

Research Article

Effect of Responsiveness and Communication Clarity on Revisit Intention Through Service Timeliness Among Inpatients

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Abstract: Hospital service quality is a primary determinant in shaping patient loyalty, particularly revisit intention. This study aims to analyze the effect of responsiveness and communication clarity on revisit intention, with timeliness of service as an intervening variable among inpatients. The research employed a quantitative approach with a cross-sectional design. The sample consisted of 162 inpatients selected using purposive sampling. Data were analyzed using Structural Equation Modeling (SEM-PLS). The results indicate that responsiveness and communication clarity have a positive and significant effect on revisit intention. Communication clarity significantly affects timeliness of service, whereas responsiveness does not have a significant effect on timeliness of service. Timeliness of service does not directly affect revisit intention; however, it partially mediates the relationship between communication clarity and revisit intention. These findings emphasize that the quality of healthcare providers' communication is a dominant factor in shaping inpatient loyalty. The research implications highlight the importance of strengthening clinical communication and service time management as strategies to improve hospital service quality.

Keywords: Responsiveness; Communication Clarity; Service Timeliness; Revisit Intention, Service Quality.

1. Introduction

Quality healthcare services are an essential component of hospital systems that are oriented toward patient satisfaction and organizational sustainability. Hospitals are not only required to provide competent medical services but also high-quality non-medical services, such as staff responsiveness, clear communication from healthcare professionals (communication clarity), and efficient service delivery time (timeliness of service). These dimensions play an important role in creating positive patient experiences and building patient loyalty, which is reflected through revisit intention or the patient's intention to return to the hospital for future treatment. Previous studies have shown that responsive services, clear communication, and timely services can increase patient satisfaction and trust in healthcare institutions.

In the era of digitalized healthcare services, patient experience has become one of the key indicators in assessing hospital service quality. The presence of digital platforms such as Google Review has changed the way patients evaluate healthcare services publicly. Online reviews have become an important source of information for the public in choosing healthcare providers. Most patient reviews focus on aspects such as staff communication, friendliness, service responsiveness, and waiting time. Therefore, responsiveness, communication clarity, and timeliness of service are important factors influencing public perceptions of hospital service quality.

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Based on Google Review data from April 2024 to March 2025 at RS Medirossa Cikarang, 26.44% of patient reviews were one-star ratings. The most common complaints were related to slow staff responsiveness (40%), delays in service delivery (40%), and unclear communication from healthcare workers (20%). These findings indicate a decline in patients' perceptions of service quality, which may reduce patient trust and loyalty. Previous studies also suggest that online reviews can reflect patients' real experiences regarding service interactions and can serve as an initial indicator of hospital service quality.

Service quality issues are also reflected in the decline of the Bed Occupancy Rate (BOR) for inpatient services at RS Medirossa Cikarang during the same period, with an average BOR of 71.6%. Although this figure is still within the ideal standard set by the Indonesian Ministry of Health, the declining trend may indicate decreasing patient trust and interest in hospital services. This condition demonstrates a gap between the hospital's vision of providing friendly, high-quality, and trustworthy healthcare services and the actual implementation of services in practice. According to the SERVQUAL model, responsiveness and communication clarity are important dimensions influencing patients' perceptions of healthcare quality.

The preliminary survey conducted among 10 inpatients at RS Medirossa Cikarang revealed that the quality of healthcare services still requires improvement. The responsiveness dimension obtained an average score of 3.50, communication clarity 3.41, revisit intention 3.55, and timeliness of service 3.65 on a five-point scale. These findings indicate that patients perceived the hospital services as not yet optimal, particularly in communication and staff responsiveness. In addition, several respondents provided low ratings across all service dimensions, indicating that patients were not fully satisfied and did not yet have a strong intention to revisit the hospital.

2. Literature Review

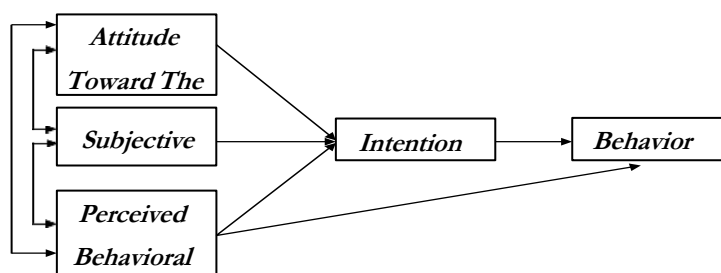


Figure 1. Theory of Planned Behavior (Ajzen, 1991).

