

# The Influence of Social Media Communication and Health Service Quality on Patient Behavioral Intention: The Mediating Role of Patient Satisfaction and Patient Commitment Moderated by Corporate Image at Tritya Eye Clinic Surabaya

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## Abstract

Tritya Eye Clinic, one of the currently growing eye health clinics, must understand the factors influencing patient satisfaction. Service quality, the role of social media, patient commitment, and corporate image are highly relevant factors in understanding patient preferences. The problem that persists in the company is that patient satisfaction has not yet met expectations, and even the role of social media, consumer commitment, and the image of Tritya Eye Clinic are still not optimal. The purpose of this study is to examine the influence of social media communication and health service quality on patient behavioral intentions, mediated by patient satisfaction and commitment, with corporate image as a moderator at Tritya Eye Clinic Surabaya. This study uses a quantitative method with primary data sources obtained from questionnaire distribution. The population of the study includes all patients who have visited Tritya Eye Clinic Surabaya. Respondents were selected using a non-probability purposive sampling method, with a sample size of 100 respondents. The data analysis method employs descriptive analysis and PLS-SEM analysis. The results indicate that the social media communication variable and health service quality variable have a positive and significant effect on patient behavioral intentions, mediated by patient satisfaction and commitment, while corporate image moderates the relationship between commitment and patient behavioral intentions at Tritya Eye Clinic Surabaya.

**Keywords:** social media, service quality, satisfaction, commitment, behavioral intention, corporate image

## INTRODUCTION

Advances in information and communication technology have changed the way customers interact with service providers. Social media is now one of the means that allows the dissemination of information quickly and without regional limitations. On the other hand, service quality remains a major factor in building customer satisfaction and loyalty. These aspects play a major role in shaping customer perceptions of services, influencing decisions and strengthening loyalty to service providers. Understanding the factors that influence consumer behavior is very important to maintain competitiveness in today's competitive era.

Digital transformation has influenced communication patterns and how customers assess the quality of services received. In the context of healthcare, hospitals and health clinics are now facing demands to align digital approaches in interacting with patients, starting from health information systems, social media-based communications, and most importantly, quality healthcare management in order to create a good patient service experience. These efforts aim to improve operational efficiency and strengthen the relationship between healthcare providers and patients.

One type of health clinic, namely the primary eye clinic, as a specialist health service provider,

faces demands from stakeholders and challenges to provide high-quality medical services while ensuring a satisfactory customer experience through communication that supports patient understanding. Data from the Surabaya City Health Office (2020) shows that eye disease ranked 8th out of 10 most common diseases in 2019, with a prevalence of 2.48% or around 78,094 cases out of 3.1 million residents. Based on data from the International Agency for the Prevention of Blindness (IAPB), during 2010-2020 Indonesia recorded more than 500 thousand cases of blindness, 2 million moderate to severe visual impairments, 1.3 million mild conditions, and 2.2 million threatened cases. In 2022, the Central Statistics Agency (BPS, 2023) reported 8 million cases of vision loss, including 272 thousand cases of blindness, 700 thousand cases of difficulty seeing, and 7.4 million with slight difficulty seeing. These data show a significant increase in visual impairment, highlighting the urgency of improving the health service quality, especially in eye health care.

Tritya Eye Clinic Surabaya, as one of the developing eye health service providers today, faces a major challenge in providing optimal services for various patient segments, including BPJS Kesehatan participants, private insurance users, and general patients. With the increasing need for quality eye health services, Tritya Eye Clinic is required to not only improve the quality of medical services but also communication, one of which is through social media, which can be a strategic tool to increase patient loyalty through satisfaction, commitment and positive behavioral intentions. Integrating quality services and effective communication is needed to face the increasing trend of visual impairment and win the competition for eye health services in the city of Surabaya.

Patient loyalty is reflected in their behavioral intentions, namely the tendency to return to use the service and recommend it to others, which is an important factor in the success of health service providers (Zeithaml et al., 2018). George and Sahadevan (2023) found that patient behavioral intentions are influenced by various factors, namely service quality, satisfaction, trust, and patient commitment. Quality services will increase patient satisfaction, which in turn strengthens trust and commitment to service providers which then form positive behavioral intentions, including the intention to revisit and the tendency to provide recommendations to others (George & Sahadevan, 2024).

Yasir et al. (2021) found that effective social media communication can increase customer satisfaction, which then has a positive impact on their behavioral intentions (Yasir et al., 2021). Marketing communication through social media can improve brand image, which plays an important role in building positive behavioral intentions (Raji et al., 2019). Emotional satisfaction and hospital image play an important role in shaping patients' intentions to recommend the hospital to others and make repeat visits (Rahman et al., 2018).

Tritya Eye Clinic can increase patient loyalty by managing the health service quality and social media communication, as well as increasing patient satisfaction and building patient commitment, as well as the company's image as a trusted health service provider, so that positive patient behavioral intentions are realized and are able to create sustainable long-term relationships with patients from various segments.

Social media has become an integral part of today's marketing strategy, playing a vital role in building strong connections between companies and their customers. Communication conducted through social media allows direct interaction between consumers and companies, which can significantly influence purchase intentions and build consumer trust in brands (Hajli, 2019). There are two types of social media communication, firm-created content and user-generated content.

Firm created content (FCC) gives companies the control to deliver consistent messages to consumers. Tyrväinen et al. (2023) highlighted that FCC can strengthen brand loyalty by creating emotional engagement through attributes such as information credibility and content quality (Tyrväinen et al., 2023). FCC posted on social media has a significant influence on purchase intention through increasing brand loyalty and eWOM (Poulis et al., 2019). Yasir et al. (2021) revealed that

FCC plays an important role in creating customer satisfaction, which further strengthens positive behavioral intentions such as willingness to recommend to others (Yasir et al., 2021).

The healthcare sector requires trust and professionalism, so healthcare social media communication generally focuses on firm-created content (FCC) to ensure message consistency, build a professional image, and increase patient trust in the healthcare services offered. Including social media communication carried out by Tritya Eye Clinic, namely maintaining full control over the messages delivered, it is expected to build a professional image and strengthen patient trust in the healthcare services provided, thereby supporting increased patient satisfaction, awareness, and encouraging positive behavioral intentions.

Service quality has become a key element in determining customer satisfaction and loyalty towards service providers. George and Sahadevan (2023) emphasize the importance of health service quality as an important element in increasing satisfaction, which then builds patient trust and commitment, which indirectly affects loyalty through positive behavioral intentions from patients (George & Sahadevan, 2024).

