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The Effect of Customer Experience and Customer Identification on Customer Engagement Through Behavioral Intention as a Moderation Variable

(Customers of the General Dental and Oral Polyclinic of Bunda Hospital Padang)

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ABSTRACT

In recent years, the number of customers of the General Dental and Oral Polytechnic of Bunda Hospital has continued to decline, this is thought to be an indication of negative experiences and high competition in health services in Padang City, thus reducing the desire of customers to return to visit and use the same hospital services. When this phenomenon is left unchecked, it will disrupt the existence of the hospital, therefore this study aims to prove the effect of customer experience, customer identification on customer engagement through behavioral intention as a moderating variable. This study was conducted on patients of the General Dental and Oral Polyclinic of Bunda Hospital, Padang. The sample size used was 120 people selected using the purposive sampling method. The data analysis technique used was Moderating Regression Analysis (MRA). The results of the first hypothesis test found that customer experience had a positive effect on customer engagement, but in the second hypothesis test, customer identification had no effect on customer engagement, then behavioral intention was found to have a positive effect on customer engagement at the General Dental and Oral Polyclinic of Bunda Hospital, Padang. We found that behavioral intention was able to moderate the relationship between customer experience and customer engagement. but not on brand identification. The innovation that we offer in this research lies in the measurement framework model used because it is a modified concept of brand equity theory. The results obtained are expected to increase customer engagement to continue using and using the general dental and oral polyclinic services of RSU Bunda Padang, so that this can encourage the maintenance of the hospital's existence in the long term.

Keyword: *Behavioral Intention; Customer Experience; Customer Engagement; Customer Identification.*

INTRODUCTION

Business competition in health services has continued to increase in recent years. Consumption patterns and busyness make most people tend to forget to pay attention to their personal health, this condition encourages the need for health services such as hospitals to increase, this condition also encourages the emergence of various hospitals that are ready to provide their best services to the community. The business competition that occurs is certainly beneficial for the community, because the community will be able to be more selective in choosing the hospital services they need, but the emergence of several hospitals will certainly create tight business competition, so it is very important for each hospital to create a

competitive advantage. One of the steps taken by hospital management to maintain its survival is to create customer engagement.

According to Wu & Ho, (2022) customer engagement shows the feeling of attachment that customers have to a service. This feeling encourages customers to always have a positive relationship with the service, such as always observing the development of the service to the existence of repeated actions in using a service. To create customer engagement, a process is needed that is certainly not formed in a short time. Customer engagement will be formed when a service can provide a positive customer experience to customers (Habel et al., 2016).

The concept of customer engagement is inseparable from the brand equity theory developed by Keller (2013) which states that to maintain the running of a product and service brand, a strong understanding of the concept of brand equity is needed, in this case the formation of an understanding of brand equity is marked by an understanding of the concept of positive experience, customer identification that encourages the formation of behavioral intention and strong customer engagement. Customer engagement will create an intensive bond between the company that provides services with customers, one important indication that shows the emergence of customer engagement in customers is the interest in using service services, when the need for services arises in the customer's memory. The research we conducted was aimed at finding out how customer experience, customer identification affect customer engagement, in addition, researchers also wanted to prove that behavioral intention owned by customers can strengthen the relationship formed between customer experience and customer identification with customer engagement. This research is planned to be conducted on patients of the General Dental and Oral Polyclinic at Bunda Padang Hospital

General Dental and Oral Polyclinic is one of the services provided by RSU Bunda Padang, but the presence of other hospitals that provide the same service specifications has created tight business competition to get public attention. At least until now there are 26 hospitals in Padang City that provide dental and oral services. RSU Bunda is a subsidiary of PT Bundamedik Tbk, which already has a national reputation, and has several branches in several provinces in Indonesia, where one of its branches is located in Padang City. RSU Bunda is a type C hospital. The management of RSU Bunda realizes that in order to create a competitive advantage they must collaborate with a number of agencies, one of which is with BPJS, this collaboration encourages RSU Bunda to accept patients from the general public who are members of BPJS or patients who are participants in an insurance either managed by the private sector or the government for dental and oral services. The location of RSU Bunda which is in the center of Padang City and the hospital's fairly good reputation are advantages

that can certainly be utilized by the hospital to encourage the formation of customer engagement.

