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THE EFFECT OF CLINICAL COMPETENCE, PERSONA IMAGE AND ACCESSIBILITY OF DOCTOR'S SERVICES ON PATIENT REVISIT INTENTION AT HOSPITAL X

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Abstract.
The purpose of this study is to analyze the relationship between the influence of clinical competence, persona image, and service accessibility on patient satisfaction, which will influence repeat visit intentions. This study employed a quantitative methodology, analyzing data collected from questionnaires completed by 182 respondents. Researchers carried out an analysis using primary data obtained by distributing questionnaires via Google Forms at Hospital X in the Solo Raya area. The research results showed that the doctor's clinical competence, persona image, and service accessibility influence patient satisfaction, which can influence the patient's intention to revisit. This research can provide important insights for health service providers, especially hospitals, to be able to develop strategies aimed at increasing patient retention through increasing clinical competence, positive persona image of doctors, and ease of service accessibility to improve service quality with the primary objective of enhancing the volume of patient visits.

Keywords: clinical competence, patient satisfaction, persona image, return intention, service accessibility

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INTRODUCTION

Awareness of the importance of health in society is increasing along with advances in all aspects of the healthcare business (Abutar & Wuisan, 2024; Wandebori, 2017). Sick people face challenges in being able to continue to improve the quality of services with the aim of maintaining patient loyalty (Irdan et al., 2023; Putra et al., 2023; Sari et al., 2022). Hospital X, located in Solo Raya, found a phenomenon that attracted attention, namely the fluctuation in the number of patient repeat visits, which is one of the indicators of patient satisfaction and trust in the services at the hospital (Mandagi et al., 2023; Ongkaruna & Kristaung, 2023; Rifa & Bernarto, 2023). Several studies show that factors such as clinical competence, persona image, and accessibility of services provided by doctors have an important role in increasing patient satisfaction in making decisions to make visits Again, however, the relationship between the three factors that can increase patient satisfaction as a mediator and the intention of patient revisits is not fully understood (Lee & Kim, 2017; Pighin et al., 2022; Rahmah et al., 2022). This study focuses on three independent variables: clinical competence, persona image, and accessibility of physician services. Patient satisfaction functions as a mediating variable, while the patient's revisit intention is a dependent variable (Rahmatika, 2022; Ramadhianto et al., 2023).

According to Beliveau et al. (2014), clinical competence is the ability of doctors to provide safe health services based on medical professional standards and in accordance with the needs of patients. These medical competencies include a combination of knowledge, medical skills, clinical reasoning, ethics, and interpersonal relationship skills in patient care. The image of the doctor's persona is the image of the doctor perceived by the patient, which includes aspects of empathy, professionalism, and the ability to communicate. This persona image also plays a role in shaping the patient experience. Previous research has shown that patients will be more likely to prefer doctors who have a positive image and can increase their satisfaction and trust. Service accessibility is the ease of getting services, which in this context means treatment services from doctors, such as the availability of consultation time and ease of getting appointments. By considering these three factors, this study aims to provide a view on how these three factors interact and affect patient satisfaction, which can affect the intention of revisits at Hospital X (Ferro et al., 2020; Martinsson & Gustafsson, 2018).

The research gap found in previous studies is that there are still limited studies that integrate these three variables in one model to explain the intention of revisiting patients, especially in Indonesia. Research by Kusmiati et al. (2023) has discussed clinical competence and its relationship to service management, but has not linked it to patient perception and service accessibility. The novelty of this research lies in a holistic approach that combines clinical, interpersonal, and operational aspects of health services to improve patient satisfaction in the context of services at Indonesian Hospitals (Han et al., 2018; Kyambille & Kalegele, 2016).

The purpose of this study is to analyze the influence of clinical competence, doctor persona image, and service accessibility on patient satisfaction, which affects the intention of patient revisits at Hospital X located in Solo Raya (Guardian, 2024b). The results of this study are expected to provide new knowledge for hospital management in increasing patient loyalty through the optimization of these three factors. This research also aims to develop predictive models that can assist hospitals in designing service quality improvement strategies that focus on patient needs and preferences (Guardian, 2025). In a broader context, the results of this study are also relevant to improve the quality of health services in general by becoming a reference for other hospitals in Indonesia in designing service quality improvement programs.

