

The Influence of Patient Experience and Patient Trust on the Desire to Return to Treatment at the Calysta Karawang Clinic Based on Sor Theory

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Abstract

Quality health services are one of the main factors in determining patient loyalty, especially in aesthetic clinic services such as the Calysta Karawang Clinic. Patients' experience while receiving services and their level of trust in the clinic are important elements that influence the decision to return for treatment. This study aims to analyze the influence of patient experience and patient trust on the desire to return to treatment using the Stimulus-Organism-Response (SOR) theoretical framework. The research was conducted with a quantitative approach using survey techniques on 81 respondents. The independent variables studied were patient experience (X_1) and patient trust (X_2), while the dependent variable was the desire to return (Y). Data analysis was carried out with multiple linear regression using SPSS 26. The results showed that both partially and simultaneously, patient experience and patient trust had a significant effect on the desire to return to treatment. The coefficient of determination (R^2) of 83.7% indicates that the two variables are able to explain the variation in the desire to return strongly. The findings emphasize the importance of improving doctor-patient communication, facility convenience, cost transparency, and strengthening clinic image to increase patient loyalty.

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1. INTRODUCTION

Amidst the rapid growth of the healthcare industry, particularly in the aesthetic clinic sector, the success of healthcare institutions is determined not only by the number of new patients but also by their ability to retain existing patients. Calysta Karawang Clinic, a leading beauty service provider in the Karawang region, faces a serious challenge related to a decline in patient visits. Internal data shows a decline in patient visits from 480 in November 2024 to 420 in January 2025, or an average achievement of only 88.7% of the monthly target of 500 patients. This condition indicates a fundamental problem with patient loyalty, particularly in the form of a desire to return for medical visits.

This phenomenon is inextricably linked to two important factors: patient experience and trust in the clinic. Patient experience reflects their overall perception of the service received, from interactions with medical personnel to the comfort of the facility, while trust relates to the belief that the clinic is capable of providing a diagnosis and treatment that meets expectations. These two variables are interrelated and influence patients' decisions to form a return intention. Based on the Stimulus-Organism-Response (SOR) theory, stimuli originating from the quality of the service experience will be responded to internally

by patients through trust and positive perceptions, which then result in an intention to return for medical visits (Zhao et al., 2024; Al-Sulaiti, 2022).

A preliminary study of 30 patients showed an average score for patient experience of only 2.7, patient trust of 2.6, and return intention of 2.5 on a scale of 1–5. These findings reinforce the low patient perception of services at Calysta Clinic. A low trust score is even a key indicator that a strong psychological bond between patients and the clinic has not yet been established. Yet, in the context of recurring and long-term aesthetic services, business success relies heavily on loyalty and long-term patient relationships (Mohd Isa et al., 2019; Sary et al., 2023).

Previous research conducted by Zhao et al. (2024) in China demonstrated that patient experience directly influences trust, and both simultaneously contribute to revisit intentions. However, their research context differed as it was conducted in a general healthcare setting, not an aesthetic clinic. This study aims to address this gap by specifically examining the influence of patient experience and trust on revisit intentions at the Calysta Clinic in Karawang, using the SOR theoretical framework as the primary foundation.

2. METHOD

This study employed a quantitative approach with descriptive and verification designs. The descriptive design was used to provide a comprehensive overview of how patients assess their experience and trust in services at the Calysta Clinic in Karawang, while the verification design aimed to empirically test the influence of these two variables on patients' desire to seek treatment again. This approach was deemed appropriate because it allows for objective and systematic measurement of the relationship between variables (Sugiyono, 2020).

The study population consisted of all patients who received services at the Calysta Clinic in Karawang in January 2025, totaling 420 patients. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a sample size of 81 respondents. The sampling technique used random sampling to ensure that each member of the population had an equal opportunity to become a respondent, thus ensuring more representative data.

Data collection was conducted through two sources: primary and secondary data. Primary data were collected using a closed-ended questionnaire designed based on indicators of patient experience, patient trust, and desire for repeat treatment, based on the SOR theory. The questionnaire consisted of a number of statements arranged on a Likert scale of 1–5. Meanwhile, secondary data were obtained through a literature review involving relevant scientific journals, books, and research reports.

Instrument validity and reliability testing were conducted first to ensure data reliability. Next, the data were analyzed using multiple linear regression analysis using SPSS version 26 software to examine the relationship between patient experience and trust and their desire to seek treatment again, both partially and simultaneously.

3. RESULTS AND DISCUSSION

The results of the regression analysis indicate that, both partially and simultaneously, patient experience and trust significantly influence the desire to seek treatment again at the Calysta Clinic in Karawang. Partially, the patient experience variable has a significance value of 0.000 and a regression coefficient value of 0.684. This indicates that the more positive the patient's experience with the services provided, the greater their desire to return. This finding aligns with the results of research by Zhao et al. (2024) and Octaviani et al. (2023), which states that good interactions, comfortable facilities, and clear medical information provide a positive emotional experience that encourages loyal behavior.

A pleasant patient experience fosters the perception that the clinic is capable of meeting expectations, both in technical and interpersonal aspects of service. Communicative interactions and the friendly attitude of medical staff serve as stimuli that trigger the patient's affective response, which is then reinforced through repeated experiences and consistent service. Within the SOR theory framework, this experience is an external stimulus that is processed internally by the patient into positive perceptions and emotions, which then foster a desire to return for treatment.