The problems currently faced by RSU Bunda are related to the decline in the number of patient visits, especially to the dental and oral polyclinic. Facts show that in 2019 the number of patient visits to the RSU Bunda Padang dental and oral polytechnic was 4,159 patients, but in 2020 there was a decrease in the number of patient visits, where in that year the number of visits was 2,005 patients. Entering 2021 after the hospital's collaboration with BPJS, the number of patient visits actually decreased, which was only 443 patients, while in 2023 the number of patient visits to the RSU Bunda Padang dental and oral polyclinic increased slightly, which was 528 patients. If observed from the data that occurred, it indicates that customer engagement is still low, where patients are so easy to switch to using competing hospitals with the same services. If this phenomenon is allowed to continue, it will certainly affect the existence of the RSU Bunda Padang dental and oral polyclinic. We provide a temporary assumption that the decrease in the number of patient visits to the RSU Bunda Padang dental and oral polyclinic is due to the low customer engagement, but this still requires further proof, so this motivated us to conduct this research.

Akram & Kortam (2020) revealed that customer engagement can be influenced by a number of variables, namely customer experience, customer identification and purchase intention. A customer who has a strong attachment to a brand is certain to have had a positive experience in using a product or service brand, in addition, with the experience they have, the customer is certain to have been able to identify the product or service, thus encouraging them to always want to buy and use the product or service brand when the need for the product or service arises. Ahmed et al., (2022) stated that someone who has an attachment to a brand is certain to have a positive experience and a strong desire to continue buying the same product or service brand. These customers are certain to put the product or service brand that has given them a positive experience in the first place to be purchased again in the future. The results of a study by Cambra-Fierro et al., (2021) found that there was a strong positive influence between customer experience and purchase intention and customer engagement. The same thing was also expressed by Wantara & Irawati, (2021) who stated that in general, customers are sure to have looked for information about the products or services they need before deciding to buy or use the product or service, in addition Harrigan et al., (2018); Tuti & Sulistia (2022) revealed that brand experience and customer identification will create a strong purchase intention. Identification of positive information received by customers and the existence of positive experiences in the past in using products or services will strengthen

the formation of purchase intention, when the needs within the customer arise.

When customers successfully obtain positive experiences and positive customer identification values, of course, there is a desire to buy products and services, but when products or services are successfully purchased and provide positive results when consumed or used, customer engagement will be formed in customers (Wirtz & Lovelock, 2021). The results of Chen et al., (2022) also Ahmed et al., (2022) stated that behavioral intention has a positive effect on customer engagement, these findings indicate that the emergence of a desire in customers to use a service is due to a strong attachment between customers and the service brand. According to Rather & Hollebeek (2021) strong evidence that shows that a strong attachment has been formed between customers and a service is the existence of a strong interest or desire in customers to use the same service. This action occurs because the need for service has re-emerged in customers. Furthermore, Prentice et al., (2019), and Sohaib et al., (2023) stated that customers will use their personal experiences, as well as seek as much information as possible to strengthen brand identification with the service brand they need. When customers have a positive experience and find a number of positive information about the service they are looking for, then the desire to use the service will occur. When customers still feel the same benefits after using the service, of course the customer engagement that is formed within them will be stronger.

Researchers consider the implementation of the marketing management concept to be very relevant to hospital governance, especially in encouraging the emergence of effective strategies to attract patients to visit and use hospital services, therefore in this research, we try to observe the influence of customer experience, customer identification on customer engagement, and assess the impact of behavioral intention on customer engagement and the role of customer engagement in moderating the relationship formed between customer experience and customer identification with customer engagement, the research was conducted at the dental and oral polyclinic of Bunda Padang Hospital.

We also realize that the variables we use have also been widely studied by previous researchers, but there has been no definite consensus that shows the relationship or influence of each variable studied, so the use of these variables remains interesting to be studied again, considering that customers have changing behavior. The novelty that we offer in this research lies in a relatively new model that has not been used before, where researchers use behavioral intention as a moderating variable. It is hoped that through these differences it will provide research results that enrich the theoretical literature, especially those related to customer behavior in using health services.

