,223	0.001
<i>Brand Loyalty(X2) -&gt; Customer Satisfaction (Z) -&gt; Repurchase Intention (Y)</i>	0.203	0.206	0.068	2,985	0.003

<i>Customer Experience(X3) -&gt; Customer Satisfaction (Z) -&gt; Repurchase Intention (Y)</i>	0.182	0.178	0.045	4,058	<b>0,000</b>
<i>Perceived Quality(X4) -&gt; Customer Satisfaction (Z) -&gt; Repurchase Intention (Y)</i>	0.122	0.116	0.051	2,400	<b>0.017</b>

Based on the results of the mediation test in Table 16:

- Customer Satisfaction(Z)* significantly mediates the relationship between Brand Association (X1) and Repurchase Intention (Y), with T-Statistics = 3.223 > 1.96 and P-Values = 0.001 < 0.05 (Mediation Hypothesis Accepted).
- Customer Satisfaction(Z)* significantly mediates the relationship between Brand Loyalty (X2) and Repurchase Intention (Y), with T-Statistics = 2.985 > 1.96 and P-Values = 0.003 < 0.05 (Mediation Hypothesis Accepted).
- Customer Satisfaction(Z)* significantly mediates the relationship between Customer Experience (X3) and Repurchase Intention (Y), with T-Statistics = 4.058 > 1.96 and P-Values = 0.000 < 0.05 (Mediation Hypothesis Accepted).
- Customer Satisfaction(Z)* significantly mediates the relationship between Perceived Quality (X4) and Repurchase Intention (Y), with T-Statistics = 2,400 > 1.96 and P-Values = 0.017 < 0.05 (Mediation Hypothesis Accepted).

### 3.2 Discussion

Based on the results of data analysis on problems that have been tested using structural equation modeling-partial least squares(SEM-PLS) using SmartPLS software.

Based on hypothesis testing, it was found that brand association has a positive and significant effect on customer satisfaction and repurchase intention. These results are in line with research conducted by Irsad (2021) and Prastiwi (2016), which results that brand association has a positive and significant influence on customer satisfaction and repurchase intention.

These results indicate that the brand association at Bhayangkara TK II Mas Kadiran Hospital, Medan, has an influence on patients who purchase service products with the quality provided, which will make patients feel satisfaction and make repeat purchases of service products.

This is in line with brand loyalty which also has a positive and significant effect on customer satisfaction and repurchase intention. These results are in line with research Pradipta & Rizky (2022), which show that brand loyalty has a positive and significant influence on customer satisfaction and repurchase intention.

These results show that brand loyalty at Bhayangkara TK II Mas Kadiran Hospital, Medan, has an influence on patients, with the loyalty and satisfaction that patients get from service products, which will make patients make purchases for a long time.

Sauw (2023) and Sumiyati and Ryani (2021) assume that customer experience has a positive and significant influence on customer satisfaction and repurchase intention.

These results show that the customer experience at the Bhayangkara TK II Mas Kadiran Hospital in Medan has an influence on patients with the experience they feel and the satisfaction they get when purchasing service products so that patients will continue to choose the same service product in purchases over a long period of time.

#### IV. Conclusion

Based on the research results, it can be concluded that:

1. The R-Square value of Customer Satisfaction (Z) is 0.653, which means that Brand Association (X1), Brand Loyalty (X2), Customer Experience (X3), Perceived Quality (X4) are able to explain or influence Customer Satisfaction (Z) of 65, 3%, the remaining 34.7% is influenced by other factors.
2. The R-Square value of Repurchase Intention (Y) is 0.598, which means that Customer Satisfaction (Z) is able to explain or influence Repurchase Intention (Y) by 59.8%, the remaining 40.2% is influenced by other factors.
3. *Brand Association*(X1) has a positive effect on Customer Satisfaction (Z), with a coefficient value (Original Sample column) = 0.282, and is significant, with T-Statistics = 3.262 > 1.96 and P-Values = 0.001 < 0.05 (Hypothesis Accepted).
4. *Brand Loyalty*(X2) has a positive effect on Customer Satisfaction (Z), with a coefficient value (Original Sample column) = 0.263, and is significant, with T-Statistics = 3.036 > 1.96 and P-Values = 0.003 < 0.05 (Hypothesis Accepted).
5. *Customer Experience*(X3) has a positive effect on Customer Satisfaction (Z), with a coefficient value (Original Sample column) = 0.235, and is significant, with T-Statistics = 4.333 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis Accepted).
6. *Customer Satisfaction*(Z) has a positive effect on Repurchase Intention (Y), with a coefficient value (Original Sample column) = 0.773, and is significant, with T-Statistics = 19.557 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis Accepted).
7. *Perceived Quality*(X4) has a positive effect on Customer Satisfaction (Z), with a coefficient value (Original Sample column) = 0.157, and is significant, with T-Statistics = 2.423 > 1.96 and P-Values = 0.016 < 0.05 (Hypothesis Accepted).
8. *Customer Satisfaction*(Z) significantly mediates the relationship between Brand Association (X1) and Repurchase Intention (Y), with T-Statistics = 3.223 > 1.96 and P-Values = 0.001 < 0.05 (Mediation Hypothesis Accepted).
9. *Customer Satisfaction*(Z) significantly mediates the relationship between Brand Loyalty (X2) and Repurchase Intention (Y), with T-Statistics = 2.985 > 1.96 and P-Values = 0.003 < 0.05 (Mediation Hypothesis Accepted).
10. *Customer Satisfaction*(Z) significantly mediates the relationship between Customer Experience (X3) and Repurchase Intention (Y), with T-Statistics = 4.058 > 1.96 and P-Values = 0.000 < 0.05 (Mediation Hypothesis Accepted).
11. *Customer Satisfaction*(Z) significantly mediates the relationship between Perceived Quality (X4) and Repurchase Intention (Y), with T-Statistics = 2,400 > 1.96 and P-Values = 0.017 < 0.05 (Mediation Hypothesis Accepted).



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