The Influence of Perceived Price Justice and Satisfaction on the Loyalty of Breast Cancer Care Alliance (BCCA) Siloam Hospital Semanggi Patients with Revisit Intention as Mediation

Sarah Nurina Nathania[1], Dewi Wuisan[1], Merryl Esther Yuliana[2]

[1] Universitas Pelita Harapan, Tangerang, Indonesia
[2] Taipei Medical University, Taipei, Taiwan

ABSTRACT

Purpose – The purpose of this study is to analyze the effect of Perceived Price Justice, and Satisfaction on patient's Loyalty with Revisit Intention as mediation.

Design/Methodology/Approach – The method applied in this research is a quantitative approach with a google forms questionnaires, distributed to respondents who are patients in Breasts Cancer Care Alliance (BCCA) Siloam Hospital Semanggi. The number of samples used was 160 respondents, then analyzed through PLS-SEM using SmartPLS 3.0.

Findings – The results of this study prove that the perceived price justice variable has an indirect positive influence on loyalty if it is followed with revisit intention as a mediation. On the other hand, this study also shows that the perception satisfaction variables has an indirect positive influence on loyalty with revisit intention as a mediation.

Research Limitations/Implications – The main limitation of this study is using an online questionnaire to collect data, which limits supervision in the data entry process to ensure whether the data given is correct according to the directions.

Practical Implications – The results of this study prove that the perception price justice variables has an indirect positive influence on loyalty if it is followed with revisit intention US a mediation. On the other hands, this study also shows that the perceived satisfaction variable has an indirect positive influence on loyalty with revisit intention as a mediation. This research is expected to be able to contribute to research that has been done previously, and also to other communities who may be conducting research with the same model or variables.

Originality/Value – This study uses the same variables as previous research. The study aims to advise and give insight to BCCA Siloam Hospital Semanggi, in order to develop their marketing especially in the field of management. This research is expected to be able to contribute to research that has been done previously, and also to other communities who may be conducting research with the same model or variables.

Keywords: Perceived Price Justice; Perceived Satisfaction; Loyalty; Revisit Intention

1. INTRODUCTION

Cancer is one of the health problems that needs to be followed up with Serious. In Indonesia, there is 348,809 sufferer cancer new in period One year with a total of 207,000 cancer deaths. Based on (Indonesian Cancer Literacy, 2019) it is stated that the highest cancer case in Indonesia is breast cancer. The total number of breast cancer sufferers has reached 58,256 cases with a percentage of 16.7%. The high number of cancer cases is caused by several factors, one of which is slow treatment because patients come with advanced stage conditions (Handayani, 2019). Cancer as a catastrophic disease not only burdens patients physically, but also morally. Delays in treating patients due to lack of information make diagnosed patients choose

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alternative treatment or none at all.

The government has prepared several efforts, such as efforts for the community to carry out early detection using the clinical breast examination method or what is abbreviated as SADANIS, and treatment management for cancer patients. The government, through the National Health Insurance (JKN) program, is willing to bridge access to standard cancer therapy by covering treatment costs to improving the health service system (Regulation of the Minister of Health of the Republic of Indonesia, 2015).

Siloam Hospitals Semanggi, as a hospital that focuses on cancer treatment, already has the Breast Cancer Care Alliance (BCCA) as an integrated service center to promote the BSE (Self-Examine Your Breast) method. This is done as primary prevention to increase awareness of breast cancer, and encourage people to detect cancer early. There are often many considerations for breast cancer sufferers to carry out checks and choose the right place to visit the hospital. The main factors that become obstacles are price and service. This research aims to determine the effect *of perceived price justice* and *satisfaction* on *the loyalty* of Breast Cancer Care Alliance (BCCA) Siloam Hospital Semanggi patients with *revisit intention* as mediation.