Revisit intention is an important concept in healthcare marketing and hospital service management because it reflects patients' willingness to return to the same healthcare provider after receiving previous services. The concept is closely associated with patient loyalty, satisfaction, trust, and perceived service quality. In hospital settings, revisit intention is not only determined by clinical outcomes but also by emotional experiences, communication quality, responsiveness, and timeliness of service. Patients who perceive hospital services positively are more likely to revisit and recommend the hospital to others. Therefore, revisit intention has become one of the major indicators of healthcare service success and organizational sustainability. According to Icek Ajzen, intention is considered the closest predictor of behavior because it reflects the motivational factors influencing actions. This theory explains that positive attitudes, subjective norms, and perceived behavioral control significantly strengthen behavioral intentions (Ajzen, 1991).

The Theory of Planned Behavior (TPB) developed by Icek Ajzen provides a comprehensive framework for understanding revisit intention in healthcare services. TPB explains that human behavior originates from behavioral intention, which is influenced by attitude toward behavior, subjective norms, and perceived behavioral control. In healthcare contexts, patients' positive evaluations of previous hospital experiences form favorable attitudes toward revisiting. Family support, recommendations, and online reviews contribute to subjective norms that encourage return visits. Furthermore, easy access to healthcare facilities, affordable costs, and simple appointment systems strengthen perceived behavioral control. Consequently, patients are more likely to revisit hospitals when these three components are positively perceived. TPB has been widely applied in healthcare studies

because it effectively predicts patient behavioral intentions related to healthcare utilization and service loyalty (Ajzen, 1988).

According to Valarie A. Zeithaml, revisit intention refers to consumers' tendency to reuse services from a particular provider after previous service experiences. In hospital settings, revisit intention reflects patients' trust, comfort, and confidence toward healthcare services received. Positive patient experiences during hospitalization contribute significantly to the development of revisit intention. Elements such as friendly staff behavior, clear communication, professional treatment, and comfortable facilities influence patients' willingness to return. Additionally, revisit intention represents short-term loyalty that may evolve into long-term loyalty if patients consistently receive satisfactory services. Hospitals with high revisit intention rates generally demonstrate strong patient-centered service quality and effective relationship management. Therefore, healthcare organizations increasingly focus on enhancing patient experiences to strengthen revisit intention and organizational competitiveness (Zeithaml et al., 1996).

The Expectation–Confirmation Theory (ECT) proposed by Richard L. Oliver explains that patient satisfaction occurs when healthcare services meet or exceed prior expectations. In hospitals, communication clarity, responsiveness, and timely services contribute to positive confirmation of expectations. When patients perceive services as faster, clearer, and more professional than anticipated, satisfaction increases significantly. Satisfied patients are more likely to revisit the same hospital and recommend it to others. Conversely, delays, unclear communication, and poor responsiveness create negative disconfirmation that reduces satisfaction and revisit intention. ECT emphasizes that patient expectations must be managed carefully through realistic communication and consistent service delivery. Consequently, hospitals should continuously improve service processes to align patient expectations with actual experiences and strengthen patient loyalty (Oliver, 1997).

Service quality is widely recognized as a critical determinant of revisit intention in healthcare services. The SERVQUAL model developed by A. Parasuraman identifies five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. Among these dimensions, responsiveness plays a central role because patients highly value prompt and helpful healthcare services. In hospitals, responsiveness refers to staff willingness and readiness to assist patients quickly and effectively. Fast responses to patient needs, rapid medical actions, and immediate handling of complaints significantly influence patients' perceptions of healthcare quality. Responsiveness also reflects hospitals' commitment to patient-centered care because patients feel valued and prioritized when services are delivered promptly. Therefore, responsiveness contributes directly to patient satisfaction, trust, and revisit intention in healthcare organizations (Parasuraman et al., 1988).

According to Michael K. Brady and Joseph J. Cronin Jr., responsiveness is part of interaction quality, emphasizing promptness, willingness to help, attentiveness, and courtesy in service encounters. In hospital settings, responsiveness extends beyond speed because it also includes emotional involvement and interpersonal interactions between healthcare staff and patients. Patients expect healthcare professionals to provide attentive, empathetic, and respectful responses during treatment processes. Responsive healthcare workers demonstrate proactive behavior, actively assist patients, and maintain clear communication throughout service delivery. Such interactions create positive emotional experiences that strengthen patient trust and satisfaction. Consequently, patients who perceive hospital staff as responsive are more likely to revisit and maintain long-term relationships with healthcare providers. Therefore, hospitals must develop interpersonal communication and service orientation skills among healthcare professionals (Brady & Cronin, 2001).