The importance of service quality in creating positive behavioral intentions, with patient satisfaction acting as a mediator between service quality and patient behavioral intentions. High-quality service increases customer attitudinal and behavioral loyalty by strengthening long-term relationships based on satisfaction and commitment (Nyagadza et al., 2022). El Garem et al. (2023) showed that perceived service quality has a significant impact on patient satisfaction, which then contributes to patient loyalty to healthcare providers (El Garem et al., 2024).

The health service quality for Tritya Eye Clinic is the main focus to create a superior patient experience. By optimizing the dimensions of service quality, it can encourage patient satisfaction, commitment, and intention to return to use the service, while strengthening the clinic's professional image amidst increasingly competitive competition.

Customer satisfaction can be interpreted as a comparison between expectations or expectations before receiving services and perceptions of performance after receiving services (Tjiptono, 2019). Patient satisfaction is an important indicator in assessing the success of the health service quality (Ministry of Health, 2022). George and Sahadevan (2023) explain that patient satisfaction is the result of the interaction of the quality of service perceived by patients, but not only reflects an assessment of the quality of service, but also builds trust and long-term commitment with service providers (George & Sahadevan, 2024).

Customer satisfaction is an important mediator linking social media communication with customer behavioral intentions (Yasir et al., 2021). Banerji and Singh (2023) emphasized that customer satisfaction is also influenced by the communication experience provided through social media, which enhances emotional connections and influences patient behavioral decisions (Banerji & Singh, 2024). The customer satisfaction has a significant impact on loyalty by strengthening the commitment relationship with customers. Suhail and Srinivasulu (2021) emphasized the importance of service quality as a major factor in building patient satisfaction, which ultimately affects their behavioral intentions (Suhail & Srinivasulu, 2021).

Creating a positive patient experience will maintaining and improving patient satisfaction, which plays a crucial role in patient loyalty. With good service quality and effective communication through social media, clinics can build satisfaction that results in long-term commitment, encouraging patients to return to use the service and recommend it to others.

Commitment is the foundation for building and maintaining long-term relationships between service providers and customers. Commitment occurs when both parties in a relationship believe that the relationship is worth maintaining. Nyagadza et al. (2022) highlights the role of commitment as a mediator in the relationship between service quality and customer attitude and behavior loyalty. Good service quality will increase customer satisfaction, customer commitment and customer trust

(Nyagadza et al., 2022).

Khizar et al. (2020) stated that customer commitment can mediate social media marketing towards customer purchase intention. Communication activities through social media can strengthen customer commitment by building intense interactions and trust, which ultimately increases loyalty (Banerji & Singh, 2024). Social media not only increases patient engagement but can also form a stronger commitment, which has a positive impact on patient intention to continue using the service.

The commitment can mediate the relationship between satisfaction and customer behavioral intentions in the form of advocacy intentions. George and Sahadevan (2023) identified that patient commitment can increase patient loyalty by acting as a mediator between patient satisfaction and patient behavioral intentions. Satisfied patients tend to be committed to health care providers and encourage positive behavioral intentions such as willingness to recommend services and remain loyal to the service provider. With high commitment, patients tend to maintain long-term relationships and show loyalty to health care providers. Through good service quality and effective communication, commitment can be built and act as a link between satisfaction and positive patient behavioral intentions (George & Sahadevan, 2024).

Corporate image is a customer's perception of the reputation, quality, and values of an organization or service provider. In the context of healthcare, a positive image can influence patient loyalty and the decision to use services repeatedly. According to Rahman et al. (2018), hospital image plays an important role in shaping patient behavioral intentions, where a positive image can encourage patients to return to healthcare services and recommend them to others (Rahman et al., 2018). Hospital image, which is influenced by positive patient experiences and e-WOM, plays an important role in building patient loyalty, and patient commitment can bridge hospital image and e-WoM towards patient loyalty (Upe et al., 2024).

According to Abed et al. (2022); Nguyen et al. (2024) corporate image acts as a moderator that strengthens the relationship between customer satisfaction and customer loyalty (Abed et al., 2022) (Nguyen et al., 2024). In addition, Raji et al. (2019) stated that a good image can be mediated by effective communication through social media and promotions, which then influences positive customer behavioral intentions (Raji et al., 2019). Furthermore, Isa et al. (2018) found that a good hospital image can increase patient intentions to return, especially when supported by trust in service quality and good relationships with medical personnel .

Corporate image is not only derived from the quality of services provided, but also how patients view the integrity, reliability, communication, and professionalism of the service provider. Therefore, a good corporate image is a valuable asset for clinics or hospitals to increase patient trust and loyalty.

## ***Literature Review***

### ***Consumer Behavior***

Consumer behavior is the study of consumers' choices during the search, evaluation, purchase, and use of products and services that they believe will satisfy their needs (Schiffman & Wisenblit, 2019). According to Solomon (2018:28) consumer behavior is the study of the processes involved when individuals or groups choose, buy, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires (Solomon, 2018).

According to Tjiptono and Diana (2022: 5) consumer behavior refers to the behavior shown by individuals in purchasing and using goods and services (Tjiptono & Diana, 2022). The term consumer behavior refers to two main perspectives, namely (1) human thoughts and actions in order to find solutions to their needs and desires; and (2) a field of study or discipline that focuses on the consumption process experienced by consumers in order to fulfill their needs and desires

### ***Social Media Communication***

Social media is a group of Internet-based applications built on the ideological and technological foundations of Web 2.0, which allow the creation and exchange of user generated content. Social networking sites as web-based services that allow individuals to: (1) construct public or semi-public profiles within a bounded system, (2) create lists of other users with whom they are connected, and (3) view and explore their lists of connections and those made by other users within the system. The nature and naming of these connections can vary from site to site. Social media uses mobile and web-based technologies to create highly interactive platforms where individuals and communities can share, collaborate, discuss, and modify user-generated content.

According to Hajli (2019) social media communication is an interactive process that utilizes social media-based technology to create and share information, ideas, interests, and other forms of expression in virtual communities and networks (Hajli, 2019). Through social media, users can effectively connect with certain individuals or groups and exchange information directly. This communication is realized through various tools on social media platforms, such as blogs, instant messaging, and real-time subscriptions, which allow users to interact in a virtual social environment.