2. LITERATURE REVIEW

2.1 Perceived Price Justice

The price that will be charged to the patient is not the rate for one type of examination, but rather the total cost of the services the patient receives from services at the hospital. Based on the total costs that need to be incurred, the patient or family bearer can decide is price the Already in accordance on service received. Following up on this, hospitals need to consider consumer perceptions before setting prices because the perceptions generated by consumers can influence the decision to buy or visit the hospital. Unfavorable price perceptions will cause patients to refuse to utilize health services at that location during their first visit. It is truly regrettable that good patient perceptions about the prices or tariffs set can be formed because patients tend to focus on the services received during treatment and visits (Anin & Abdulla, 2018).

2.2 Perceived Satisfaction

Satisfaction is a feeling that arises from consumers after comparing perceptions of the performance or results of a product, which includes feelings of pleasure or disappointment, which includes the function of perceptions of the performance provided. And hope consumer. If performance fulfil hope, so created consumer satisfaction. Moreover, if the performance provided exceeds expectations, then consumers very satisfied or like (Hestanto, 2019). Wrong One indicator success What the hospital needs to achieve is patient satisfaction. This is sustainable between patient satisfaction and increasing company profits and can cover a wider market share. Patient satisfaction is obtained after the patient do comparison on hope they, if performance service health does not reach the level of feelings and expectations, then patient satisfaction has not been created. On the other hand, if the results meet or even exceed expectations, then the hospital has succeeded in achieving patient satisfaction (Japutra, 2018).

2.3 Revisit Intention

Intention to revisit is an aspect adopted from *repurchase intention,* which is classified as a post-purchase situation, which is important in increasing the number of visits and patient

control and consultation. Theoretical studies state that consumer satisfaction is an important variable that consumers consider when they are interested in returning. Fornell said that consumer satisfaction will create a feeling of wanting to visit again in the future, and not only that but also tell other people about the product they feel. *Revisit intention* is the result of consumer evaluation regarding the perceived experience which achieves overall satisfaction thereby creating a desire to visit again (Amalia, Rizki, 2019).

2.4 Loyalty

Customer loyalty is the behavior of encouraging customers to purchase products or services repeatedly, as well as creating loyalty from customers to them company in the long term. So continuous customer satisfaction can create customer loyalty in choosing the products or services offered (Sutisna, 2017). Apart from carrying out the activities above, loyalty is also defined as loyalty which is shown by the customer's behavior or decision to make purchases or repeat visits over a long period of time. This also applies to hospitals where they need to manage services to create patient loyalty. Based on what has been discussed, this research hypothesis can be formulated as follows:

H1: *Perceived Price Justice* has a positive effect on *Loyalty*
H2: *Perceived Price Justice* has a positive effect on *Revisit Intention*
H3: *Perceived Satisfaction* has a positive effect on *Loyalty*
H4: *Perceived Satisfaction* has a positive effect on *Revisit Intention*
H5: *Revisit Intention* has a positive effect on *Loyalty*
H6: *Perceived Price Justice* influences *Loyalty* as mediated by *Revisit Intention*
H7: *Perceived Satisfaction* influential to *Loyalty* with mediation *Revisit Intention*

The following image is the framework or analysis model for this research.