In healthcare systems, responsiveness is also influenced by organizational and systemic factors. Tolib Mirzoev and Kane explained that responsiveness involves healthcare systems' ability to respond quickly, empathetically, and adaptively to patient needs. This perspective emphasizes that responsiveness is not merely an individual characteristic but also a systemic capability supported by coordination, resources, and organizational readiness. Hospitals with effective coordination among departments, adequate staffing, and efficient communication systems can provide faster and more accurate services. Furthermore, responsiveness requires adaptability to different patient conditions, such as emergencies, elderly patients, or critical illnesses. Therefore, hospitals need integrated systems, supportive organizational cultures, and effective operational management to improve responsiveness and enhance patient experiences (Mirzoev & Kane, 2017).

Communication clarity is another crucial determinant of healthcare service quality and revisit intention. In healthcare contexts, communication clarity refers to the extent to which medical information is delivered accurately, understandably, and consistently to patients. According to Claude Shannon and Weaver, communication effectiveness depends on minimizing noise that may distort messages during transmission. In hospitals, unclear communication may lead to misunderstandings, anxiety, reduced trust, and noncompliance with treatment recommendations. Therefore, healthcare professionals must use understandable language, avoid excessive medical terminology, and ensure that patients comprehend all explanations provided. Clear communication also reduces uncertainty and helps patients form realistic expectations regarding healthcare services. Consequently, communication clarity contributes significantly to patient safety, satisfaction, and revisit intention in hospital settings (Shannon, 1997).

The SMCR communication model developed by David K. Berlo further explains that communication clarity depends on similarities between senders and receivers in terms of knowledge, language, attitudes, and cultural backgrounds. In healthcare services, patients come from diverse educational and social backgrounds, requiring healthcare professionals to adapt communication methods appropriately. Effective communication occurs when healthcare workers adjust explanations according to patients' literacy levels and emotional conditions. For example, complicated medical information should be simplified using plain language, visual aids, or demonstrations to improve understanding. Miscommunication frequently occurs when healthcare professionals use overly technical language without considering patients' perspectives. Therefore, communication clarity requires both technical communication competence and interpersonal sensitivity from healthcare providers (Berlo, 1960).

According to Leonard L. Berry and colleagues, communication clarity involves delivering information clearly, accurately, and consistently to shape realistic customer expectations and trust. In hospitals, communication clarity is highly important because it directly influences patient safety, informed decision-making, and emotional comfort. Patients need clear explanations regarding diagnoses, treatment procedures, risks, medications, and discharge instructions. Inconsistent information between doctors, nurses, and administrative staff can create confusion and reduce patient confidence. Moreover, communication clarity supports shared decision-making processes, where patients actively participate in healthcare decisions. Hospitals that maintain consistent and empathetic communication are more likely to improve patient trust, satisfaction, and revisit intention. Consequently, healthcare organizations should prioritize communication training and standardized information delivery systems (Berry et al., 2002).

Timeliness of service is another essential factor influencing patient satisfaction and revisit intention in healthcare services. According to the Institute of Medicine, timely care is one of the six major aims of healthcare quality because delays can negatively affect patient outcomes and experiences. Timeliness refers to the ability of hospitals to provide services without unnecessary delays in both clinical and administrative processes. In hospitals, timeliness includes waiting times for registration, consultations, medical procedures, laboratory examinations, and discharge administration. Patients often associate shorter waiting times with professionalism, efficiency, and organizational competence. Conversely, long waiting times create frustration, dissatisfaction, and negative perceptions of healthcare quality. Therefore, hospitals must continuously improve operational efficiency and patient flow management to enhance timeliness of service and patient experiences (Committee on Quality of Health Care in America, 2001).

According to Rajeev Aagja and Garg, timeliness of service refers to hospitals' ability to deliver services promptly according to patient needs and expectations. This concept emphasizes both clinical responsiveness and administrative efficiency. Timeliness significantly affects patient perceptions because delays often create emotional stress and dissatisfaction during healthcare experiences. Prompt medical services, reduced waiting times, and efficient administrative procedures contribute positively to patient satisfaction and revisit intention. Inpatient experiences are particularly influenced by waiting times for medical actions, doctor visits, laboratory services, and discharge processes. Hospitals that consistently provide timely services are perceived as more reliable and patient-oriented. Therefore, healthcare organizations increasingly focus on reducing unnecessary delays to strengthen patient loyalty and service quality perceptions (Aagja & Garg, 2010).