### ***Health Service Quality***

According to Kotler et al. (2022:449) quality is the overall features and characteristics of a product or service that affect its ability to satisfy stated or implied needs (Kotler et al., 2022). Service quality is a measure of how well the level of service provided matches customer expectations. Providing quality service means consistently meeting customer expectations. According to Parasuraman et al. (1988) cited by Tjiptono (2019:293) service quality is defined as a global assessment or attitude regarding the superiority of a service (Tjiptono, 2019).

According to Wyckof (in Lovelock, 1988) quoted by Tjiptono (2019:290) service quality is the level of expected excellence and control over that excellence to meet customer desires. In other words, there are two main factors that influence service quality, namely expected service and perceived service. The implication is that the quality of service depends on the ability of the service provider to meet customer expectations consistently.

According to Tjiptono and Candra (2019) quality is closely related to customer satisfaction. Quality provides a special impetus for customers to establish long-term, mutually beneficial relationships with the company. This kind of emotional bond allows the company to thoroughly understand the specific expectations and needs of customers. In turn, the company can increase customer satisfaction, where the company maximizes pleasant customer experiences and minimizes or eliminates unpleasant customer experiences (Tjiptono, 2019).

### ***Patient Satisfaction***

Satisfaction is a consumer's response to fulfillment. It is an assessment that a product/service feature, or the product/service itself, has (or is) providing a pleasant level of fulfillment related to consumption, including levels of under or overfulfillment. Satisfaction is a person's feeling of pleasure or disappointment resulting from a comparison between the perceived performance (or outcome) of a product or service and their expectations. If the performance or experience does not meet expectations, the customer is dissatisfied. If it meets expectations, the customer is satisfied. If it exceeds expectations, the customer is very satisfied or happy (Kotler et al., 2022).

According to Buttle and Maklan (2019:45) customer satisfaction is a customer's fulfillment response to the customer experience, or part of it (Buttle & Maklan, 2019). Customer satisfaction is a pleasant fulfillment response. Conversely, dissatisfaction is an unpleasant fulfillment response. The "experience, or part of it" component in this definition indicates that satisfaction

evaluations can be directed at one or all elements of the customer experience. This can include products, services, processes, and other components of the customer experience.

The Ministry of Health of the Republic of Indonesia (2022:14) stated that Patient satisfaction is the result of patient opinions and assessments of the performance of services provided by health service facilities.

### ***Patient Commitment***

Commitment refers to an implicit or explicit promise to maintain the continuity of the relationship between exchange partners. Commitment is the most mature phase in the relationship between buyers and sellers, both parties have achieved a fairly high level of satisfaction from the exchange process. This satisfaction makes buyers hardly consider other partners who might offer similar benefits. Although still aware of alternatives, buyers do not continue to search or test other options intensively. This shows that customer loyalty to the seller has been achieved.

Commitment to a relationship is defined as the continuing desire to maintain a valued relationship. Commitment is enduring and reflects a positive assessment of a relationship. In other words, commitment generally does not change often. In addition, people are less likely to commit to something they do not value. Relationship commitment is the belief of one of the exchange partners that the ongoing relationship is important enough to warrant maximum effort in maintaining it; that is, the committed partner believes that the relationship is worth continuing to maintain so that it can continue indefinitely. Commitment implies the importance of the relationship to the partners and the desire to continue it in the future.

Commitment is the highest level of relational bond and implies the willingness of exchange partners to make short-term sacrifices in order to achieve long-term benefits. Commitment to the provider-patient relationship indicates that patients value this type of relationship more highly and are interested in maintaining a sustainable and stable relationship with the health care institution (George & Sahadevan, 2024). This relationship can greatly influence their decision to revisit the service (revisit decision) and their willingness to recommend the service experience to others.

Based on this, in the context of health services, George and Sahadevan (2023) stated that commitment in health service marketing can be explained from three different perspectives: a strong desire to build an ongoing relationship with a service provider, a readiness to make small sacrifices if necessary to maintain the relationship, and the ability and willingness to maintain trust in the relationship (George & Sahadevan, 2024).

### ***Corporate Image***

According to Gray and Balmer (1998), corporate image is the immediate mental picture formed in the audience's mind when they see or hear a company's name or logo. It differs from corporate reputation, which develops over time through consistent performance and communication. Nguyen and LeBlanc (2001) describe institutional image as the public's overall impression of an organization, influenced by physical attributes and organizational behavior, such as business name, architecture, product variety, traditions, and perceived quality. Cornelissen (2000) adds that an image is a time-specific impression that can vary from holistic perceptions to detailed evaluations. It is shaped by direct corporate identity or temporary perceptions that may quickly fade. These impressions are the cognitive interpretations of how the public perceives the organization based on its various attributes and sources.

Corporate image is crucial for maintaining competitiveness and sustainability, as it influences stakeholders' decisions to interact with the organization. Positive corporate image links directly to consumer satisfaction and loyalty (Tran et al., 2013). It is a multi-dimensional construct shaped by impressions, beliefs, emotions, and knowledge that evolves with stakeholder behavior. In

healthcare, Isa et al. (2018) note that hospital image reflects patients' perceptions and attitudes, shaped by their experiences and interactions. To strengthen corporate image, institutions must manage key dimensions: personality, reputation, values/ethics, and corporate identity (Balmer, 2001; Nguyen and LeBlanc, 2001). These elements ensure public trust and a competitive advantage by fostering long-term relationships with stakeholders.

### ***Behavioral Intention***

Behavioral intention, as defined by Peter and Olson (2010), refers to a person's proposition connecting themselves to future actions, such as planning a specific behavior to achieve a goal. This intention is shaped through decision-making processes involving beliefs about the consequences of actions and social norms. Zeithaml et al. (2018) emphasize that behavioral intentions can manifest positively, such as recommending a service or planning to repurchase, or negatively, such as complaining or switching to competitors. In healthcare, behavioral intentions like revisiting a facility or recommending it to others are critical indicators of patient satisfaction and loyalty (Rahman et al., 2018). Tracking these behaviors allows service providers to predict the impact of improved service quality and identify at-risk customers.

Ajzen's (1991) Theory of Planned Behavior identifies three determinants influencing behavioral intention: attitudes toward behavior, subjective norms, and perceived behavioral control. These determinants collectively reflect the motivational factors driving behavior, where stronger intentions indicate a higher likelihood of action. Zeithaml et al. (1996) outline five key dimensions of behavioral intention: loyalty, switching, willingness to pay more, external responses, and internal responses. In the healthcare context, willingness to recommend and revisit intention are significant measures of positive behavioral intention (George and Sahadevan, 2023). For Tritya Eye Clinic, behavioral intention encompasses patients' willingness to choose, recommend, and continue utilizing its services, with indicators including loyalty, revisit intention, willingness to recommend, and willingness to pay more.