Figure 1. Analysis Model
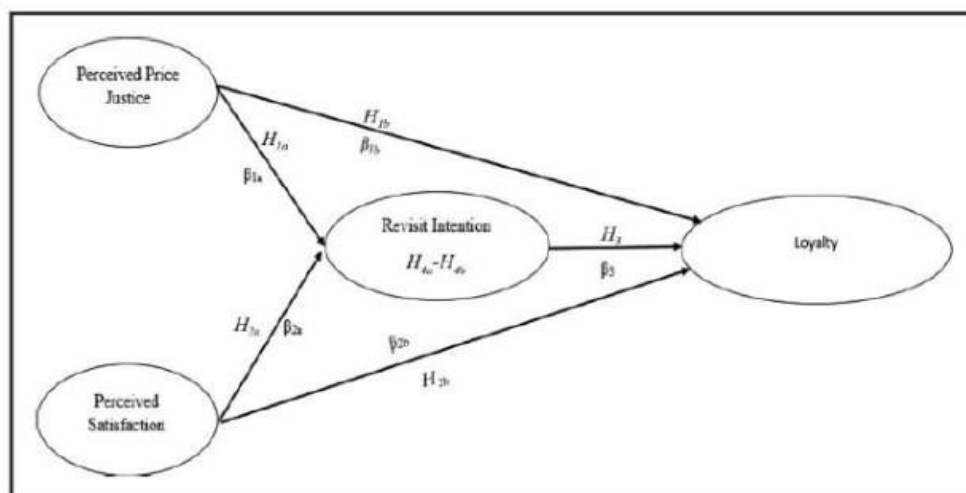
Source: Research by Cakici, Akgunduz, and Yildirim (2018)

3. METHOD STUDY

3.1 Research design

Study This use method quantitative with design causal, aim to test predetermined hypotheses so that they can be classified into causal symptom relationships. Type of systematic scientific research with shaped data collection survey through spread questionnaire, For obtain information or data contains things related to the object researcher.

3.2 Definition Operational

a. *Perceived Price Justice*

Price fairness is a form of consumer evaluation of whether the price given is appropriate or not, and meets consumer expectations. Indicators of *perceived price justice* are measured through five questions, namely:
1. Price is a possible category accepted
2. Prices are included sense
3. The package prices offered are helpful need
4. The prices set are commensurate with the facilities accepted
5. Prices are in accordance with the service given.

b. *Perceived Satisfaction*

Consumer satisfaction is a feeling of happiness or disappointment after making a comparison on services which accepted with hope they. If the result exceeded expectations, so will create satisfaction consumer And applies on the contrary (Kotler & Keller, 2016). Indicators of *perceived satisfaction* are measured through five questions, that is:
1. Consumer satisfaction with services accepted
2. Feeling of satisfaction with the facilities given
3. An experience that gives taste like
4. The decision to visit is felt appropriate
5. Overall consumer satisfaction whole.

c. *Revisit Intention*

Interest in visiting again is the result of an evaluation carried out by consumers independently based on their experience and overall satisfaction value, as a consideration for visiting again in the future (Amalia, Rizki, 2019). Indicators of *revisit loyalty* are measured through five questions, namely:
1. Desire to visit again if needed
2. Willing to do all the maintenance recommended
3. Say positive things to people other
4. Provide recommendations to relatives
5. Don't mind paying more.

d. *Loyalty*

Loyalty includes consumers' availability to frequently support the company for the long term, to continue enjoying the services offered. In addition, consumers can provide recommendations for services offered to colleagues and his family (Wirtz & Lovelock, 2018). Indicator from *loyalty* be measured through five questions, that is:
1. The desire to continue maintenance
2. Feel better after doing it maintenance

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3. Feeling regretful that I didn't get treatment early on BCCA
4. Consider BCCA as the first choice to do consultation
5. Consider BCCA as the first choice for action chemotherapy.

3.3 Population and Sample

The population of this study were individuals who were patients at Breast Cancer Care Alliance (BCCA) Siloam Hospital Clover. In study This use formula from a study (Kock & Hedaya, 2018) which focuses on the impact of cooperative learning strategies, with sample minimum Which needed is 160 respondents. Amount The sample from this study consisted of 160 patients at the Breast Care Cancer Alliance (BCCA) Siloam Hospital Clover.

3.4 Sampling technique

Sampling or sampling technique in this research is random or *random sampling* regardless of the strata of the population. The target sample in this study was patients at the Breast Cancer Care Alliance (BCCA) Siloam Hospital Semanggi.

3.5 Data analysis technique

This research uses a variance-based *structural equation modeling (SEM) method*. This method is used to carry out model measurement analysis *(outer model)*, and structure model *(inner models)*. Hypothesis tested use *software* SmartPLS *(Partial Least Square)* on a computer machine. Variable measurement uses a Likert scale consisting of five categories used in questionnaire.