RESEARCH METHOD

This research is a quantitative research, namely research that uses hypotheses and requires proof carried out through mathematical modeling (Hair et al., 2019). Our research was conducted by testing Moderating Regression Analysis (MRA) which was processed using Partial Least Square (PLS). In this research, 120 patients who had visited the Dental and Oral Polyclinic of Bunda Padang Hospital from July, August and September 2024 were used. The sample size of 120 people is based on the opinion of Roscoe (1986) quoted in Sekaran & Bogie (2016) which states that the minimum sample size is 10 or more times the number of variables, where in our research the multiplication used is 4 x 30, namely 120 respondents.

The sample collection method used in this research is purposive sampling. In this case, the patients who will be the sample are those who have visited the General Dental and Oral Polyclinic of Bunda Padang Hospital more than once. The data collection process is carried out through a survey, namely by distributing questionnaires directly to patients who have had the experience of visiting the General Dental and Oral Polyclinic of Bunda Padang Hospital once. Our research uses three variables, namely the dependent variable, namely customer engagement, the second is the moderating variable, namely behavioral intention, while the third is the independent variable, consisting of customer experience and customer identification. A more detailed description of the operational definition and measurement of the variables used in our research can be seen in table 1 below.

Table 1. Operational Definition and Measurement of Variables

Variabel	Definisi	Indikator
Customer Engagement	A feeling of attachment that involves customers with a brand, which is formed due to past positive experiences in using a brand. (Pandey & Chawla, 2018)	**Cognitive** - I always think of the general dental and oral polyclinic of Bunda Padang Hospital when I need health services - I tried to find more information about the general dental and oral polyclinic of Bunda Hospital Padang - I am interested in reading the latest information about RSU Bunda Padang - I consider dental care at the general dental and oral polyclinic of RSU Bunda Padang to be the best - I consider dental care at the general dental and oral polyclinic of RSU Bunda Padang to be in accordance with my wishes **Attitudinal** - Feel comfortable to consult with doctors and staff at the general dental and oral polyclinic of Bunda Hospital - Feel happy to receive services from doctors and staff at the general dental and oral polyclinic of Bunda Hospital - Feel satisfied with the services at the general dental and oral polyclinic of Bunda Padang Hospital - Feel satisfied with the equipment at the general dental and oral polyclinic of Bunda Hospital - Feel confident with the health products recommended by doctors and staff at the general dental and oral

		polyclinic of Bunda Hospital **Behavioral Attachement** - The staff are able to provide consistent service every time I visit - The polyclinic staff are able to provide the right health service schedule for me - Every time I want to get dental care, I always remember the general dental and oral polyclinic of Bunda Padang Hospital - The commitment of the staff and doctors in making appointments with patients is very strong - I don't wait longer to get doctor's services - The price offered to get the service is relatively affordable Source: Huerta-Álvarez et al., (2020)
Behavioral Intention	Showing the desire or passion that arises in the customer to use a service. This desire arises because of a need that must be met immediately in the patient. (Chrisniyanti & Fah, 2022)	- Have the intention to regularly use the service - Intend to recommend the service that you want to use to others - Always want to continue using the same health service in the future Source: Abdul-Rahman et al., (2023)
Customer Experience	It is an act of using a particular service in the past that creates a positive or negative impression in the customer's mind. (Wu & Ho, 2022)	- Feel that the polyclinic used is clean and tidy - Complete and modern polyclinic facilities and equipment - Feel sa fe when getting services - Feel appreciated and respected by the clinic service staff used - Do not worry about the quality of polyclinic services - Experienced officers in providing services - Affordable prices - Ease for patients to get information about polyclinic services Willingness to share experiences after getting services - Have thought about the schedule for the next visit - Easily accessible location - The management has a good relationship with all patients - My family and I use polyclinic services Source: Lucia-Palacios et al., (2020)
Customer Identification	It is a process carried out by customers to search for information about a service, to identify which service is the best one they will use to meet their health service needs. (Bouziane et al., 2023)	- Feeling disturbed when others criticize the services of the RSU Bunda General Dental and Oral Polyclinic - Feeling interested in what others think about the services at the RSU Bunda General Dental and Oral Polyclinic - I feel embarrassed when others make negative comments about the RSU Bunda General Dental and Oral Polyclinic - I feel happy when others praise the services at the RSU Bunda General Dental and Oral Polyclinic Source: Bouziane et al., (2023)

