



The effect of E-Digital services and the competence of health workers on the patient's interest in repeat visits mediated by the level of trust

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ABSTRACT

The purpose of this study was to determine the effect of E-Digital services and the competence of health workers on patients' interest in repeat visits mediated by the level of trust. The population in this study were patients who had made repeated visits to the Pratama Medizen Clinic and were processed using Structural Equation Model (SEM) analysis with PLS SEM software. Based on the results of the study, empirical facts were obtained in the form of: 1) There was a significant positive effect of the e-Digital Service variable on Interest in Repeat Visits; 2) There is a positive effect of the Competency of Medical Personnel variable on Interest in Repeat Visits; 3) There is a significant positive effect of the patient's trust variable on interest in repeat visits; 4) There is a positive effect of the e-Digital Service variable on Patient Trust; 5) There is a positive influence of the Competence of Medical Personnel variable on Patient Confidence; 6) Patient Trust has a significant positive mediating effect on e-Digital Services on Interest in Repeat Visits; 7) Patient Trust has a significant positive mediating effect on the Competence of Medical Personnel variable on Interest in Repeat Visits. The implications of this study can use other variables that influence interest in repeat visits to complement previous studies. Conducted on different companies or other institutions so that it will be a more comprehensive research. Using different respondents and adding the number of samples as well as completing the research theoretical basis in more detail so that the resulting analysis results are more accurate.

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INTRODUCTION

To face the current competition in the health sector, every health service provider is required to provide something different from its competitors so that patients are interested in making repeat visits. (Stylos et.al 2016) defines revisit intention as a desire to visit the same destination for the second time within a certain period of time. If related to the theme in this study, intention to return

is a form of behavior (behavioral intention) or the patient's desire to come back to get health services provided at a certain time, and this can occur after the patient has received services and has evaluated the services received. and are faced with a thought whether they will have the intention to revisit and carry out treatment/care.

There are two things that affect the patient's interest in making a repeat visit, namely the post-visit evaluation and the decision to make a repeat visit. Patients consciously and unconsciously in the post-visit stage will evaluate the services, transactions and results they have obtained. Patients who choose to make repeat visits believe that the health services they receive are the best among the various options available. Then the patient will repeat the visit according to their needs and expectations. Revisit interest is a very important topic in a marketing context. Many factors can influence it, but from previous literature it is still rare to link it together with the level of trust, digital health services and competence as influential factors.

Trust is very important in fostering interest in returning visits, especially in the service business sector because customers will evaluate the service they feel before and after receiving it. In other words, trust or trust as a perception of reliability from a consumer's point of view based on experience, fulfilling expectations for the services provided. Priansa (2017) explains that trust is a consumer expectation that the provision of goods and services can be trusted and relied upon in fulfilling their promises. In general, the problems faced by health services start with registration where patients have to queue and require a long time and convoluted procedures. This is a challenge and difficult to overcome. For this reason, innovation is needed by utilizing digital developments by implementing e-digital services, where all health service systems and procedures become faster, user-friendly and accurate.

Consumer trust in a product or service usually arises from assessing the reality of the quality of the product or service that is seen, understood and felt. Trust can be created after consumers visit a place several times over a long period of time. Therefore, it is important for every company to maintain the quality of the products or services offered so that the level of consumer confidence increases. To increase patient trust, there are many ways that health service providers can do, including implementing digital-based health services. Digital transformation of health services has become a practical, fast and accurate need in the current era which can help health service providers provide maximum health services using audio, visual and data communications.

From the results of the author's observations and questions and answers with several patients, information was obtained that this was because the Pratama Medizen Clinic had not implemented complete e-digital services and the competence of health workers was inadequate, thus affecting patient confidence to make repeat visits. Several months after the research and implementation of E-digital and increasing the competence of medical personnel since April 2023, it has begun to be seen that there has been an increase in the number of repeat patient visits according to what will be discussed in this study.