Patient trust also significantly impacts the desire to seek treatment again, with a significance value of 0.000 and a regression coefficient of 0.711. This means that the higher a patient's trust in the clinic's competence and integrity, the more likely they are to make a repeat visit. Trust in accurate diagnoses, the professionalism of medical personnel, and transparency in services play a crucial role in creating a strong psychological bond between patients and clinics (Mohd Isa et al., 2019). This trust also reduces patients' uncertainty about treatment risks and increases their willingness to recommend services to others.

Simultaneously, both variables demonstrated a strong influence on the intention to seek treatment again, as indicated by an Adjusted R^2 value of 0.837. This means that 83.7% of the variation in the intention to seek treatment again can be explained by the combination of patient experience and trust. The remaining 16.3% is influenced by other factors not examined in this study, such as service price, social recommendations, and perceived brand image.

These results reinforce the assumption that patient loyalty to clinical services is not solely determined by medical competence, but rather by a more complex set of factors involving the patient's emotional and psychological dimensions. Therefore, strategies to improve service quality at Calysta Clinic need to focus on enhancing positive emotional experiences and increasing trust through consistent and transparent service.

4. CONCLUSION

Based on the results of data analysis, hypothesis testing, and discussion in the previous chapter, the following conclusions can be drawn:

1. Patient experience has a significant and positive influence on the desire to return to Calysta Clinic Karawang. The better the patient experience, including doctor-patient communication, facility comfort, service information, diagnostic evaluation, and treatment costs, the higher the patient's intention to return.
2. Patient trust has a significant and positive influence on the desire to seek treatment again. The greater a patient's confidence in the competence of the medical staff, the clinic's credibility, and the suitability of the service to their expectations, the more likely they are to continue choosing Calysta Clinic Karawang for treatment. Trust has been shown to be a key factor in driving patient loyalty in aesthetic healthcare services.
3. Simultaneously, patient experience and patient trust have a significant influence on the desire to seek treatment again with a contribution of 83.7%.

5. SUGGESTION

1. Recommendations for Calysta Karawang Clinic

Based on the research results that show the importance of patient experience and patient trust in increasing the desire to seek treatment again, the researchers provide several technical recommendations that the Calysta Karawang Clinic can implement, namely:

- a. Improving the quality of doctor-patient communication
Ensure that all medical personnel, including doctors and nurses, provide clear, easy-to-understand explanations and respect patient input, thereby creating a professional

- and empathetic impression.
- b. Improving the comfort of physical facilities
Continue to maintain the cleanliness and comfort of the waiting room, the tidiness of the procedure room, and the medical equipment so that patients feel safe and comfortable while at the clinic.
 - c. Transparency of cost information
Provide transparent information about treatment costs and services from the start, so that patients feel confident and have no doubts when deciding to use the clinic's services again.
 - d. Strengthening the clinic's image and reputation
Make positive promotional efforts through social media, patient testimonials, and publication of the clinic's achievements to strengthen the public's perception of trust.
 - e. Provide regular training for medical personnel
Conduct regular training in communication, patient management, and medical competency improvement to ensure medical personnel always work to the best standards.
 - f. Provide patient feedback channels
Provide a suggestion box, satisfaction survey, or dedicated digital channel to listen to patient complaints and feedback so the clinic can quickly address any shortcomings.
 - g. Maintaining consistency of service quality
Ensure every patient, both new and old, receives the same high standard of service regardless of background or type of care received.
 - h. Building long-term relationships with patients
In addition to focusing on repeat visits, clinics can develop patient loyalty programs (e.g., birthday discounts, regular check-up promotions, or health newsletters) to maintain ongoing relationships.

2. Recommendations for Further Research

Based on the research results and limitations that have been identified, the researcher provides several recommendations for further research, namely as follows:

- a. Expanding Research Variables
Further research is recommended to not only focus on patient experience and patient trust, but also include other variables that have the potential to influence the desire to seek treatment again, such as:
 - 1) Patient satisfaction (*patient satisfaction*), which often acts as a mediator between experience and loyalty.
 - 2) Clinical image (*brand image*), which can shape initial views and influence repeat visit intentions.
 - 3) Quality of service (*service quality*), which includes dimensions such as tangibility, reliability, responsiveness, assurance, and empathy.
 - 4) Influence of word of mouth (*WOM*) or *electronic WOM (e-WOM)*, especially in the era of social media which can expand the influence of other patients' recommendations.
- b. Using a Mixed Methods Approach (*Mixed Methods*)
In order to gain a deeper understanding, further research can use a mixed approach (quantitative and qualitative), for example by conducting in-depth interviews to explore emotional factors, personal motivations, or obstacles that are not revealed through closed questionnaires. Conducting Comparative Studies between Clinics
 1. Further research is recommended to expand the research focus, for example by comparing Calysta Clinic Karawang with other clinics offering similar services, in

terms of location, market segmentation, and business scale. This could help identify differences in strategies used to foster industry re-treatment, changes in consumer behavior, or competitive dynamics, as well as evaluate the ongoing effectiveness of these strategies.

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