4. ANALYSIS AND DISCUSSION

4.1 Data analysis

Outer model test on SmartPLS, there are 15 of the 20 reflective indicators used in the research survey. The indicators released are PJ_3 from the *perceived price justice variable,* indicators PS_2 and PS_5 from the *perceived satisfaction variable,* indicator RI_5 from the *revisit intention variable,* and indicator LP_2 from the *loyalty variable.* On table under This explained that there is 15 indicator variable Which has an *outer loading value* above 0.7 so that all indicators in this study valid.

Table 1. Validity *of Outer Loading*

Variable	Loyalty	Perceived Price Justice	Perceived Satisfaction	Revisit Intention	Outer Loading > 0.7
Loyalty	0.880				Valid
	0.854				Valid

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	0.945				Valid
	0.954				Valid
Perceived Price Fairness		0.834			Valid
		0.816			Valid
		0.851			Valid
		0.805			Valid
Price Satisfaction			0.936		Valid
			0.948		Valid
			0.901		Valid
Revisit Intention				0.860	Valid
				0.823	Valid
				0.903	Valid
				0.897	Valid

Source: Actual Test Data Analysis Results (2022)

Based on Table 1, it can be seen that the indicators for each dimension have an *outer loading value* of more than 0.7. With this, all indicators are declared valid and meet the criteria so they can be analyzed further.

The reliability test or *construct reliability* in this research was measured in two ways, namely *Cronbach's alpha* with condition mark >0.7 And *composite reliability* with condition the same value is >0.7 and must be met to reach the criteria. The following is a table of test results reliability:

Table 2 Validity Reliability *Cronbach's Alpha* and *Composite Reliability*

Variable	*Cronbach's Alpha* (>0.7)	*Composite Reliability* (>0.7)	*Model Evaluation*
Loyalty	0.929	0.950	Valid
Perceived Price Justice	0.845	0.896	Valid

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Perceived Satisfaction	0.920	0.949	Valid
Revisit Intention	0.894	0.927	Valid

Source: Actual Test Data Analysis Results (2022)

Based on Table 2 can seen results test reliability on study This, value is obtained *Cronbach's alpha* And *composite reliability* >0.7. Mark Which set Already fulfilled so that all indicators can be declared valid and fulfilling criteria.

Convergent validity or *construct validity* can be measured from the *average variance extracted* (AVE) value with the condition that the value must be >0.5 as a condition for instrument validity (Ghozali & Latan, 2015).
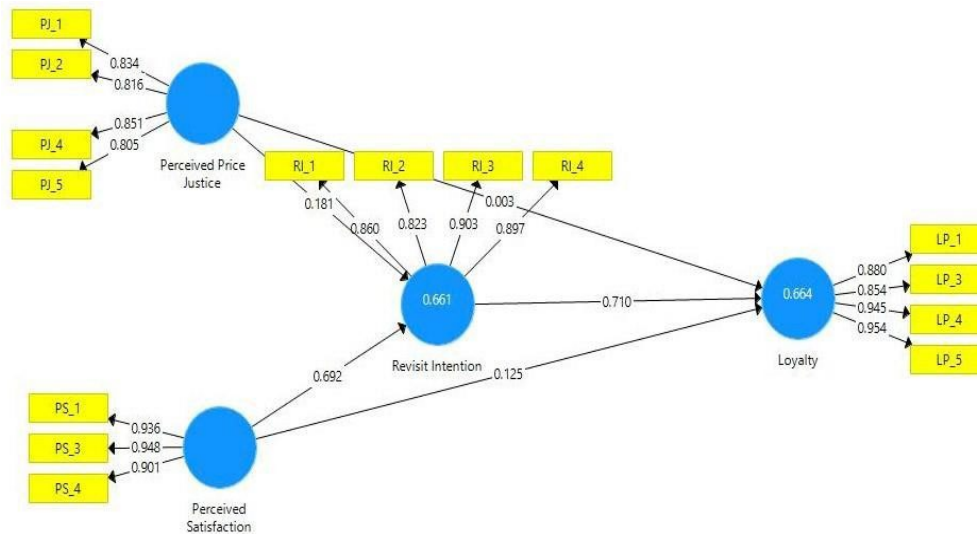
Table 3. Convergent Validity of AVE