Through digitization, health services can be organized easily and save time because these activities are carried out online. Things that cannot be obtained when health services are still provided conventionally where patients have to come for treatment/visit a health facility, consult a doctor which is considered an unpleasant experience because the time spent is ineffective and the costs incurred are quite large. In its implementation, digital health allows health services not to be limited to curative, but also to be able to lead to promotive and preventive characteristics. In addition, the presence of digital health will also help reduce spending on funds to increase the number of health service facilities, so that these costs can be allocated more towards improving facilities and infrastructure and the quality of existing health service facilities (Sunjaya, 2019).

For patients, digitization makes it easier to access health services, from setting a consultation schedule with a doctor to quickly taking care of various other interests. Home care services, laboratory tests and drug orders can also be done through e-digital services. Through e-digital services, it is health services that are closer to patients. In reality, there are still Medizen Pratama

Clinic medical personnel who do not have adequate competence, both when carrying out medical procedures and when implementing e-digital services. There are still medical personnel who inject more than once, causing the patient to feel pain and cause trauma. Likewise, when arranging a visit schedule or following up on patient treatment, it takes quite a long time because they are not used to using the e-digital service system.

In reality, there are still Pratama Medizen Clinic health workers who do not have adequate competence, both when carrying out medical procedures and when implementing e-digital services. There are still health workers who give injections more than once, causing patients to feel sick and causing trauma. Likewise, when arranging a visit schedule or following up on patient treatment, it takes quite a long time because they are not used to using the e-digital service system.

If this is not addressed immediately, it can reduce the level of patient confidence resulting in low interest in making repeat visits. Therefore all medical personnel at the Medizen Pratama Clinic must have the competence that is absolutely needed and have the desire to understand and master the development of digital technology as one of the key factors so that the advantages of e-digital services can be felt. Because without qualified medical personnel, the sophistication of e-digital services will not provide significant benefits.

The implications of this study can use other variables that influence interest in repeat visits to complement previous studies. Conducted on different companies or other institutions so that it will be a more comprehensive research. Using different respondents and adding the number of samples as well as completing the research theoretical basis in more detail so that the resulting analysis results are more accurate.

Based on this description, the research problem is the Effect of E-Digital Services and Competence of Health Workers on Interest in Patient Return Visits which is mediated by the Level of Patient Trust.

RESEARCH METHOD

This research was conducted at Medizen Primary Clinic. The population in this study were patients who had made repeated visits to Medizen Primary Clinic. The sample of this research is 60 respondents. In this study the sampling technique used is probability sampling. In this study, the data analysis method used Structural Equation Modeling-Partial Least Square (SEM-PLS) using SmartPLS version 4 software (Ghozali, 2017).

Table 1. Variable operationalization

Variable	Definition variable	Dimensions	Measurement Scale
e-Digital Services	The field of medical practice that uses information and communication technology more regularly and innovatively to meet health needs.	1. Affordable 2. Easily accessible 3. High quality	Likert scale
Medical Competency	An individual fundamental characteristic that is causally related to effectiveness or excellent performance.	1. Proficiency 2. Skills 3. Experience 4. Seriousness	Likert scale
Patient Trust	The patient's expectation that the provision of goods and services can be trusted and relied upon in fulfilling their promises.	1. Ability 2. Honesty 3. Policy	Likert scale
Interest in Repeat Visits	Behavior that appears in response to objects indicating a customer's desire to make a purchase/revisit.	1. <i>Intention to recommend</i> 2. <i>Intention to revisit</i>	Likert scale

This research variable is basically everything in whatever form is determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn.