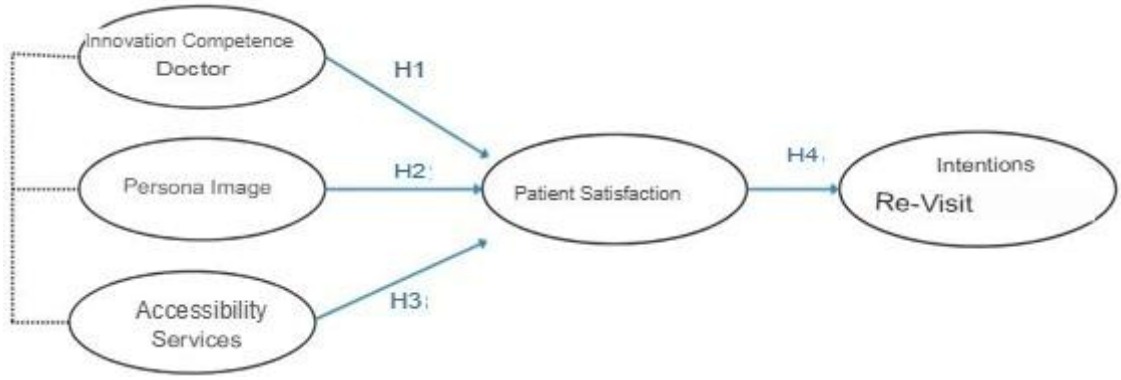

Figure 1. Conceptual Model

MATERIALS AND METHODS

This study used a quantitative approach to analyze the relationship between clinical competence, physician persona image, service accessibility, patient satisfaction, and patient revisit intention at Hospital X, located in Solo Raya. This approach was chosen because it allows for objective measurements and tests hypotheses from the data obtained.

The object of the study was an outpatient at Hospital X who had visited at least twice in the last three months. This study used a cross-sectional survey design, where data were collected from respondents who were in accordance with the inclusion criteria. This design allowed researchers to explore the relationship between independent variables (clinical competence, physician persona image, and service accessibility), mediator variables (patient satisfaction), and dependent variables (revisit intent). Respondents in this study were patients who visited Hospital X in Solo Raya, which were recorded in the hospital's medical record system for the last 1-year period, with an unknown population.

The number of respondents in this study was 182 people, and this study used 18 indicators. In accordance with the provision that the number of respondents is at least 5 to 10 times the number of indicators, the number of respondents in this study has met the set requirements. Data were collected using purposive sampling with inclusion criteria such as a minimum age of 18 years and having visited the polyclinic at least once.

Data collection techniques using a structured questionnaire consisting of several sections. The first section includes demographic questions, while the next section contains a questionnaire that measures clinical competency variables measured with three indicators that assess the extent to which doctors have an understanding of medical knowledge, expertise in diagnosing and medical skills, persona image by assessing patients' perceptions of a medical professional's reputation based on experience and recommendations, accessibility of services by measuring aspects of convenience and comfort that patients in accessing services, including waiting time, location, and schedule of doctor's practice, patient satisfaction, and intention for repeat visits. The instrument was measured using a 5-point Likert Scale, from "Strongly Disagree" (1) to "Strongly Agree" (5).

The questionnaire will be distributed through a Google form, which will be distributed directly to patients who meet the criteria at Hospital X, with the help of administrative and nursing staff. The data collection process will last for 4 to 6 weeks to ensure that the targeted number of respondents is achieved.

In this study, the data were analyzed comprehensively. The first stage was a descriptive analysis that aimed to provide a comprehensive picture of the demographic characteristics of respondents as well as the distribution of answers to each question in the research instrument.

The quality of the data in this study was analyzed using SEM (Structural Equation Modeling) with AMOS. Analyzing with SEM AMOS allows for the analysis of direct and indirect relationships between variables, including mediation and moderation. In addition, this method can test conceptual models empirically with a covariance-based approach. SEM AMOS also supports the measurement of the validity and reliability of research instruments through confirmatory factor tests (CFAs) and provides model visualization in graphical form for easy interpretation. With its ability to accurately test the causal relationships between variables, SEM AMOS is the right method for this study.

RESULTS AND DISCUSSION

The characteristics of the respondents in this study are important to understand the background and context of the research results. All respondents in this study were outpatient poly patients who visited and received services at Hospital X in Solo Raya and had made revisits at least twice. Out of a total of 182 respondents, there was significant variation in the criteria of gender, age, occupation, gender and education level. A total of 56.04% of respondents were women and 43.96% were men, with the highest age range being more than 55 years old, which was 54.95% of the total respondents. In addition, 90.66% of respondents had a final education at the primary and secondary education levels and at the university level, which shows that patients have a good understanding of the health services they receive. Identification of these characteristics can provide a deep understanding of how patient perceptions and experiences contribute to the level of satisfaction that drives patients to return for visits (Guardian, 2024a).