The Structure–Process–Outcome model proposed by Avedis Donabedian explains that timeliness belongs to the process dimension of healthcare quality. According to this framework, healthcare outcomes and patient satisfaction are strongly influenced by service processes, including timeliness, coordination, and responsiveness. Effective healthcare processes depend on adequate structures such as sufficient staffing, facilities, policies, and technologies. Hospitals with strong structural support can provide faster and more efficient services to patients. Conversely, inadequate resources may cause delays and reduce service quality. Donabedian emphasized that process quality serves as the bridge between organizational structures and patient outcomes. Therefore, improving timeliness requires not only faster workflows but also supportive organizational structures and effective healthcare management systems (Donabedian, 1988).

Lean Healthcare principles proposed by Mark Graban explain that timeliness of service is closely related to reducing waste and improving patient flow efficiency. In healthcare services, delays and waiting times are considered forms of waste that reduce service quality and patient satisfaction. Lean Healthcare focuses on eliminating unnecessary processes, minimizing bottlenecks, and creating smooth patient flow throughout healthcare delivery. Timeliness does not merely mean working faster; instead, it involves designing efficient systems that reduce interruptions and process variability. Hospitals implementing Lean Healthcare approaches often achieve shorter waiting times, improved coordination, and higher patient satisfaction levels. Consequently, healthcare organizations increasingly adopt Lean principles to improve operational efficiency and patient-centered service quality (Graban, 2018).

Several factors influence timeliness of service in hospitals, including human resources, operational procedures, patient volume, technology, and organizational culture. Adequate staffing levels and competent healthcare professionals are essential for maintaining timely services. Standard operating procedures (SOPs) also support service consistency and reduce delays during healthcare processes. Furthermore, effective scheduling systems and patient flow management significantly affect waiting times and service efficiency. The use of integrated information technology systems such as Electronic Medical Records (EMR) and Hospital Information Systems can accelerate communication and administrative processes. Coordination among departments such as laboratories, pharmacies, radiology, and inpatient units also plays a critical role in reducing delays. Therefore, hospitals must adopt comprehensive management strategies to ensure timely and efficient healthcare services (Fitzsimmons, 2010).

Based on the reviewed theories and empirical findings, revisit intention in healthcare services is influenced by multiple interrelated factors, particularly responsiveness, communication clarity, and timeliness of service. Responsiveness enhances patients' perceptions of attention and care through prompt and empathetic actions. Communication clarity ensures that patients understand healthcare information accurately and feel involved in decision-making processes. Timeliness of service minimizes waiting times and creates perceptions of efficiency and professionalism. Together, these variables contribute to patient satisfaction, trust, emotional comfort, and healthcare loyalty. Therefore, hospitals aiming to improve patient retention and organizational competitiveness must strengthen service quality dimensions that directly influence patient experiences. Integrating responsiveness, communication clarity, and timeliness into patient-centered healthcare systems will ultimately increase revisit intention and long-term patient loyalty.

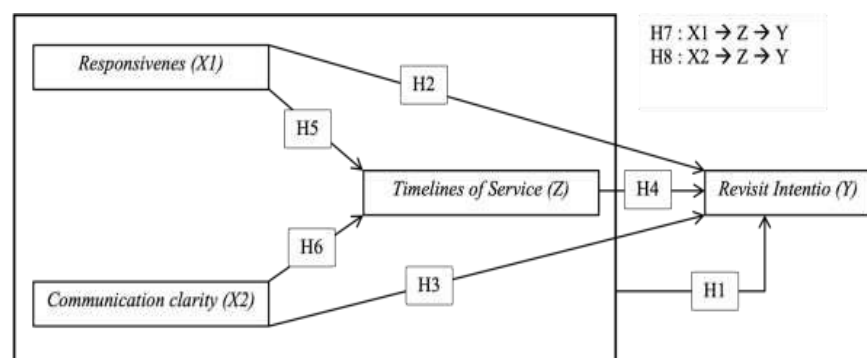


Figure 2. Conceptual Research.

3. Proposed Method

This study employed a quantitative approach with a cross-sectional design. The population consisted of inpatients at a private hospital in Bekasi Regency. A total of 162 respondents were selected using purposive sampling. Data were collected through the distribution of structured (closed-ended) questionnaires using a four-point Likert scale.

Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software. Model evaluation was carried out through the assessment of the measurement model (outer model) and the structural model (inner model). The outer model evaluation aimed to ensure construct validity and reliability, while the inner model evaluation was conducted to examine the relationships among variables and the significance model.