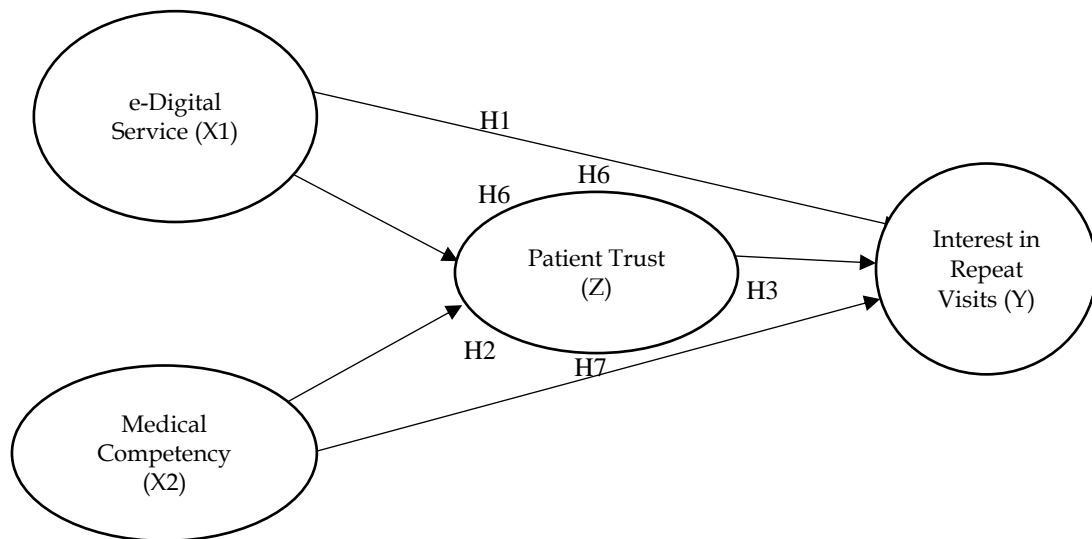


Figure 1. Research conceptual framework

Explanation of the Nature of Moderation

1. The Effect of e-Digital Services on Patient Return Visit Interests
The existence of digital health technology can provide services that are easy and save time because these activities are carried out online and efficiently.
2. The Effect of Competence of Medical Personnel on Interest in Repeat Visits
Medical personnel as human resources in health care provider organizations have an important role in increasing interest in patient repeat visits.
3. The Effect of Patient Trust on Patient Repeat Visit Interests
Mowen and Minor stated that trust is all knowledge possessed by consumers and all conclusions made by consumers about the attributes, objects and benefits that will be received.
4. Effect of e-Digital Services on Patient Confidence Levels
E-Digital services can increase patient confidence in the quality of health services provided.
5. The Effect of Competence of Medical Personnel on the Confidence Level of Patients
Patients will increase their trust if they feel confident that medical personnel have the competence according to job demands.
6. The patient's level of trust mediates the effect of e-Digital Services on Patient's Interest in Repeat Visits
Digitalization of health services helps health service providers provide optimal health services so that patients feel satisfied and decide to make a repeat visit.
7. The level of patient confidence mediates the effect of medical personnel competence on patient's interest in repeat visits
By having the required competencies, medical personnel can provide quality health services so as to foster patient confidence in making a decision to make a repeat visit.

RESULTS AND DISCUSSIONS

Based on meta-analysis of all available literature data, the population in this study had repeat visits at the Pratama Medizen Clinic. This study entitled The Effect of E-Digital Services and Competence of Health Workers on Interest in Patient Return Visits which is mediated by the Level of Patient Trust and aims to determine the effect of the variables on E-Digital Services, Competence of Health Workers, Interest in Patient Return Visits which are mediated by the Level of Patient Trust.

Data analysis

Validity test

Based on the operational variables of this research, a research model was formed which was then run using the PLS - Algorithm to test the feasibility of the model. To test the feasibility of the model using the outer model (measurement model), namely the relationship between the indicator and the construct. To test the validity of the model using the factor loading value while to test the reliability using the Composite Reliability (CR), Cronbach's Alpha (CA) and Average Variance Extracted (AVE) values.