Variable	*Average Variance Extracted* (AVE)	*Rule of Thumb*	*Model Evaluation*
Loyalty	0.826		Valid
Perceived Price Justice	0.683		Valid
Perceived Satisfaction	0.862	>0.5	Valid
Revisit Intention	0.760		Valid

Source: Actual Test Data Analysis Results (2022)

In Table 3 it can be seen that the Average Variance Extracted (AVE) of this research has met the criteria with a value of >0.5, therefore it can be declared valid.

Model structural done For test exists connection causality between latent variable. Model structural Which used on study This For evaluation is test coefficient determination (R^2) and multicollinearity test. The following is the measurement model or *inner model* of data analysis in this research:

Figure 2. Inner Model

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Source: Actual Test Data Analysis Results (2022)

The coefficient of determination or R^2 is the value of the results measuring the influence of the independent variable on the dependent variable (Ghozali & Latan, 2015). If the value of R ^{2} approaches 1, the ability of the independent variable is greater.

Table 4. Test Results for R Square Value (R^2)

Variable	R Square
Loyalty	0.664
Revisit Intention	0.661

Source: Actual Test Data Analysis Results (2022)

Based on the test results above, it is known that the R^2 value for the *loyalty variable* which is influenced by *price justice* and *satisfaction* is 0.664 (66.4%). Meanwhile, the *revisit variable intention* influenced by *price justice, satisfaction,* And *loyalty* obtain mark R ^{2} is equal to 0.661 (66.1%). Based on *rules of thumb* from mark coefficient determination Which Never negative And mark range from number 0 until 1, so mark on table on declared to meet the requirements. According to (Hair, 2011) this value is divided into three, namely value 0.75 is considered strong, 0.50 is moderate, and 0.25 is weak. It can be concluded that mark R ^{2} on variable *loyalty* And *revisit intention* is moderate because the resulting values are 0.664 and 0.661.

Proposing a hypothesis is divided into direct and indirect testing. Statistics testing Which used is measure mark from *T-statistics* And Also *P-value.* The limit value for *T-statistics* is >1.96 while the limit for *P-value* is <0.05.

Table 5 Significant Hypothesis Test

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Hypothesis	*Original Samples*	*T-Statistics*	*P-Value*	Analysis Hypothesis
H1: *Perceived Price Justice* positive influence to *Loyalty*	0.003	0.700	0.472	Not supported
H2: *Perceived Price Justice* has a positive effect on *Revisit Intention*	0.181	3,479	0,000	Supported
H3: *Perceived Satisfaction* positive influence to *Loyalty*	0.125	1,244	0.107	Not supported
H4: *Perceived Satisfaction* has a positive effect regarding *Revisit Intention*	0.692	11,151	0,000	Supported
H5: *Revisit Intention* positive influence to *Loyalty*	0.710	7,629	0,000	Supported
H6: *Perceived Price Justice* influences *Loyalty* with *Revisit* mediation *Intention*	0.129	3,204	0.001	Supported
H7: *Perceived Satisfaction* influences *Loyalty* with *Revisit* mediation *Intention*	0.491	6,019	0,000	Supported

Source: Hypothesis Testing Analysis Results (2022)

Testing the direct influence hypothesis *in* this research can be seen from the values in Table 6.