## **RESEARCH METHOD**

This study uses a quantitative approach. The quantitative approach is a research approach based on the philosophy of positivism, used to research a particular population or sample, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical in nature with the aim of testing the established hypothesis (Sugiyono, 2013:8). This study aims to examine the influence and relationship between variables, namely social media communication, health service quality, patient satisfaction, patient commitment, corporate image, and patient behavioral intentions at Tritya Eye Clinic Surabaya. The data collected are in the form of numbers and analyzed using statistics to test the formulated hypotheses.

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn (Sugiyono, 2013:117).

The population in this study were all patients who had been treated at Tritya Eye Clinic Surabaya and had experience with Tritya Eye Clinic's social media. However, because the number of patients who were treated was quite large and continued to grow and it was not known which patients had experience with Tritya Eye Clinic's social media, this study did not examine the entire population

A sample is a part of a population that has the same characteristics as the population. According to Sugiyono (2013:118), if the population is large and the researcher has limited

resources, manpower, and time to research the entire population, then the researcher can use a sample taken from the population. To determine the minimum number of samples, namely using the Lemeshow formula (1990:34) because the population size is unknown, as follows:

$$n = \frac{Z^2 \times p \times (1 - p)}{d^2}$$

The calculation shows that the minimum sample size for the study is 100 respondents to ensure representative results. Inclusion criteria: (1) Patients who are at least 18 years old; (2) Patients who have been treated at Tritya Eye Clinic Surabaya at least once; (3) Patients who use social media (have an account and actively use at least one social media platform). Exclusion criteria: patients who are not willing to participate in the study and patients with cognitive or mental disorders that may affect understanding and filling out the questionnaire. In this study, questionnaires were distributed to identify and obtain respondents who met these criteria.

Data sources refer to any type of information that can provide insight or information related to the research being conducted. The purpose of this study is to collect appropriate, accurate, and reliable information. Primary data and secondary data used in this study.

#### **Primary Data**

Sugiyono (2013:137) stated that primary data sources are a form of information source where data is collected directly by individuals who collect the information. Therefore, the sources of information used in the study were taken directly from their original sources. Primary data in this study were obtained through assessments conducted by participants by distributing questionnaires related to research variables: social media, service quality, satisfaction, commitment, corporate image and behavioral intentions to respondents who are in accordance with the target and objectives, then the results of the questionnaire filling data will be summarized and processed by the researcher himself.

#### **Secondary Data**

Sugiyono (2013:137) states that secondary data is a type of information source obtained from literature, books, and other supporting documents. In the framework of this research, secondary data (or also known as complementary data) is obtained from various sources such as internal data of the research object, social media of the research object, scientific journal articles, literature books, internet sites, and archives that are relevant to the focus of the research, especially in the context of marketing management and consumer behavior.

In the research data collection method, researchers require primary data and secondary data as follows:

The questionnaire was conducted by distributing a list of questions through a digital form that was submitted to each respondent distributed through the research object's social media (direct message), WhatsApp and field surveys, the number of which had been determined in advance. The questionnaire contained general data about the respondent's personal data, namely name, email, gender, age, education, occupation, average monthly income, financing, ownership of social media accounts, and whether or not they followed the Tritya Eye Clinic social media account. Then, the next section contains statements in accordance with the questionnaire statement design related to the variables, dimensions, and research indicators, in order to obtain relevant answers from respondents.

Secondary data in this study were obtained through Tritya Eye Clinic social media, visit reports and patient reports from Tritya Eye Clinic as well as reputable journals, literature books related to the research and can be trusted

The measurement scale for this study uses a Likert scale, namely from 1 to 5 for each alternative answer having its own value or score.

Through the Likert scale, the variables to be measured are described into indicators and sub-



indicators. With verbal agreement on the Likert scale above, it can be seen that this study uses a five-point scale on the Likert scale, then the variables to be measured will be described into variable indicators. Then the indicators are used as a starting point for compiling sub-indicators that can be formed in the form of statements in the questionnaire.

## RESEARCH RESULTS AND DISCUSSION

### Research result

#### Description of Respondent Characteristics

Table 1 below shows the demographic characteristics of respondents in this study:

**Table 1. Description of Respondent Characteristics**

Characteristics	Frequency	Percentage (%)
<b>Gender</b>		
Man	39	39
Woman	61	61
<b>Age</b>		
21-30 years	32	32
31-40 years	16	16
41-50 years	34	34
≥ 51	18	18
<b>Education</b>		
Junior High School	4	4
Senior High School	44	44
Diploma's degree	12	12
Bachelor's degree	37	37
Master's degree	3	3
<b>Job</b>		
Student/University Student	8	8
Civil Servant	6	6
State-Owned Owned Enterprise Employee	3	3
Private Sector Employee	41	41
Entrepreneur/Business Owner	5	5
Entrepreneur/Business Owner	12	12
Military/Police	1	1
Freelancer	3	3
Household Manager	16	16
Unemployed	2	2
Retiree	1	1
Others	2	2

Characteristics	Frequency	Percentage (%)
<b>Guarantor/Financing</b>		
Self-financing	16	16
National Health Insurance (BPJS Kesehatan)	82	82
Private Insurance	2	2

The majority of respondents are women, comprising 61% of the sample, while men account for 39%. Most respondents fall within the age groups of 41–50 years (36%) and 21–30 years (32%). A smaller proportion are aged 31–40 years (16%) and 51 years or older (18%). A significant portion of respondents have completed senior high school (44%) and hold a bachelor's degree (37%). Other levels of education include diploma holders (12%), junior high school graduates (4%), and master's degree holders (3%). Private sector employees dominate the sample, making up 41%. Other occupations include household managers (16%), entrepreneurs (12%), students/university students (8%), civil servants (6%), and smaller proportions for other categories such as freelancers (3%) and military/police personnel (1%). The majority of respondents (82%) are covered by the National Health Insurance (BPJS Kesehatan), while 16% are self-financing, and 2% use private insurance.

### Discussion

This study was conducted on a number of patients of Tritya Eye Clinic Surabaya who also have experience in social media, which aims to analyze the influence of social media communication and the health service quality on patient behavioral intentions with patient satisfaction and patient commitment as mediating variables and corporate image as a moderating variable, with a total research sample of 100 respondents. This chapter will present the results of data analysis based on the sample data, starting with describing the general description of the research object, the results of questionnaire testing, the results of variable descriptions, and the results of data processing using SEM.