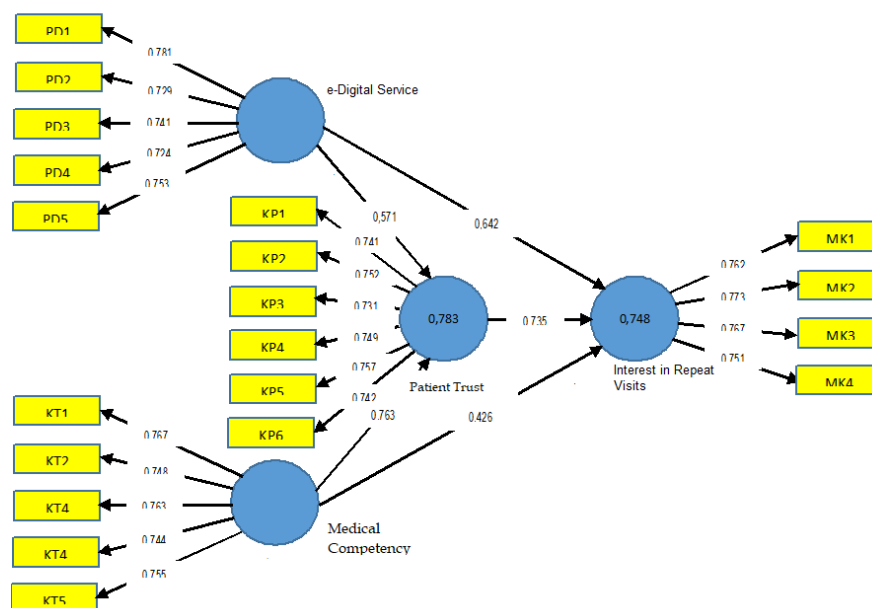


Figure 2. PLS Algorithm Structural Model

The validity of a question item can be seen in the results of the outer loading output (measurement model) or convergent validity is used to test the unidimensionality of each construct. A study is said to be valid if the loading factor indicator value must be greater than or equal to 0.7. Based on the picture above, the research structure model is said to be valid because all loading factor indicator values must be greater than 0.7.

Where for more details can be seen in the table below:

Table 2. Outer Loading Table

No	e-Digital Service (X1)	Medical Competency (X2)	Patient Trust (Z)	Interest in Repeat Visit (Y)
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1	0,781	0,767	0,741	0,762
2	0,729	0,748	0,752	0,773
3	0,741	0,763	0,731	0,767
4	0,724	0,744	0,749	0,751
5	0,753	0,755	0,757	
6			0,742	

Based on the picture above, it can be seen from each variable e-Digital Service (X1), Medical Competency (X2), Interest in Repeat Visit(Y), and Patient Trust (Z). The loading factor values are the e-Digital Service indicator (X1), Medical Competency indicator (X2), Interest in Repeat Visit indicator (Y), and Patient Trust indicator (Z). For all the variables in the table above, namely the loading factor value above 0.7, it can be said to be valid. And research can be continued.

Table 3. Cross loading

	e-Digital Service (X1)	Medical Competency (X2)	Patient Trust (Z)	Interest in Repeat Visit (Y)
PD.1	0,781	0,489	0,397	0,452
PD.2	0,729	0,427	0,358	0,445
PD.3	0,741	0,351	0,291	0,384
PD.4	0,724	0,488	0,472	0,575
PD.5	0,753	0,426	0,398	0,416
KT.1	0,485	0,770	0,505	0,444
KT.2	0,412	0,748	0,475	0,461
KT.3	0,401	0,763	0,501	0,477
KT.4	0,524	0,744	0,531	0,468
KT.5	0,485	0,755	0,577	0,416
PR.1	0,442	0,457	0,741	0,518
PR.2	0,493	0,417	0,752	0,498
PR.3	0,512	0,583	0,731	0,496
AF.4	0,480	0,585	0,749	0,540
AF.5	0,471	0,527	0,757	0,308
AF.6	0,442	0,457	0,742	0,518
KL.1	0,519	0,469	0,451	0,762
KL.2	0,530	0,542	0,525	0,773
KN.3	0,441	0,483	0,583	0,767
KN.4	0,496	0,416	0,554	0,751

Based on the table above, it can be seen that the cross loading value for each indicator is appropriate to explain the construct of each variable and is proven valid.