Table 6. Path Coefficient

Patch Coefficients	*Original Sample (O)*	*Samples Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*
Perceived Price Fairness -> Loyalty	0.003	0.003	0.040	0.070	0.472
Perceived Price Justice -> Revisit Intention	0.181	0.184	0.052	3,479	0,000
Perceived Satisfaction -> Loyalty	0.125	0.122	0.101	1,244	0.107

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Perceived Satisfaction -> Revisit Intention	0.692	0.692	0.062	11,151	0,000
Revisit Intention -> Loyalty	0.710	0.715	0.093	7,629	0,000

Source: Hypothesis Testing Analysis Results (2022)

Test mediation or *indirect effect* aim for test more carry on variable mediation or *intervening,* namely *revisit intention* in the sixth and seventh hypotheses. The following is a table *of specific indirect effects* in research This:

Table 7 *Specific Indirect Effect*

Special Indirect Effects	Original Sample (O)	T Statistics (|O/STDEV|)
Perceived Price Justice -> Revisit Intention -> Loyalty	0.129	3,204
***Perceived* Satisfaction -> Revisit Intention -> Loyalty**	0.491	6,019

Source: Hypothesis Testing Analysis Results (2022)

The mediation test also requires *a total effect* which is a combination of direct effect *and* indirect *effect*. Results from research the Then will analyzed For know type variable mediation. Attached is a table of *the total indirect effects* in the research This:

Table 8. *Total Indirect Effect*

Total Indirect Effect	Original Sample (O)	T Statistics (|O/STDEV|)
Perceived Price Fairness -> Loyalty	0.129	3,204
Perceived Satisfaction -> Loyalty	0.491	6,019

Source: Hypothesis Testing Analysis Results (2022)

4.2 Discussion

1. The results of data processing prove that *perceived price justice* has a positive effect to *loyalty _* Because obtained mark *original samples* (O) Which is a path coefficient *of* 0.003 with a t-statistic value as big as 0.70. Mark *original samples* And t-statistics the more low from mark t-table namely a minimum of 1.65 with a significance level of 0.05. Based on this test, it is stated that the *perceived price justice variable* does not

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have a significant effect towards the *loyalty variable,* and does not show a positive direction so it is concluded that the first hypothesis is not accepted.

2. The results of data processing prove that *perceived price justice* has a positive effect on *revisit intention because the original sample (O)* value which is the *path coefficient* is 0.181 positively with a t-statistic value of 3.479. The t-statistic value is greater than the t-table value, namely 1.65 with a significance level of 0.05. Based on this test, it is stated that the *perceived price justice variable* has a positive and significant effect on the *revisit intention variable,* which means the second hypothesis accepted.

3. The results of data processing prove that *perceived satisfaction* has a positive effect to *loyalty* Because obtained mark *original samples* (O) Which is a path coefficient *of* 0.125 positively with a t-statistical value as big as 1,244. Mark *original samples* And t-statistics the more low from the t-table value, namely a minimum of 1.65 with a significance level of 0.05. Based on this test, it is stated that the *perceived satisfaction variable* does not have a significant effect on the *loyalty variable,* but shows a positive direction, so it is concluded that the third hypothesis does not accepted.

4. The results of data processing prove that *perceived satisfaction* has a positive effect to Because *revisit intention* obtained mark *original samples* (O) of 0.692 positively. The t-statistic value is 11.151, which is stated to be greater than the t-table value, namely 1.65 with a significance level of 0.05. Based on this test it is stated that variable *perception satisfaction* influential positive And significant for the *revisit intention variable,* and means the fourth hypothesis accepted.

5. The results of data processing prove that *revisit intention* has a positive effect on *loyalty* because *the original sample* (O) value was found to be 0.710 positively. Mark t-statistics is 7,629, stated more big from mark t-table that is 1.65 with a significance level of 0.05. Based on this test, it is stated that the *revisit intention variable* has a positive and significant effect on the *loyalty variable,* and this means that the fifth hypothesis is accepted.