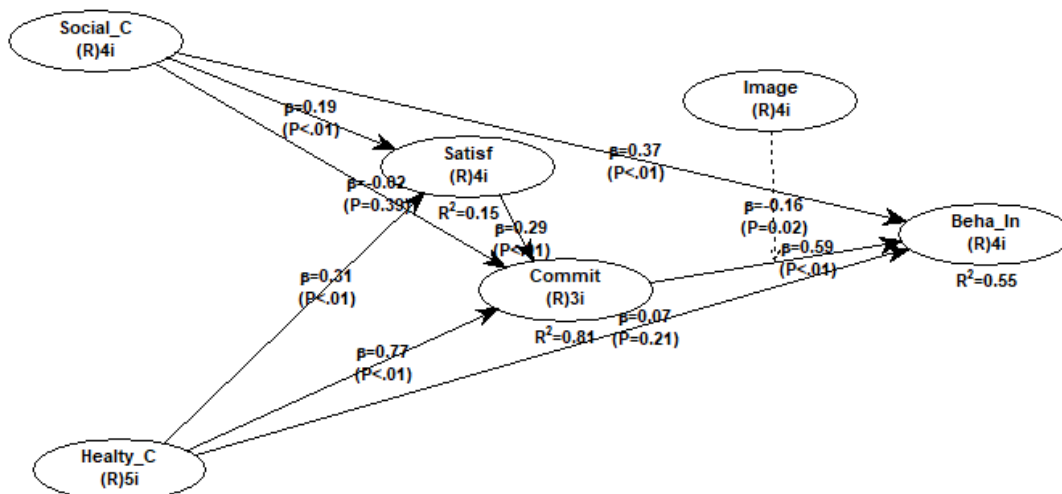


Figure 1. Partial Least Square Structural Equation Modeling (PLS-SEM) Model  
( $\beta$  = Coefficient; P = Probability;  $R^2$  = Determination)

Table 2. Hypothesis Testing

H	Relationship	Standardized Coefficient	P_value	Decision
H1	Social media communication → customer satisfaction	0.189	0.000	Significant
H2	Social media communication → consumer commitment	0.023	0.387	No Sig.
H3	Social media communication → behavioral intention	0.370	0.000	Significant
H4	Health service quality → customer satisfaction	0.310	0.000	Significant
H5	Health service quality → consumer commitment	0.768	0.000	Significant
H6	Health service quality → behavioral intention	0.066	0.205	No Sig.
H7	Patient satisfaction → consumer commitment	0.291	0.000	Significant
H8	Consumer commitment → behavioral intention	0.597	0.000	Significant
H9	Social media communication → Patient satisfaction → consumer commitment	0.055	0.168	No Sig.
H10	Health service quality → Patient satisfaction → consumer commitment	0.090	0.047	Significant
H11	Social media communication → Committee → behavioral intention	0.014	0.405	No Sig.
H12	Health service quality → Committee → behavioral intention	0.455	0.000	Significant
H13	patient satisfaction → Committee → behavioral intention	0.173	0.000	Significant
<b>Moderation Relationship</b>				
H14	Consumer commitment*(Image → behavioral intention)	0.158	0.024	Significant

### The Influence of Social Media Communication on Patient Satisfaction

This study reveals that social media communication significantly impacts patient satisfaction at Tritya Eye Clinic Surabaya. The clinic's efforts in leveraging social media positively influence patients' perceptions of its services, particularly among respondents aged 21–50 with educational backgrounds ranging from high school to undergraduate degrees. These patients, often exposed to digital content, value practical and clear communication to better understand available healthcare services, especially those under BPJS Kesehatan. Respondents find the clinic's content visually appealing, narratively engaging, and credible in delivering information. However, there remains an opportunity to enhance content depth, particularly concerning medical procedures and services, to cater to non-BPJS patients and further highlight service excellence through consistent messaging (Bruhn et al., 2012).

The findings align with Yasir et al. (2021), which demonstrated that company-generated social media communication enhances customer satisfaction in the restaurant sector. Similarly, the credibility of Tritya Eye Clinic's information supports these conclusions, with patients expressing confidence in the content provided by the clinic's medical team. The results also parallel Jan et al. (2020), who found that engaging, credible, and informative social media content strengthens customer trust and loyalty in the fashion industry. The clinic's ability to deliver attractive and reliable information underscores the importance of refining content quality to further enrich patient experiences and foster long-term loyalty.

### **The Influence of Social Media Communication on Patient Commitment**

The findings indicate that social media communication has an insignificant impact on patient commitment at Tritya Eye Clinic Surabaya. While social media helps shape patient perceptions, its influence is insufficient to foster deep commitment. Observations reveal that only 8.09% of the clinic's content focuses on interaction, with the majority being informational. This suggests a lack of relational content necessary for building long-term loyalty. To enhance commitment, a more interactive and personalized approach is needed, aligning with Banerji and Singh (2023), who emphasize the importance of personalization and emotional engagement in fostering customer loyalty.

The results do not align with prior studies, such as Tyrväinen et al. (2023), which highlight the significant impact of firm-generated content on affective and conative loyalty when it includes high-quality, credible, and interactive attributes. Similarly, Khizar et al. (2020) found that WOM and personalization positively influence purchasing intentions through increased commitment. The absence of personalized and emotionally engaging content for specific patient groups appears to limit the effectiveness of Tritya Eye Clinic's social media communication in driving commitment.

Despite its strengths in content appeal and information credibility, Tritya Eye Clinic's social media communication lacks the depth and relational elements needed to build long-term patient commitment. Enhancing commitment requires deeper, more relevant information and interactive features, as well as emotionally engaging campaigns. For example, community-based initiatives or content involving patient experiences could create stronger connections between patients and the clinic, fostering lasting loyalty.

### **The Influence of Social Media Communication on Patient Behavioral Intention**

The findings indicate that social media communication significantly influences patient behavioral intentions at Tritya Eye Clinic Surabaya. Social media content from the clinic plays a crucial role in encouraging patients to use its services, shaping positive perceptions, and increasing their likelihood to visit and share information based on the clinic's content. This supports previous research by Ballester et al. (2020), which found that engaging and original firm-generated content (FCC) enhances customer engagement, driving behavioral intentions such as repeat usage and recommendations. Similarly, Yasir et al. (2021) demonstrated that well-structured FCC directly impacts behavioral intentions through customer satisfaction, aligning with Tritya Eye Clinic's success in using visually appealing and educational content to foster positive patient behavior.