4. Results and Discussion

Respondent Characteristics

The respondent distribution showed that most respondents were patient caregivers (96 people), while 66 respondents were patients, indicating that healthcare service evaluations were obtained not only from patients but also from caregivers who were directly involved in the treatment process and able to observe the quality of healthcare services provided. Based on the length of hospitalization, almost all respondents received treatment for more than 2 days (159 people), while only 3 respondents were hospitalized for 2 days, suggesting that most respondents had sufficient interaction with healthcare services to provide comprehensive assessments. In terms of healthcare coverage, the majority of respondents used BPJS insurance (152 people), while only 10 respondents did not use BPJS, reflecting the dominant role of the national health insurance system in healthcare service utilization. Furthermore, respondents were predominantly aged 19–35 years (71 people), followed by those aged 36–50 years (54 people), over 50 years (20 people), and ≤18 years (17 people), indicating that most respondents were within the productive age group and generally capable of understanding and evaluating healthcare service quality effectively.

Validity Test

Based on the validity test results using the Pearson Product Moment correlation with a significance level of 5% ($\alpha = 0.05$), all questionnaire items for the variables of Responsiveness (X1), Communication Clarity (X2), Timeliness of Service (Z), and Revisit Intention (Y) were declared valid because each item obtained an *r*-count value greater than the *r*-table value of 0.300. The Responsiveness variable showed *r*-count values ranging from 0.652 to 0.914, Communication Clarity ranged from 0.555 to 0.912, Timeliness of Service ranged from 0.434 to 0.887, and Revisit Intention ranged from 0.832 to 0.942. These findings indicate that all statement items were capable of measuring the intended constructs accurately and consistently, meaning that the questionnaire instrument used in this study was appropriate and valid for measuring respondents' perceptions regarding responsiveness, communication clarity, timeliness of service, and revisit intention.

Reliability Test

Tabel 1. Reliability Test

Variable	Cronbach's Alpha	N of Items	Description
<i>Responsiveness (X1)</i>	0,847	4	Reliabel
<i>Communication Clarity (X2)</i>	0,719	4	Reliabel
<i>Timeline of Services (Z)</i>	0,583	3	Reliabel
<i>Revisit Intention (Y)</i>	0,910	4	Reliabel

Based on the reliability test results using Cronbach's Alpha, all research variables were declared reliable because each variable obtained a Cronbach's Alpha value greater than the minimum reliability standard of 0.500. The Responsiveness variable (X1) obtained a Cronbach's Alpha value of 0.847, Communication Clarity (X2) obtained 0.719, Timeliness of Service (Z) obtained 0.583, and Revisit Intention (Y) obtained 0.910. These results indicate that all questionnaire items used in this study had

good internal consistency and were capable of producing stable and consistent measurements. Therefore, the research instrument can be considered reliable and appropriate for measuring respondents' perceptions regarding responsiveness, communication clarity, timeliness of service, and revisit intention.

Hypothesis Test

Hypothesis Testing Results – The research data were processed using SmartPLS.