6. The results of data processing prove that *perceived price justice* does not have a significant and positive effect on *loyalty* , but *perceived price justice* has a significant and positive effect on *revisit intention. Revisit intention* also has a significant and positive effect on *loyalty.* Judging from the results of data analysis in Table 4.15 regarding *the total indirect effect , the original sample* value (path coefficient) of perceived price justice on *loyalty* is 0.129 with a statistical value of 3.204. Based on the *special indirect effect* data in Table 4.14 *,* it can be seen the indirect influence between *perceived price justice* to *loyalty* through *revisit intention* own mark *original sample* size 0.129 And stated more tall from *path coefficient* in a way direct that is 0.003. With thereby, can concluded that influence *perception price justice* on *loyalty* is not significant, so a mediating variable is needed, namely *revisit intention.* Apart from that, it is stated that *perceived price justice* cannot significantly influence *loyalty without going through revisit intention* as full mediation *of* the influence of *perceived price justice* on *loyalty.*

7. The results of data processing prove that *perceived satisfaction* has an influence Which positive However No significant to *loyalty.* On the side other, *perceived satisfaction* has a significant and positive influence towards *revisits Intention* and also *revisit intention* have a significant and positive influence on *loyalty.* Judging from the results of data analysis in Table 4.15 regarding *the total indirect effect , the original sample* value (path coefficient) of perceived satisfaction with *loyalty* is 0.491 with a statistical value of 6.019. Based on data *special indirect effect* on Table 4.14 *,* can is known influence

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No directly between *perception satisfaction* to *loyalty* through *revisit intention* own *original* value *samples* as big as 0.491 And stated more tall from *path coefficient* directly, namely 0.125. Thus, it can be concluded that the influence of *perceived satisfaction* on *loyalty* is not significant, so a mediating variable is needed, namely *revisit intention.* Apart from that, it is stated as *perceived satisfaction* cannot influence *loyalty* significantly without *revisit intention* as full mediation *of* the influence of *perceived satisfaction* on *loyalty.*

5. CONCLUSIONS, LIMITATIONS, AND SUGGESTION

5.1 Conclusion

Based on the results of the analysis and discussion carried out regarding the analysis of the influence of *perceived price justice, perceived satisfaction* on *loyalty* with the mediation of *revisit intention* at BCCA Siloam Hospital Semanggi, the conclusion of this research states that:

1. *Perceived price justice* does not show a positive direction and does not have a significant influence on patient *loyalty* at BCCA Siloam Hospital Clover.
2. *Perceived price justice* own influence positive And significant to *loyalty* patients at BCCA Siloam Hospital Semanggi.
3. *Perceived satisfaction* does not have a positive but not significant effect on patient *loyalty* at BCCA Siloam Hospital Clover.
4. *Perceived satisfaction* has a positive and significant influence on patient *revisit intention* at BCCA Siloam Hospital Clover.
5. *Revisit intention* has a positive and significant influence on patient *loyalty* at BCCA Siloam Hospital Clover.
6. *Perceived price justice* own influence positive And significant to *loyalty* patients at BCCA Siloam Hospital Semanggi with *revisit intention mediation.*
7. *Perceived satisfaction* has a positive and significant influence on *loyalty* patients at BCCA Siloam Hospital Semanggi with *revisit intention mediation.*

5.2 Limitations and suggestion

This research has several limitations, one of which is the requirement for the number of respondents. Researchers used theory (Kock & Hedaya, 2018) with a total of 160 patients as respondents at BCCA Siloam Hospital Semanggi. The researcher has suggestions so that future researchers can increase the number of respondents according to the established criteria, so as to obtain more accurate results.

Another limitation is that the researcher only evaluated two variables, namely *perception price justice* And *perception satisfaction* to *loyalty* Good in a way directly or through *revisit intention* as a mediating variable. All variables used are the same variables as the research reference journal (Cakici, Akgunduz, & Yildirim, 2018). With this, the researcher would like to convey suggestions so that future researchers can carry out further evaluations of other variables such as *promotion, process, place,* and others etc.

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