The following is the data on the characteristics of the Respondents:

Table 1. Respondent Characteristics

Criteria	Classification	n	Percentage
Gender	Male	80	43.96%
	Female	102	56.04%
Age	18–25 years	15	8.24%
	26–35 years	15	8.24%
	36–45 years	17	9.34%
	46–55 years	35	19.23%
	Over 55 years	100	54.95%
Occupation	Student / Housewife	11	6.04%
	Entrepreneur	47	25.82%
	Employee / Civil Servant	37	20.33%
	Unemployed	51	28.02%
	Others	36	19.78%
Education	Did Not Complete Elementary School	17	9.34%
	Primary and Secondary Education (Elementary, Junior & Senior High School or equivalent)	110	60.44%
	Higher Education (Diploma, Bachelor's Degree, Master's, Doctorate)	55	30.22%
Clinic Visit	General Clinic	7	3.85%
	Specialist Clinic	175	96.15%

This study analyzed five variables, namely Physician Competence, Doctor's Persona Image, Service Accessibility, Patient Satisfaction, and Revisit Intention.

Table 2. Descriptive Statistics of Research Variables

Variable	Min	Max	Mean	Standard Deviation
Physician Competence	3	5	4.463	0.545
Persona Image	3	5	4.390	0.626
Service Accessibility	2	5	3.286	0.919
Patient Satisfaction	3	5	4.107	0.569
Revisit Intention	2	5	3.887	0.699

The results of the descriptive analysis show that the Doctor's Competence and Persona Image have a high average, which illustrates the patient's positive view of medical personnel and the image of the Hospital. Patient Satisfaction is also relatively high (4,107), meanwhile, Revisit Intention has an average of 3,887. Service accessibility has the lowest average (3,286), indicating that there are still constraints in service accessibility. With a large enough standard deviation, it means that it can illustrate that the ease of accessibility received by each respondent is not the same, depending on the doctor or the hospital visited. Therefore, increased accessibility is a crucial factor in strengthening patient satisfaction and retention amid healthcare competition. In this study, the validity and reliability of the variables were tested to ensure that the instruments used were reliable.

Table 3. Validity and Reliability Test

Variable	Indicator	Loading Factor	Validity	CR	Remarks
Physician Competence	K1	0.895	Valid	0.8369	Reliable
	K2	0.850	Valid		
	K3	0.621	Valid		
Persona Image	CP1	0.854	Valid	0.8462	Reliable
	CP2	0.937	Valid		
	CP3	0.597	Valid		
Service Accessibility	AL1	0.905	Valid	0.9251	Reliable
	AL2	0.939	Valid		
	AL3	0.905	Valid		
	AL4	0.714	Valid		
Patient Satisfaction	KP1	0.653	Valid	0.7110	Reliable
	KP2	0.696	Valid		
	KP3	0.558	Valid		
	KP4	0.557	Valid		
Revisit Intention	IKU1	0.730	Valid	0.8742	Reliable
	IKU2	0.871	Valid		
	IKU3	0.819	Valid		
	IKU4	0.762	Valid		

Table 3 shows the results of the validity and reliability analysis of each indicator. *The loading factor* for all indicators shows a value higher than 0.6, indicating that the indicator used is valid. The reliability coefficient (CR) for all variables also showed a value greater than

0.7, which indicates that the research instrument was reliable. Thus, the instruments used in this study can be considered valid and reliable to measure each variable studied.