Table 4. Average variance extracted (AVE)

Variable	Average Variance Extracted (AVE)
e-Digital Service	0,539
Medical Competency	0,542
Patient Trust	0,589
Interest in Repeat Visit	0,619

From the table above, it can be seen that the Average Variance Extracted (AVE) value of all variables is greater than 0.5 so that they are declared eligible. By taking into account the value of the AVE value, it can be decided that all research data are declared to meet the convergent test requirements.

Table 5. Discriminant validity

Variable	e-Digital service	Medical Competency	Patient Trust	Interest in Repeat Visit
e-Digital service	0,654			
Medical competency	0,553	0,667		
Patient Trust	0,515	0,663	0,673	
Interest in Repeat	0,652	0,593	0,578	0,695

From the table above it can be concluded that the loading value of each indicator has a value greater than the loading value of other variables so that it is declared valid.

Table 6. Composite reliability

Variable	Composite reliability
e-Digital Service	0,749
Medical Competency	0,758
Patient Trust	0,767
Interest in Repeat Visit	0,737

Based on the table above, it can be seen that the composite reliability value of all research variables is greater than 0.7. Thus, it can be concluded from these results that all variables have a good level of reliability.

Table 7. cronbach alpha

Variable	Cronbach alpha
e-Digital Service	0,735
Medical Competency	0,791
Patient Trust	0,762
Interest in Repeat Visit	0,776

Based on the data in the table above, it can be seen that the Cronbach Alpha value of each research variable is greater than 0.7. Therefore, it can be concluded that all variables have a good level of reliability.

Table 7. r-square

R Squares	
Patient Trust	0,594
Interest in Repeat Visit	0,641

Based on the data in the table above, it can be seen that the percentage of Patient Trust is explained by the variable e-Digital Service and Medical Personnel Competency of 59.4% and Interest for Repeat Visits is explained by the Patient Trust variable of 64.1%. The goodness of fit assessment can also be known from the Q-Square value which has the same meaning as Q-Square in the regression analysis. In other words, the higher the Q-Square, the better or more fit the model can be with the data.

Table 8. Path coefficient

Hypothesis	Influence	Original Sampel (O)	Sampel Mean (M)	Standard Deviation	T-Statistics	P-Values
H1	e-Digital Service →	0,642	0,623	0,064	3,364	0,001
	Interest in Repeat Visit					
H2	Medical Competency →	0,426	0,394	0,101	2,267	0,008
	Interest in Repeat Visit					
H3	Patient Trust →	0,735	0,691	0,098	5,113	0,001
	Interest in Repeat Visit					
H4	e-Digital Service →	0,571	0,538	0,067	2,277	0,009
	Patient Trust					

H5	Medical Competency → Patient Trust	0,763	0,637	0,052	4,180	0,000
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Based on the data in the table above, it can be interpreted that the highest path coefficient value is indicated by the influence of Medical Personnel Competence on Interest in Repeat Visits of 0.763. Then proceed with the second biggest influence, namely the effect of Patient Trust on Interest in Repeat Visits of 0.735.

Table 9. Specific Indirect Effects

Hypothesis	Influence	Original Sampel (O)	Sampel Mean (M)	Standard Deviation	T-Statistics	P-Values
H6	e-Digital Service → Patient Trust → Interest in Repeat Visit	0,043	0,037	0,041	1,742	0,003
H7	Medical Competency → Patient Trust → Interest in Repeat Visit	0,251	0,245	0,084	2,632	0,001

To measure the significance of the hypothesis seen from the comparison of the t-table and t-statistic values. The guideline used is if the t-statistic is higher than the t-table value the decision taken by the hypothesis is accepted. The t-table value for alpha 5% is 1.671. So in accepting the hypothesis criteria if the t-statistic value is greater than the t-table it can be said to be significant, whereas if the t-statistic value is smaller than the t-table then it has no effect.