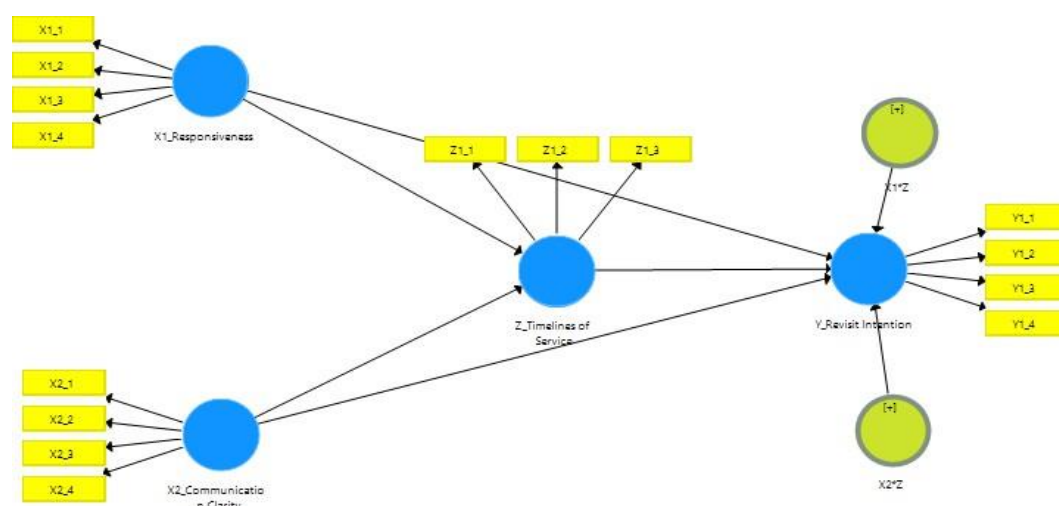


Figure 3. Research Model

Based on the results of the structural model (inner model) testing using the two-tailed bootstrapping technique, all indicators in each variable showed t-statistic values greater than 1.96, indicating that all indicators were valid in reflecting their respective research constructs. In the Responsiveness variable (X1), the t-statistic values of the indicators ranged from 3.979 to 66.823, with a significant effect on Timeliness of Service (Z) of 2.951 and on Revisit Intention (Y) of 2.978. The Communication Clarity variable (X2) showed indicator t-statistic values ranging from 2.683 to 24.781 and had a significant effect on Timeliness of Service (Z) of 6.952 and Revisit Intention (Y) of 3.203. The Timeliness of Service variable (Z) demonstrated indicator t-statistic values ranging from 4.717 to 15.077; however, its effect on Revisit Intention (Y) with a t-statistic value of 1.567 did not reach the threshold for statistical significance. Meanwhile, the Revisit Intention variable (Y) showed indicator t-statistic values ranging from 10.412 to 95.088, indicating that all indicators strongly reflected the revisit intention construct. Overall, these findings indicate that responsiveness and communication clarity have significant effects on timeliness of service and patients' revisit intention.

Simultaneous Hypothesis

Tabel 2. Simultaneous Hypothesis Test Results.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	129,884	3	43,295	44,242	<,001 ^b
Residual	154,616	158	0,979		
Total	284,500	161			

The Regression Sum of Squares value of 129,884 compared to the Total Sum of Squares of 284,500 indicates that approximately 45.6% ($129,884 / 284,500$) of the variation in Revisit Intention can be explained by the three independent variables in the model, while the remaining approximately 54.4% is influenced by other factors outside the study. Thus, the regression model used is feasible and able to explain the simultaneous influence of the three variables on patients' intention to return to hospital services.

Tabel 3. Results of Path Statistical Analysis.

	Path Coefficient (β)	t-Statistic	P Value	Description
Responsiveness-> Revisit Intention	0,203	2,978	0,003	H2 Accepted
Communication Clarity -> Revisit Intention	0,303	3,203	0,001	H3 Accepted
Timeliness of Service -> Revisit Intention	0,176	1,567	0,118	H4 Rejected
Responsiveness-> Timeliness of Service	0,249	2,951	0,003	H5 Accepted
Communication Clarity -> Timeliness of Service	0,497	6,952	0,000	H6 Accepted
X1*Z -> Y_Revisit Intention	-0,193	2,233	0,026	H7 Accepted
X2*Z -> Y_Revisit Intention	-0,016	0,190	0,850	H8 Rejected

Based on the table, the results of this study indicate that responsiveness, communication clarity, and timeliness of service simultaneously have a positive and significant effect on inpatient revisit intention at RS Medirossa Cikarang. This finding is supported by the F-statistics value of 44.242, which is greater than the T-table value (1.64), and a p-value of 0.0001 (<0.05), indicating that the proposed model is statistically significant. Partially, responsiveness had a positive and significant effect on revisit intention with a path coefficient of 0.203, T-statistics of 2.978, and p-value of 0.003. Similarly, communication clarity showed a positive and significant effect on revisit intention with a path coefficient of 0.303, T-statistics of 3.203, and p-value of 0.001. However, timeliness of service showed a positive but non-significant effect on revisit intention, as indicated by a path coefficient of 0.176, T-statistics of 1.567, and p-value of 0.118.

Furthermore, responsiveness and communication clarity were found to have positive and significant effects on timeliness of service. Responsiveness influenced timeliness of service with a path coefficient of 0.249, T-statistics of 2.951, and p-value of 0.003, while communication clarity demonstrated a stronger influence with a path coefficient of 0.497, T-statistics of 6.952, and p-value of 0.000. In the moderation analysis, timeliness of service significantly moderated the relationship between responsiveness and revisit intention, with a negative path coefficient of -0.193, T-statistics of 2.233, and p-value of 0.026. In contrast, timeliness of service did not significantly moderate the relationship between communication clarity and revisit intention, as shown by a negative path coefficient of -0.016, T-statistics of 0.190, and p-value of 0.850. Overall, the findings suggest that responsiveness and communication clarity are important determinants of patients' intention to revisit the hospital, while the moderating role of timeliness of service was only significant in the relationship between responsiveness and revisit intention.