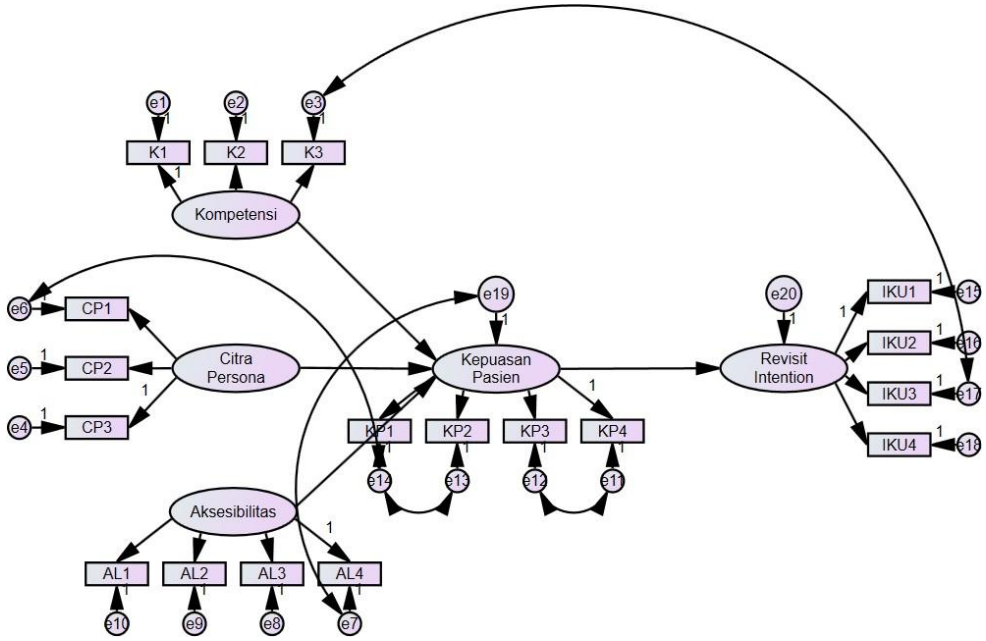

Figure 2. Index Identification Model Diagram

Table 4. Model Testing Results

GOF Indicator	Result	Cut-off	Interpretation
Chi-Square	166.120	p > 0.05	Fit
GFI	0.910	> 0.90	Fit
AGFI	0.879	> 0.85	Fit
RMSEA	0.042	< 0.05	Fit

From the results of the data processing, it can be concluded that this research model has a good level of conformity with empirical data. A Chi-Square value of 166,120 with a probability of 0.10 indicates that the model does not differ significantly from the observed data. In addition, *the Goodness of Fit Index (GFI)* = 0.910 and the Adjusted Goodness of Fit Index (AGFI) = 0.879 indicate that the model has a good representation of the data. Furthermore, the

The *Root Mean Square Error of Approximation (RMSEA)* value is 0.042, which is below 0.05, indicating that the model's estimate has a low error rate. These results show that the model used in this study is in accordance with empirical data, so it can be relied upon to analyze the relationship between the variables studied. Thus, the results of this analysis provide confidence that the data obtained can be used to draw relevant conclusions regarding the influence of doctor competence, persona image, and service accessibility on patient revisit intention. The Sobel test is used to measure the effect of mediation, i.e., to determine whether a mediator variable significantly mediates the relationship between independent and dependent variables.

Table 5. Hypotheses Test

Hipotesa	Estimate	S.E.	C.R.	Conclusion
H1	0,262	0,063	4,168	Significant
H2	0,410	0,099	4,154	Significant
H3	0,159	0,046	3,457	Significant
H4	1,087	0,178	6,110	Significant

All hypotheses (H1, H2, H3, and H4) were significant, with H4 having the greatest influence, followed by H2, H1, and H3. These results show that the related variables in H4 have the most dominant role in the tested model.

Table 6. Sobel Test Results

Mediated Relationship	Z Sobel	p-value	Conclusion
Doctor Competence → Patient Satisfaction → Revisit Intention	3.437	0.00059	Significant
Personal Image → Patient Satisfaction → Revisit Intention	3.428	0.00061	Significant
Service Accessibility → Patient Satisfaction → Revisit Intention	3.008	0.00263	Significant

Hypothesis tests were conducted to evaluate the relationship between independent variables and dependent variables in this study. The Sobel test is used to assess the effect of mediation, i.e., to determine whether a mediator variable significantly mediates the relationship between independent variables and dependent variables. The results of the Sobel test showed that all the relationships tested had a p-value of 0.0. This indicates that the proposed hypothesis is accepted.

Table 7. Hypothesis Significance

Hypothesis	Relationship Between Variables	Hypothesis Significance
H1	Doctor Competence Innovation → Patient Satisfaction	Innovation in doctor competence has a positive effect on patient satisfaction.
H2	Persona Image → Patient Satisfaction	The hospital's persona image or perception has a positive effect on patient satisfaction.
H3	Service Accessibility → Patient Satisfaction	Ease of access to hospital services has a positive effect on patient satisfaction.
H4	Patient Satisfaction → Revisit Intention	Patient satisfaction has a positive effect on the intention to return to the hospital.

The relationship between Physician Competence and Patient Satisfaction showed a Z Sobel value of 3.437 with *a p-value* of 0.00059, which means that physician competence has a significant effect on patient satisfaction. This is in line with research by Kim & Kim (2023) which found that physician competence contributes to patient satisfaction.

These results show that the management of physician competencies should be a priority for hospital management to improve patient satisfaction, which will have an impact on the intention of patient revisits.

The results of the Sobel test showed that patient satisfaction played a significant mediator in the relationship between physician competence, persona image, and service accessibility to revisit intention. Table 7 shows the results of the Sobel test, where all the tested relationships show significant results.