Discussion

1. e-Digital services have a positive effect on interest in repeat visits
The results of the hypothesis test show that e-digital services have a positive effect on repeat visit intentions. The existence and development of digital health technology is able to provide health services that provide convenience, efficiency and effectiveness. Digital transformation of health services has become a necessity that is practical, fast and accurate in today's era which can help health service providers provide optimal health services so that patients who choose to make repeat visits are convinced that the health services they receive are the best. among the various options available. The results of this study are in line with research conducted by Vess Stamenova (2021) which explains that an increase in virtual care during the pandemic has shown an increase in the rate of return visits for patients, especially those with chronic illnesses.
2. The competence of medical personnel has a positive effect on interest in repeat visits
The results of the hypothesis test showed that the competence of medical personnel had a positive effect on the patient's intention to revisit. Based on marketing theory, one of the factors that influence interest in repeat visits is human resources. Medical personnel as human resources at Medizen Pratama Clinic have an important role in increasing patient interest in repeat visits. Without competent human resources, the health services provided

cannot satisfy patients which will have an impact on reducing patient interest in repeat visits.

3. Patient Trust has a positive effect on Interest in Repeat Visits
The results of the hypothesis test showed that patient trust had a positive effect on intention to revisit. Trust is very important in fostering interest in returning visits, especially in the service business sector because customers will evaluate the service they feel before and after receiving it. In other words, trust or trust as a perception of reliability from a consumer's point of view based on experience, fulfilling expectations for the services provided.
4. e-Digital services have a positive effect on patient trust
The results of the hypothesis test show that e-digital services have a positive effect on patient trust. The application of e-digital services is one way to increase patient trust. To be able to increase patient trust, there are many ways that can be done by health service providers, including implementing digital-based health services.
5. The competence of medical personnel has a positive effect on patient confidence
The results of the hypothesis test show that the competence of medical personnel has a positive effect on patient confidence. In trust theory, consumer trust in companies can be measured by four indicators, one of which is competence. Competence plays an important role in integrating constructs on perceived service quality so as to create customer satisfaction and trust.
6. Patient Trust mediates the effect of e-Digital Services on Interest in Repeat Visits
The results of the hypothesis test show that patient trust mediates the effect of e-digital services on intention to return. Patient trust can be related to various aspects including the speed of service delivery. The application of digitization of health services can help health service providers provide administrative services quickly, efficiently, provide the best care, avoid negligence that may occur in medical procedures performed, so as to be able to make the best decisions for their patients.
7. Patient Trust mediates the influence of Medical Personnel Competence on Interest in Repeat Visits
The results of the hypothesis test show that patient trust mediates the effect of medical staff competence on intention to return. Trust in the service industry is conceptualized as a feature of relationship quality and as a determinant of relationship quality, which has two dimensions, namely credibility and benevolence.

CONCLUSION

The conclusions from this study can be drawn as follows: e-Digital services have a positive and significant effect on intention to return visits, competence of medical personnel have a positive and significant effect on intention to return visits, patient trust has a positive and significant effect on intention to return visits, e-digital services have a positive and significant effect on patient satisfaction, competence of staff Medical has a positive and significant effect on patient trust, patient trust mediates the effect of e-Digital services on interest in repeat visits, patient trust mediates the effect of medical personnel competence on intention to return visits. Digitalization of health is more fully implemented with all the surrounding aspects so that the health services provided are of higher quality and increasing the competence of medical personnel through training, both internally and externally carried out so that the abilities and skills of medical personnel are getting better. Subsequent research can use other variables that influence interest in repeat visits to complement previous studies. Subsequent research can also be carried out on different companies or other institutions so that it will be more comprehensive research. If further research is carried out on the same topic, then it is better to use different respondents and increase the number of samples and complete the research theoretical basis in more detail so that the resulting analysis results are more

accurate. The implication of this research is that it can use other variables that influence interest in repeat visits to complement research that has been carried out previously, it can also be carried out on different companies or other institutions so that it will be more comprehensive research, it can also be carried out on the same topic, So it is better to use different respondents and increase the sample size and complete the theoretical basis of the research in more detail so that the resulting analysis results are more accurate.

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