Discussion

The results of this study showed that responsiveness, communication clarity, and timeliness of service simultaneously had a positive and significant effect on inpatient revisit intention at RS Medirossa Cikarang. These findings indicate that patients' intention to revisit the hospital is influenced by their overall evaluation of service quality during hospitalization. According to Philip Kotler & Keller (2021), customers evaluate service experiences holistically before forming loyalty-related behaviors. In addition, this finding can also be explained through the Theory of Planned Behavior developed by Icek Ajzen, which states that behavioral intention is influenced by individual attitudes, subjective norms, and perceived behavioral control. In the context of healthcare services, positive experiences related to responsiveness, communication clarity, and timeliness of service shape favorable patient attitudes toward the hospital, thereby increasing their intention to revisit the healthcare facility in the future.

Responsiveness was found to have a positive and significant effect on revisit intention. This finding indicates that healthcare workers were perceived as responsive, attentive, and quick in addressing patient needs and complaints. High responsiveness creates a sense of comfort, safety, and trust among patients and their families, which subsequently increases their intention to return to the same hospital. This result is consistent with the SERVQUAL theory developed by A. Parasuraman, Valarie Zeithaml, and Leonard Berry (1988), which identifies responsiveness as one of the key dimensions of service quality. Responsiveness reflects the willingness of service providers to assist customers promptly and effectively, thereby enhancing patient satisfaction and loyalty. From the perspective of the Theory of Planned Behavior, responsiveness contributes to the formation of positive attitudes toward healthcare services because patients perceive the hospital as caring and dependable. Positive attitudes then strengthen patients' behavioral intention to revisit the hospital when healthcare services are needed in the future.

The study also found that communication clarity had a positive and significant effect on revisit intention. Clear communication from healthcare professionals helped patients better understand their medical conditions, treatment procedures, and healthcare processes. Information that is easy to understand and delivered empathetically contributes to higher patient satisfaction and trust toward the hospital. This finding supports the assurance dimension within the SERVQUAL framework, which emphasizes the ability of healthcare providers to create confidence and trust through effective communication. Furthermore Epstein & Street (2011) emphasized that effective communication strengthens therapeutic relationships and improves patient experiences. According to Ajzen's theory, communication clarity influences patients' cognitive evaluations and perceptions regarding healthcare services, which then shape favorable attitudes and intentions toward revisiting the hospital. When patients clearly understand the information provided by healthcare professionals, they tend to feel more confident and involved in decision-making, thereby increasing revisit intention.

In contrast, timeliness of service showed a positive but insignificant effect on revisit intention. This finding suggests that timeliness was not the primary determinant influencing patients' decisions to revisit the hospital. In inpatient care settings, patients may prioritize interpersonal interactions, empathy, and communication quality over operational efficiency alone. Although timely service remains important, patients tend to tolerate certain delays as long as they feel cared for and receive adequate attention from healthcare workers. This finding aligns with the theory proposed by Zeithaml, Berry, and Parasuraman (1996), which explains that customers prioritize different dimensions of service quality depending on service context. From the perspective of the Theory of Planned Behavior, timeliness of service may not significantly influence revisit intention because patients' behavioral intentions are more strongly shaped by emotional and interpersonal experiences rather than technical operational aspects alone. Therefore, patients' attitudes toward the hospital may remain positive despite variations in service timeliness.

The results further revealed that responsiveness had a positive and significant effect on timeliness of service. Responsive healthcare workers who quickly addressed patient needs and complaints contributed to patients' perceptions that services were delivered in a timely manner. Responsiveness reduced perceived waiting time and improved patients' overall experience of healthcare processes. Similarly, communication clarity also had a positive and significant effect on timeliness of service. Clear explanations regarding procedures, service flow, and estimated waiting times helped patients better understand the healthcare process and reduced perceptions of delay. These findings support the patient-centered care approach introduced by the Committee on Quality of Health Care in America (2001), which emphasizes the importance of effective communication and responsiveness in creating positive patient experiences. From Ajzen's perspective, responsiveness and communication clarity strengthen patients' perceived behavioral control because patients feel more informed, guided, and confident throughout the treatment process, thereby enhancing positive perceptions of healthcare service delivery.