The data analysis technique used in this research is Moderating Regression Analysis, the data processing process is carried out using the help of Partial Least Square software version 4.01. The use of PLS in the testing process is considered better if using other software such as SPSS, because all procedures in moderation testing are carried out automatically through the software, so it is believed to provide more accurate results (Tenenhaus et al.,; Hair et al., 2019 2005). Before the data processing stage is carried out, the research instrument is

tested first, namely by conducting validity and reliability tests. Reliability testing is carried out using the Confirmatory Factor Analysis (CFA) approach, where each statement will be declared valid if it has an outer loading> 0.70, while reliability testing is carried out by finding the Cronbach's Alpha and Composite Reliability values (cut off> 0.70), in addition to testing the consistency of the accuracy and reliability of the instrument, the Average Variance Extracted (AVE) analysis is also used, the test results are declared to meet the procedure when the AVE value> 0.50 (Hair et al., 2019). After the procedure is carried out, it is continued with the Discriminant Validity analysis using the Fornell Larcker Criterion approach (Fornell, C. and Larcker, 1981). Followed by the HTMT test. After all the testing stages have been carried out, the analysis is continued by testing the inner model by finding the Variance Influence Factor (VIF) value, and observing the R-square and Q-square values.

In line with the measurement framework model used in this research, a mathematical equation model can be created from the analysis procedure used in this research, namely as follows:

$$CE = \alpha + \beta_1 CX + \beta_2 CI + \beta_3 BI + \beta_4 CE*BI + \beta_5 CI*BI + e$$

In the mathematical model identified CE is customer engagement, is the dependent variable. CX is customer experience is the first independent variable, CI is brand identification is the second independent variable, while BI is behavioral intention is the moderating variable. Moderation testing is done by multiplying the independent variable by the moderating variable. At the testing stage, model testing is carried out by trying to find the value of the coefficient of determination and testing the fit model of the measurement framework model used. After these stages are carried out, hypothesis testing is carried out using the T-statistic test. The hypothesis will be accepted when the T-statistic value is above 1.96 and vice versa.(Hair et al., 2019)

RESULT AND DISCUSION

In the table 2 above, it was found that most of the patients who visited the general dental and oral polyclinic of Bunda Padang Hospital were female, amounting to 96 people or 80% of the total respondents, while the remaining 24 respondents were male. In accordance with the results of the respondent data identification, it was also found that most of the patients who visited were aged between 20 and 29 years, amounting to 37 people or 30.83% of the total respondents, while patients over 50 years old were the fewest respondents, amounting to 12 people or 10% of the total respondents. The survey results also showed that most of the patients came from within Padang City, amounting to 78 people or 65% of the total respondents, while respondents from outside the province of West Sumatra amounted to

17 people or 14.17% of the total respondents.

After collecting data and information through distributing questionnaires, the data processing stage can be carried out. In the first stage, researchers can identify the data of respondents who participated in this study as shown in Table 2 below.

In accordance with the results of the survey that has been conducted, it is also known that most patients who visit the general dental and oral polyclinic of Bunda Padang Hospital work as Private Employees, namely 46 people or 38.33% of the total respondents, while respondents who work in fields other than those mentioned above are 2 people. If observed from the type of payment used by patients, 60 people or 50% of the total respondents use payments through BPJS Kesehatan and only 27 people or 22.50% of respondents use personal or general payments. In addition, from the identification of respondent data, it is known that 95 people or 79.17% of respondents admitted to having visited the general dental and oral polyclinic of Bunda Padang Hospital 2 to 3 times, in addition, patients who have visited more than 3 times were also found, namely 25 people or 20.83% of the total respondents.