This test gives an idea that to increase revisit intentions, hospitals need to focus on improving patient satisfaction first. This is in line with the customer satisfaction theory, which states that positive experiences will drive loyalty (Kotler & Keller, 2016). Thus, strategies that prioritize patient satisfaction, such as improving the quality of services and attention to

patient needs, must be a priority for Hospital management.

Discussion

The Influence of Doctors' Competence on Patient Satisfaction

The results of the analysis showed that the competence of doctors had a significant positive effect on patient satisfaction. This shows that improving the competence of doctors can increase patient satisfaction. This is in accordance with previous research, which has stated that a doctor's clinical competence, including medical knowledge and communication skills, contributes to a positive patient experience (Huang et al., 2020).

In the context of Hospital X, improving the competence of doctors through continuous training and education can be a guideline for strategies to improve patient satisfaction. An example that can be done is a training program that focuses on communication skills that can assist doctors in providing clearer and more empathetic information to patients, which can improve patient satisfaction. These results are in line with the research of Beliveau et al. (2014) which shows that the clinical competence of doctors is a major factor in improving patient satisfaction. This study has limitations in the number of samples, which only cover one hospital, so the results cannot be generalized widely.

The Influence of Persona Image on Patient Satisfaction

The image of the doctor's persona also shows a significant influence on patient satisfaction. This shows that patients' perceptions of the doctor's image greatly affect their satisfaction. Research by Lee et al. (2019) revealed that a person's image, which includes a doctor's physical appearance, attitude, and behavior, can shape patients' trust and influence their experience during treatment. At Hospital X, doctors who have a positive image tend to get better ratings from patients, which can encourage them to recommend the service. Managing the doctor's persona image through training and effective communication strategies is important in an effort to improve patient satisfaction (Wang & Wang, 2016).

The Effect of Service Accessibility on Patient Satisfaction

Service Accessibility to Revisit Intention. The results of the analysis show that service accessibility has an important role in shaping patient perception and satisfaction levels with healthcare services. To improve service accessibility, hospitals can implement online registration, optimize doctors' schedules, and increase doctors' practice hours.

The Effect of Patient Satisfaction on Revisit Intention

Patient satisfaction serves as a significant mediator in the relationship between independent variables and revisit intention. The results of the analysis showed that patient satisfaction had a very strong influence on their intention to return. Research by Oliver (2014) shows that satisfied patients tend to have higher intentions to make repeat visits. In the context of Hospital X, it is important for management to focus on improving patient satisfaction, as this will have a direct impact on their revisit intentions. Programs that improve the patient experience, such as systematic feedback and service improvements based on patient feedback, can be a strategic step toward achieving this goal.

The Effect of Mediation on the Effect of Doctor Competence, Persona Image, and Service Accessibility on Revisit Intention.

The results of the Sobel test analysis showed that patient satisfaction played a significant role as a mediator in the relationship between physician competence, persona image, and service accessibility to revisit intention. This mediation shows that to increase revisit intentions, Hospitals need to focus on improving patient satisfaction first. This is in line with the customer satisfaction theory, which states that positive experiences will drive loyalty (Kotler & Keller, 2016). Thus, strategies that prioritize patient satisfaction, such as improving the quality of services and attention to patient needs, must be a priority for Hospital management.

Managerial Implications

These findings have important implications for Hospital X's management and other healthcare providers. Improving the competence of doctors through continuous training and education, as well as good persona image management, can increase patient satisfaction. In addition, the accessibility of services also needs to be considered to ensure that patients feel comfortable and satisfied with the services provided. Hospital management needs to design a program that focuses not only on improving the development of new innovations but also on the overall patient experience. Thus, the Hospital can increase the intention of revisiting patients and build a good reputation in the community.

CONCLUSION

This study concluded that physician competence, persona image, and service accessibility are key determinants of patient satisfaction, which in turn significantly influences patients' intention to revisit. Competent physicians who continuously improve their knowledge and skills contribute positively to patient experiences. Likewise, the doctor's persona—reflected through professionalism, empathy, and interpersonal behavior—has a strong positive impact on satisfaction. Accessibility of services, such as flexible schedules and effective communication, further enhances patient satisfaction. Notably, patient satisfaction was found to serve as a significant mediating variable in the relationship between the three independent variables and revisit intention, underscoring its central role in fostering patient loyalty. All hypotheses in this study were supported, confirming the interconnection among the examined constructs. From a managerial perspective, hospital administrators should invest in physician development programs, cultivate a patient-centered image for healthcare providers, and ensure better access to services to boost satisfaction and loyalty. Future research is recommended to extend these findings by including other influencing factors such as hospital facilities, waiting times, or digital health platforms, and to apply longitudinal or comparative methods across different types of hospitals to validate and enrich the current model.

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