The credibility and quality of information provided build patient trust, encouraging them to use and continue using the clinic's services. Consistently engaging and informative content fosters positive perceptions, prompting patients to recommend the clinic to others and expanding its communication reach. Social media's ease of information sharing further amplifies this impact, making it a vital tool for driving behavioral intentions. Therefore, creating appealing, relevant, and trustworthy content on social media enhances the clinic's ability to motivate patients to revisit and advocate for its services, highlighting the importance of integrating social media strategies into marketing and patient relationship management efforts.

### **The Influence of Health Service Quality on Patient Satisfaction**

The study findings reveal that health service quality significantly influences patient satisfaction at Tritya Eye Clinic Surabaya. Higher service quality, encompassing physical evidence, reliability, responsiveness, assurance, and empathy, leads to greater patient satisfaction. These aspects play a crucial role in creating a positive patient experience. The findings align with prior research, such as Suhail and Srinivasulu (2021), who highlighted the importance of staff responsiveness, quick service, and personal attention in enhancing patient experiences. Similarly, Murti et al. (2013) and

Rahman et al. (2018) emphasized assurance as a key factor, particularly in contexts where trust in medical professionals is paramount. Reliability, including accurate diagnoses and timely service, is consistently recognized as a critical element in fostering patient trust and satisfaction (Fatima et al., 2018).

Service quality dimensions like reliability and responsiveness are particularly valued by patients at Tritya Eye Clinic. For example, patients aged 41-50 years, a significant demographic group, often require responsive and professional care, highlighting the importance of reducing wait times and ensuring certainty in treatment, especially for BPJS patients. Assurance and empathy further contribute to satisfaction by addressing interpersonal needs, such as personalized attention and trust in medical expertise. To enhance patient satisfaction, Tritya Eye Clinic should focus on improving tangible aspects like modernizing equipment and room designs while continuously evaluating responsiveness, reliability, assurance, and empathy. These efforts will ensure a positive patient experience and align services with patient expectations.

### **The Influence of Health Service Quality on Patient Commitment**

The study findings reveal that health service quality significantly impacts patient commitment at Tritya Eye Clinic. The perceived service quality, encompassing patients' direct experiences, influences their commitment in forms such as dependency on the clinic's services, emotional attachment, and moral responsibility. Consistently delivering high-quality experiences is crucial for sustaining patient commitment. These findings align with prior studies, including Kalia et al. (2021), which emphasized the role of assurance, responsiveness, and empathy in building trust and commitment. Similarly, Engizek and Yaşın (2017) highlighted the direct effect of service quality and corporate reputation on customers' emotional commitment, while Nyagadza et al. (2022) underscored that high levels of reliability, responsiveness, assurance, tangibility, and empathy are critical drivers of customer commitment across industries.

The results suggest that patient commitment at Tritya Eye Clinic is closely tied to trust in the consistency and affordability of its services, particularly among BPJS patients from middle-income demographics. These patients are likely to remain committed due to practical considerations, such as limited alternatives offering comparable quality at similar costs. Sustainable commitment, characterized by patients' reliance on the clinic to avoid potential losses like increased costs or reduced access, is the predominant form of commitment observed. To deepen loyalty, the clinic should focus on enhancing empathy by providing more personalized care, thereby strengthening emotional connections (affective commitment) and fostering long-term loyalty.

### **The Influence of Health Service Quality on Patient Behavioral Intention**

The findings indicate that health service quality has an insignificant direct impact on patients' behavioral intentions at Tritya eye clinic Surabaya. While service quality is a key factor in patient satisfaction and commitment, it alone is insufficient to directly influence positive behavioral intentions, such as revisiting, recommending, or demonstrating loyalty to the clinic. This suggests that behavioral intentions are more strongly linked to emotional satisfaction or other mediating factors than to technical service quality alone.

The study highlights that the majority of Tritya eye clinic's patients are BPJS Kesehatan users (82%) with middle-income economic status, prioritizing affordability and accessibility over technical quality improvements that might increase costs. Patients value efficient and convenient processes more than costly enhancements in service quality. Although patients express relatively high intentions to revisit and recommend, these intentions are not significantly driven by service quality dimensions without the support of emotional satisfaction. Prior studies, such as those by Murti et al. (2013), demonstrate that service quality directly influences behavioral intentions in other contexts but

often through satisfaction as a mediating factor.

Operational issues, such as long wait times after payment, present a challenge for Tritya eye clinic, despite its generally good service quality. Extended wait times cause discomfort and dissatisfaction among patients, negatively impacting their overall perception of the clinic. This operational inefficiency diminishes patients' satisfaction and reduces their likelihood of revisiting or recommending the clinic to others. Addressing such issues could strengthen the relationship between service quality and behavioral intentions, particularly by enhancing the patient experience through improved efficiency and emotional satisfaction.

### **The Influence of Patient Satisfaction on Patient Commitment**

The findings reveal that patient satisfaction significantly influences patient commitment at Tritya eye clinic Surabaya. Satisfaction derived from various aspects of service and social media communication contributes to building strong patient attachment to the clinic. This highlights that patient satisfaction not only reflects service success but also serves as a key driver for fostering long-term commitment. The demographic profile, with a majority of female respondents (61%) aged 41–50 years (34%), suggests that emotional experiences and interpersonal relationships play a significant role in evaluating healthcare services. For BPJS Kesehatan users (82%), accessibility and service efficiency are prioritized, emphasizing the importance of aligning expectations with service quality to establish sustainable, need-based commitment.

The study aligns with prior research, such as Durmus and Akbolat (2020), which found that patient satisfaction directly influences commitment, with trust acting as a crucial mediator. Similarly, Mbango (2018) noted that satisfaction strengthens affective and normative commitment, particularly through emotional connections and interpersonal experiences. In this context, positive experiences, personalized attention, and friendly interactions create relational rather than transactional bonds, increasing patient loyalty. Enhancing communication and service quality across all dimensions is essential to further reinforce emotional attachment and sustained patient commitment.

### **The Influence of Patient Commitment on Patient Behavioral Intention**

The findings reveal that consumer commitment significantly impacts patient behavioral intentions at Tritya eye clinic Surabaya. Higher patient commitment leads to stronger intentions to continue using the clinic's services and recommending it to others, highlighting its critical role in fostering loyalty. Respondents demonstrated strong commitment levels, including sustainable, normative, and emotional commitment, which encourage patients to remain loyal to the clinic. For BPJS Kesehatan patients, convenience and trust in the clinic's ability to meet their eye care needs motivate continued usage, recommendations to family and friends, and return visits for follow-up care. Despite potential cost increases, patients remain loyal due to their confidence in the quality of services experienced, supported by effective communication, satisfactory service delivery, and emotional connection.