Table 2. Respondent Demographics

Demographics	Frequency	Percentage
Gender		
Male	24	20.00
Female	96	80.00
Age		
< 20 Years	19	15.83
20 – 29 Years	37	30.83
30 – 39 Years	24	20.00
40 – 50 Years	21	17.50
> 50 Years	12	10.00
Domicile		
Padang City	78	65.00
Outside Padang City within the Province	25	20.83
Outside the province	17	14.17
Work		
ASN / BUMN / BUMD/ POLRI / TNI	19	15.83
Private Employee	46	38.33
Self-Employed	33	27.50
Student	15	12.50
Housewife	5	4.17
Other	2	1.67
Payment Types		
General	27	22.50
Insurance	33	27.50
BPJS	60	50.00
Frequency of visits		
2 – 3 Times	95	79.17
> 3 Times	25	20.83
Total	120	100

The analysis tool used in this research is Moderating Regression Analysis (MRA). The first data processing procedure that the researcher did was to test the instrument. The test was carried out in the form of Convergent Validity. The series of tests in question are Outer Loading analysis, Cronbach's Alpha, Composite Reliability and Average Variance Extracted (AVE). After the data processing was carried out, the results were described as shown in table 3 below.

Table 3. Convergent Validity Test Results

Variabel	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted	Result
Customer Engagement	0.709 – 0.820	0.951	0.956	0.594	Qualify
Behavioral Intention	0.881 – 0.944	0.912	0.945	0.851	Qualify
Customer Experience	0.741 – 0.870	0.952	0.858	0.655	Qualify
Customer Identification	0.823 – 0.917	0.896	0.928	0.763	Qualify

In accordance with the stages of testing the measurement instrument, it was found that the customer engagement variable has an outer loading value ranging from 0.709 to 0.820, in addition, in the reliability level test, the Cronbach's Alpha value was obtained at 0.951 and the Composite Reliability was 0.594. The Outer Loading and Cronbach's Alpha values obtained were far above 0.70 so that the instrument testing procedure for the level of measurement reliability accuracy was fulfilled, in addition, the Average Variance Extracted (AVE) value was also obtained at 0.594, this value was far above 0.50. Furthermore, it was found that each measurement instrument used to measure the behavioral intention variable was valid, because each statement had an outer loading value far above 0.70. These results are also reinforced by the Cronbach's Alpha value of 0.951 and the Composite Reliability value reaching 0.945. The findings obtained indicate that behavioral intention has been measured with precise and reliable statements.

In line with the results of the instrument testing, it can be seen that the customer experience variable has a factor loading value between 0.741 and 0.870. Thus, each statement has an outer loading value above 0.70. These results are reinforced by the Cronbach's Alpha value of 0.952, and the AVE value of 0.655. Something that is not much different is also found for the customer identification variable instrument testing, this variable has an outer loading value between 0.823 and 0.917 and produces a Cronbach's Alpha value of 0.896 and a Composite Reliability value of 0.928, in addition to the AVE value of 0.763. Thus, it can be

concluded that the customer experience and customer identification variables have been measured with the right and reliable measurement instruments, so that further data processing stages can be carried out immediately.

The results obtained in Convergent Validity indicate that all research variables have been measured with accurate and reliable statements, but to ensure this, a Discriminant Validity analysis needs to be carried out with the Fornell Larcker Criterion approach. In accordance with the stages of data processing that have been carried out, the details of the results are obtained as seen in table 4 below.

Table 4. Results of the Fornell Larcker Criterion Discriminant Validity Test

	Behavioural Intention	Costumer Identification	Customer Engagement	Customer Experience
Behavioural Intention	**0.922**			
Costumer Identification	0.911	**0.893**		
Customer Engagement	0.888	0.882	**0.871**	
Customer Experience	0.866	0.873	0.857	**0.810**

In table 4 above, the correlation matrix shows that behavioral intention has a correlation coefficient of 0.922, which is greater than other variables, both in the second, third and fourth quadrants, while customer identification has the second highest correlation value of 0.893, followed by customer engagement with a correlation coefficient value of 0.871 and the customer experience variable. The results obtained show that each variable that forms the measurement model in our research has been measured with statements that are truly accurate and reliable, so that further data processing stages can be carried out immediately.