Regarding the moderating effects, the study found that timeliness of service significantly moderated the relationship between responsiveness and revisit intention, but in a negative direction. This indicates that high responsiveness may increase patients' expectations regarding the speed and punctuality of healthcare services. When these expectations are not fully met, patients may develop negative perceptions that weaken revisit intention. This finding can be explained by Oliver's expectation-disconfirmation theory (Oliver, 1997), which

states that satisfaction and behavioral intentions are influenced by the gap between expectations and actual experiences. In relation to the Theory of Planned Behavior, unmet expectations may negatively affect patients' attitudes toward the hospital, thereby reducing behavioral intention to revisit. Conversely, timeliness of service did not significantly moderate the relationship between communication clarity and revisit intention. Communication clarity independently influenced revisit intention regardless of patients' perceptions of service timeliness. Overall, this study confirms that healthcare service quality is multidimensional and should be improved comprehensively. Responsiveness and communication clarity emerged as the most influential factors in enhancing inpatient revisit intention at RS Medirossa Cikarang, reinforcing the importance of patient-centered care and the Theory of Planned Behavior in understanding patient behavioral intentions and loyalty toward healthcare services.

5. Comparison

The findings of this research strengthen the view that service quality dimensions play an important role in shaping patient revisit intention. This study found that responsiveness and communication clarity had positive and significant effects on revisit intention, which is consistent with the studies of Woo & Choi (2021) and Tessema & Yesilada (2025). Woo & Choi (2021) explained that responsive healthcare services increase patient satisfaction and trust, which subsequently encourage patients to return to the same healthcare facility. Similarly, AlOmari & A. Hamid (2022) emphasized that clear and effective communication between healthcare professionals and patients improves patient understanding, satisfaction, and loyalty. In addition, the simultaneous influence of responsiveness, communication clarity, and timeliness of service on revisit intention supports the SERVQUAL theory proposed by Parasuraman, which states that service quality is multidimensional and collectively influences customer behavioral intentions. These findings are also in line with the Theory of Planned Behavior proposed by Icek Ajzen, which explains that positive patient experiences and perceptions toward healthcare services can shape behavioral intentions, including the intention to revisit the hospital in the future.

However, this study also revealed findings that differ from several previous studies. Timeliness of service did not have a significant direct effect on revisit intention, whereas previous studies such as Sari et al. (2025) found that waiting time and service punctuality significantly affected patient loyalty and revisit behavior. This difference may be explained by the context of inpatient services, where patients tend to prioritize interpersonal interactions, empathy, responsiveness, and communication quality over operational efficiency alone. Furthermore, this study found that timeliness of service negatively moderated the relationship between responsiveness and revisit intention, indicating that higher patient expectations regarding service punctuality may weaken the positive effect of responsiveness when those expectations are not fully met. This finding contrasts with studies that generally reported a strengthening moderating role of service timeliness. On the other hand, timeliness of service did not moderate the relationship between communication clarity and revisit intention, suggesting that communication clarity independently influences patient behavioral intention regardless of perceived service punctuality. These results enrich previous literature by demonstrating that the influence of healthcare service quality dimensions may vary depending on the context of care, patient expectations, and the nature of inpatient healthcare experiences.

6. Conclusions

Based on the results and discussion of the study entitled "Analysis of the Effect of Responsiveness and Communication Clarity on Inpatient Revisit Intention at RS Medirossa Cikarang," it can be concluded that responsiveness, communication clarity, and timeliness of service simultaneously have a positive and significant effect on inpatient revisit intention. This finding indicates that patients' intention to revisit the hospital is influenced by the overall quality of healthcare services, particularly the responsiveness of healthcare workers, the clarity of communication provided, and patients' perceptions of service timeliness. Individually, responsiveness and communication clarity were found to have positive and significant effects on revisit intention, suggesting that responsive healthcare staff and clear communication are important factors in building patient trust, satisfaction, and loyalty. In contrast, timeliness of service did not have a significant direct effect on revisit intention, indicating that inpatient patients tend to prioritize the quality of interactions and treatment outcomes over service speed alone, especially since most respondents underwent hospitalization for more than two days.

Furthermore, the study found that responsiveness and communication clarity both had positive and significant effects on timeliness of service. Responsive healthcare workers and clear communication helped patients better understand healthcare processes and perceive services as being delivered in a timely manner. However, timeliness of service negatively and significantly moderated the relationship between responsiveness and revisit intention, indicating that under certain conditions, patients' expectations regarding service punctuality may weaken the positive influence of responsiveness on revisit intention. On the other hand, timeliness of service did not moderate the relationship between communication clarity and revisit intention, which means that clear communication independently influenced patients' intention to revisit regardless of their perceptions of service timeliness. Overall, this study emphasizes that improving healthcare quality requires a comprehensive and patient-centered approach, particularly through enhancing responsiveness and communication clarity to strengthen patient loyalty and revisit intention.effectiveness in inpatient services.

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