These results align with previous studies, such as Kaur and Soch (2018), which emphasized the role of calculative and affective commitment in driving customer loyalty, and Mbango (2018), which highlighted normative commitment's strong influence on repeat purchase intentions. Similarly, George and Sahadevan (2023) demonstrated that patient commitment, driven by service quality and satisfaction, fosters loyal behaviors like recommending services and revisiting. However, affective commitment at Tritya eye clinic appears lower than sustainable and normative commitment, suggesting a need to strengthen emotional bonds through personalized interactions, emotionally engaging social media content, and appreciation programs for loyal patients. Empathy training for staff and follow-up care initiatives could deepen emotional connections, enhancing both affective commitment and positive behavioral intentions among patients.

## **Patient Satisfaction Mediates the Relationship Between Social Media Communication and Patient Commitment**

The findings indicate that patient satisfaction does not significantly mediate the relationship between social media communication and patient commitment at Tritya eye clinic Surabaya. While social media communication can enhance patient satisfaction, the increase is not strong enough to influence commitment. Patient satisfaction, defined as an emotional evaluation following healthcare service (Oliver, 2010), stems more from direct service experiences than pre-service communication. Social media primarily builds expectations and provides initial information, but actual satisfaction forms only after patients interact directly with the clinic's services. This suggests that quality of service plays a more significant role in shaping satisfaction and commitment than social media communication alone.

The results align partially with Ningthoujam et al. (2013), which found that while social media influences satisfaction and brand commitment, it does not significantly mediate the relationship between the two. However, this study contrasts with others, such as Sano (2015), where social media activity improved customer satisfaction, which then enhanced commitment, and Yum and Yoo (2023), who demonstrated that satisfaction mediated the link between mobile social media service quality and customer loyalty. These discrepancies may be attributed to differences in demographic preferences and service contexts. Younger respondents in this study appear more responsive to interactive and personalized content on social media, while older respondents prefer traditional, personal communication methods, such as face-to-face consultations.

The mismatch between communication strategies and patient preferences might explain the insignificant mediating role of satisfaction in fostering commitment. To strengthen commitment through social media, clinics must focus on deeper emotional engagement, such as sharing patient testimonials, enabling direct social media interactions, and creating empathetic or inspirational content. Building commitment requires consistent positive experiences, a sense of belonging, and deeper trust, which may not be achievable through one-way communication alone. Adopting more tailored strategies for different demographics and enhancing interactivity could improve both satisfaction and patient commitment.

## **Patient Satisfaction Mediates the Relationship Between Health Service Quality and Patient Commitment**

The findings reveal that patient satisfaction significantly mediates the relationship between health service quality and patient commitment at Tritya eye clinic Surabaya. When patients perceive high service quality, their satisfaction increases, which in turn strengthens their commitment to the clinic. This aligns with George and Sahadevan (2023), who found that improvements in service quality enhance patient satisfaction, leading to stronger emotional and behavioral commitment. Similarly, Fatima et al. (2018) demonstrated that satisfaction acts as a key mediator between service quality and loyalty, driving patients to continue using the services and recommending them to others. These results underscore the importance of ensuring patient satisfaction as a pathway to fostering long-term commitment.

Patients at Tritya eye clinic appreciate the reliability and responsiveness of the staff and doctors, including accurate diagnoses and friendly service, which significantly contribute to their satisfaction. However, aspects like tangibility, including the physical environment and facilities, still fall short of some patient expectations. As noted by Fatima et al. (2018), tangible improvements in service delivery can further enhance satisfaction and loyalty. Despite these gaps, patients demonstrate strong commitment, driven by positive experiences and emotional connections. Enhancing physical facilities and leveraging digital communication can address existing shortcomings and solidify Tritya

eye clinic's position as a trusted provider for eye care services.

### **Patient Commitment Mediates the Relationship Between Social Media Communication and Patient Behavioral Intention**

The findings reveal that patient commitment does not significantly mediate the relationship between social media communication and patient behavioral intentions at Tritya eye clinic Surabaya. While the clinic's social media effectively delivers clear, informative, and engaging content, its impact on patient commitment remains limited. This may be attributed to the functional and urgent nature of healthcare services, which do not typically foster routine and emotional interactions. Patients may appreciate the information provided through social media but do not necessarily develop long-term attachment or commitment to consistently use the clinic's services.

The study contrasts with prior research, such as Banerji and Singh (2023), which found that effective social media activity enhances customer commitment, mediating the relationship between social media and loyalty in e-commerce contexts. In sectors like e-commerce, continuous and interactive engagement on social media is common, whereas Tritya eye clinic's firm-created content tends to be one-directional. Similarly, Santini et al. (2020) emphasized that emotionally engaging and original content drives customer commitment in retail and entertainment industries. However, healthcare services like those at Tritya eye clinic primarily see patients interacting with social media content when seeking services, unlike more frequent engagement in other sectors.

Respondent feedback indicates that while social media communication is well-received, it does not consistently foster a strong emotional connection with the clinic. Most patients continue using Tritya eye clinic's services out of necessity or convenience, stemming from prior positive experiences rather than emotional ties via social media. Consequently, patient commitment tends to be practical, particularly for BPJS Kesehatan users, rather than emotional or affective. Despite high intentions to recommend and revisit the clinic, this form of commitment reflects a functional reliance rather than deep loyalty.

### **Patient Commitment Mediates the Relationship Between Health Service Quality and Patient Behavioral Intention**

The findings indicate that patient commitment significantly mediates the relationship between health service quality and behavioral intentions at Tritya eye clinic Surabaya. High-quality healthcare services—encompassing reliability, responsiveness, assurance, and empathy—foster a sense of attachment among patients. This positive experience leads to long-term commitment, driving intentions to revisit and recommend the clinic to others as a form of loyalty. Without strong commitment, superior service quality alone may not directly result in loyal behaviors, as commitment serves as the psychological bridge linking perceived quality to sustained patient actions.