The next procedure in the data processing stage is to conduct an internal model analysis. The testing stage carried out is to observe the R-square and Q-square values of the measurement model framework that has been formed. In accordance with the data processing stages that have been carried out, the results are shown in the following table 5.below:

Tabel 5. Hasil R-square & Q-square

	R Square	R Square Adjusted	Q-Square	Hasil
Customer Engagement	0.895	0.890	0.516	Tinggi

In table 5 above, it can be seen that customer experience, customer identification and behavioral intention are able to contribute to influencing changes in customer engagement at the general dental and oral polyclinic of RSU Bunda Padang by 0.895 or 89.50% while the remaining other contributions of 10.50% are influenced by other variables outside the model.

The test results also found a Q-square value of 0.516 or 51.60%. The coefficient value shows that the research variables consisting of customer experience, customer identification and behavioral intention are indeed the right variables to use in order to predict changes that occur in customer engagement at the general dental and oral polyclinic of RSU Bunda Padang.

Overall, the summary of the results of the instrument testing and the inner model obtained in our research can be observed from the measurement framework. The image of the measurement framework that we use can be seen in Figure 1 below, namely:

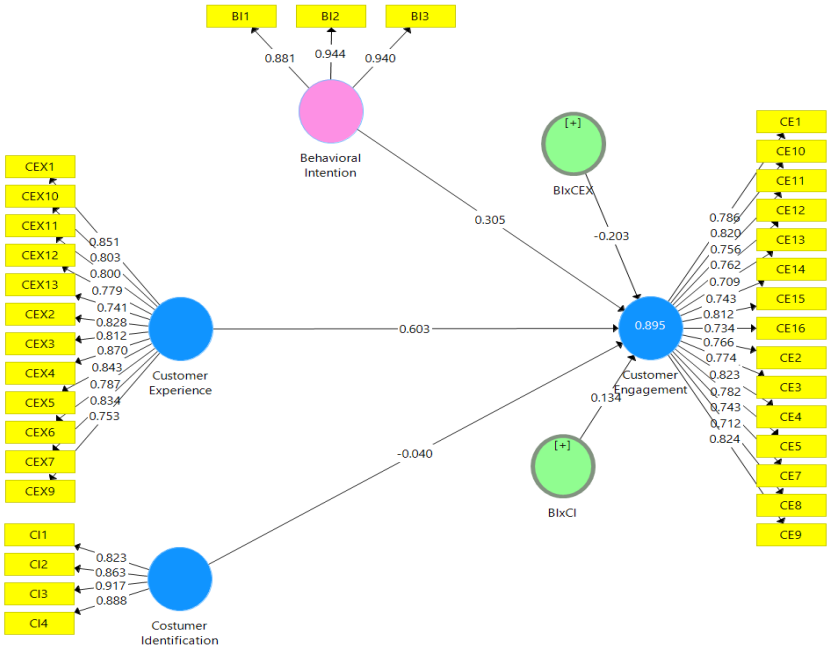


Figure 1. Measurement Framework

After all variables are measured with the right and reliable measurement instruments, and the R-square and Q-square values approaching 1 indicate that the measurement model to be analyzed in the research has strong accuracy, thus the hypothesis testing stage can be carried out immediately. Hypothesis testing in our research is carried out in two stages. The first stage is to test the direct effect, while the second stage is to test the indirect effect. In accordance with the results of data processing, the test results are obtained as seen in table 6 below.

Table 6. Hypothesis Testing Results (Direct Effect)

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Result
CEX -> CE	0.603	4.395	0.000	Significant
CI -> CE	-0.040	0.311	0.756	Not Significant
BI -> CE	0.305	4.036	0.000	Significant

In the first hypothesis testing stage, it was seen that the customer experience variable (CEX) had a path coefficient of 0.603, in addition, statistically the T-statistic value was 4.395. The testing procedure was carried out using an error rate of 0.05. These results indicate T > 1.96 so that it can be concluded that customer experience has a positive and significant effect on customer engagement at the general dental and oral polyclinic of RSU Bunda Padang.

In the second hypothesis testing stage, it was found that customer identification had a path coefficient of -0.040. Statistically, the T-statistic value was also obtained as 0.311 and the P-value was 0.756. The testing procedure was carried out using an error rate of 0.05. These results indicate T < 1.96 so that it can be concluded that customer identification does not have a significant effect on customer engagement at the general dental and oral polyclinic of RSU Bunda Padang.