These results align with prior studies, such as Nyagadza et al. (2022), which demonstrated the mediating role of affective and sustainable commitment between service quality and loyalty in hospitality. Similarly, Izogo (2017) and Kalia et al. (2021) highlighted that excellent service quality in telecommunications enhances customer commitment, which then mediates the relationship between service quality and customer loyalty. In the healthcare context, the sustained provider-patient relationship is influenced by emotional factors, making commitment essential for turning satisfaction into loyalty. Tritya eye clinic must focus on consistently fostering commitment through personalized and empathetic approaches to ensure lasting loyalty and maintain a competitive edge in a highly dynamic industry.



## **Patient Commitment Mediates the Relationship Between Patient Satisfaction and Patient Behavioral Intention**

The findings reveal that patient commitment significantly mediates the relationship between patient satisfaction and behavioral intentions at Tritya eye clinic Surabaya. Greater satisfaction with the clinic's services leads to stronger patient commitment, which subsequently enhances positive behavioral intentions, such as recommending the clinic to others or returning for future visits. In addition to high-quality healthcare services, firm-created social media content plays a role in shaping positive patient perceptions, reinforcing the connection between satisfaction and commitment, and driving positive behaviors (Yasir et al., 2021). This aligns with studies like George and Sahadevan (2023), which highlight the importance of commitment as an emotional and relational bond mediating satisfaction and behavioral intentions, and Rather et al. (2019), which found affective commitment significantly mediates satisfaction and loyalty behaviors in the hospitality sector.

For BPJS Kesehatan patients, who form the majority of Tritya eye clinic's clientele, sustained commitment is often tied to cost efficiency, ease of access, and limited alternatives. These patients exhibit strong sustainable commitment as the services meet their needs without requiring additional expenses. However, strengthening consistent satisfaction could foster deeper emotional (affective) commitment, encouraging patients to remain loyal not only out of necessity but also because of emotional attachment and trust in the clinic. By enhancing both satisfaction and emotional connections, Tritya eye clinic can cultivate lasting loyalty across its patient base.

## **Corporate Image Moderates the Influence of Patient Commitment on Behavioral Intentions at Tritya eye clinic Surabaya**

The findings show that corporate image significantly moderates the influence of patient commitment on behavioral intentions at Tritya eye clinic Surabaya. A positive corporate image strengthens the impact of patient commitment on their intention to revisit or recommend the clinic's services. A strong image fosters positive perceptions, enhances trust, and influences patient loyalty. When patients have high commitment and view the clinic's image positively, they are more likely to continue using its services, trusting the quality of care shaped by its reputation. These results align with previous studies, such as Abed et al. (2022) in the banking sector and Nguyen et al. (2024) in education, which found that institutional image moderates the relationship between customer satisfaction and loyalty, enhancing trust and retaining customers.

Corporate image encapsulates the public's overall impression of the institution and its services, shaped by factors like transparency, staff friendliness, reputation, and ethical practices. Respondents with higher education levels expressed greater expectations for a positive and transparent clinic image, emphasizing that a strong image reinforces patient commitment. Positive perceptions of staff friendliness, ethical practices, and the clinic's reputation further strengthen patient trust and loyalty. This combination of commitment and a positive corporate image drives intentions to revisit, recommend, and remain loyal despite alternatives. Maintaining and improving the clinic's reputation through consistent communication, high-quality services, and social media engagement can deepen patient relationships and ensure long-term loyalty.

## **CONCLUSION**

Based on the research results and discussions that have been explained previously, the conclusions from the research results can be described as follows: 1). Social media communication has a significant impact on patient satisfaction Tritya Eye Clinic Surabaya, shows that relevant, credible, and interesting firm-created content can provide positive patient perceptions, thereby increasing patient satisfaction; 2). Social media communication has no significant effect on patient commitment at Tritya Eye Clinic Surabaya, indicating that digital communication through social

media alone is not enough to build emotional relationships without the support of other factors, and increasing interactivity and personalization; 3). Social media communication has a significant influence on the behavioral intentions of patients at Tritya Eye Clinic Surabaya, indicating that social media communication with good visual appeal and information credibility can encourage recommendations to others; 4). The health service quality has a significant effect on patient satisfaction at Tritya Eye Clinic Surabaya, confirming that reliability, responsiveness, and empathy are important elements that patients value. Patients feel satisfied when the services provided are in accordance with patient expectations; 5). The health service quality has a significant effect on patient commitment at Tritya Eye Clinic Surabaya, indicating that a good service experience can create long-term commitment and trust in clinic services; 6). The health service quality has no significant effect on the behavioral intentions of patients at the Tritya Eye Clinic in Surabaya, indicating that the health service quality is not enough to make patients loyal in positive behavioral intentions without the support of other factors such as satisfaction or commitment; 7). Consumer satisfaction has a significant influence on patient commitment at Tritya Eye Clinic Surabaya, confirming that experiences that meet or exceed patient expectations are the basis for forming ongoing relationships and stronger emotional attachments; 8). Consumer commitment has a significant influence on the behavioral intention of patients at Tritya Eye Clinic Surabaya, confirming that a strong emotional connection encourages patients to remain loyal to the clinic's services with the intention of repeat visits and recommending it; 9). Patient satisfaction mediates the insignificant relationship between social media communication and patient commitment at Tritya Eye Clinic Surabaya, indicating that digital communication through social media needs to be complemented by positive and satisfying direct experiences, to build attachment that can encourage patient commitment; 10). Patient satisfaction significantly mediates the relationship between the health service quality and patient commitment at Tritya Eye Clinic Surabaya, confirming that patients who are satisfied with the quality of services tend to have a deeper sense of attachment to the clinic; 11). Commitment to mediate the insignificant relationship between social media communication and behavioral intentions of patients at Tritya Eye Clinic Surabaya, indicates that although social media communication has succeeded in increasing satisfaction and encouraging patient awareness, a more emotional approach through direct interaction is still needed; 12). Commitment significantly mediates the relationship between health service quality and behavioral intentions of patients at Tritya Eye Clinic Surabaya, confirming that high service quality, if accompanied by commitment, can encourage patient loyalty in the form of positive behavioral intentions; 13). Commitment significantly mediates the relationship between patient satisfaction and behavioral intentions of patients at Tritya Eye Clinic Surabaya, confirming that satisfaction supported by a deep relationship attachment will create patient behavior that wants to maintain a long-term relationship. Corporate image moderates significantly positive on the relationship between patient commitment and patient behavioral intention at Tritya Eye Clinic Surabaya, indicating that a positive clinic image through the company's reputation, values and ethics can strengthen the impact of commitment on patient loyalty in the form of positive behavioral intention.

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