In the third hypothesis testing stage, behavioral intention was found to have a positive path coefficient of 0.305. In addition, statistically, a T-statistic value of 4.036 and a P-value of 0.000 were also obtained. The test was carried out using an error rate of 0.05. The results obtained showed T > 1.96 so that it can be concluded that behavioral intention has a positive and significant effect on customer engagement at the general dental and oral polyclinic of RSU Bunda Padang. The second stage of our hypothesis testing is to test the moderation effect. In this research, behavioral intention is a moderating variable. In accordance with the data processing that has been carried out, the following results are described in table 7.

In table 7 above, the path coefficient obtained in the first moderation effect test is 0.403. Statistically, the results obtained are strengthened by the T-statistic value of 2.791. The testing procedure was carried out using an error rate of 0.05 so that the results obtained showed T> 1.96 so that it can be concluded that behavioral intention (BI) is able to moderate the relationship between customer experience (CX) and customer engagement (CE) at the general dental and oral polyclinic of RSU Bunda Padang.

In the fifth hypothesis testing stage, the path coefficient produced is 0.134. Statistically, the T-statistic value was also obtained as 1.104 and the P-value was 0.270. The testing procedure was carried out using an error rate of 0.05, thus T <1.96 so that it can be

Table 7. Hypothesis Testing Results (Moderation Effect)

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Hasil
BI * CX -> CE	0.403	2.791	0.034	Significant
BI * CI -> CE	0.134	1.104	0.270	Not Significant

concluded that behavioral intention (BI) is able to moderate the relationship between customer identification (CI) and customer engagement (CE) at the general dental and oral polyclinic of RSU Bunda Padang.

Discussion

In accordance with the results of the first hypothesis test, it was found that customer experience has a positive and significant effect on customer engagement at the RSU Bunda Padang general dental and oral polyclinic. The results obtained indicate that the positive experience that patients continue to feel in using the RSU Bunda Padang general dental and oral polyclinic services has increased customer engagement. The quality service provided by the hospital has created a positive impression that is currently maintained, thus encouraging a strong attachment between patients and the health service provider institution, namely the RSU Bunda Padang general dental and oral polyclinic. The findings obtained show the importance for the hospital to be able to provide quality services to patients, so that they get a positive experience that encourages them to have a strong attachment to continue using the general dental and oral polyclinic services of Bunda Padang Hospital.

The results obtained are supported by Wu & Ho (2022) who found that customer experience has a positive and significant effect on customer engagement. The findings obtained show that when customers have a positive experience in using a service, and this happens repeatedly, customer engagement will be formed. The results of Merrilees (2016) found that customer experience has a positive and significant effect on customer engagement. The positive experience that customers continue to feel in using a service is a positive thing that strengthens the relationship formed between customers and the service used. Customers are sure to continue to follow developments and information related to the services they have used for a certain period of time, in addition, customers will also recommend to their closest people to use the same service. The results of the study by Huerta-Álvarez et al., (2020) found that there was a strong positive influence between customer experience and purchase intention and customer engagement. The same thing was also expressed by Wantara & Irawati, (2021) who stated that in general, customers are sure to have looked for information about the products or services they need before deciding to buy or use the product or service. The information obtained will create its own assessment of the services needed. When customers find a lot of positive information and this is reinforced by the positive experiences they have felt in the past when using the service, customer engagement will be even stronger.

In the second hypothesis testing stage, it was found that customer identification did

not have a significant effect on customer engagement at the RSU Bunda Padang dental and oral polyclinic. These findings indicate that high or low customer identification carried out by patients will not affect customer engagement at the RSU Bunda Padang dental and oral polyclinic. The findings obtained differ from the hypothesis proposed so that the second hypothesis is rejected. These results indicate that most patients who visit the RSU Bunda Padang dental and oral polyclinic are patients who already have high loyalty, so negative identification from other people or from the mass media does not affect customer engagement at the RSU Bunda Padang dental and oral polyclinic. The results obtained can certainly be a reference for hospital management to continue to improve the quality of service they will provide to each patient. The hospital is also expected to dare to invest in technology, so that the equipment needed by patients for treatment is getting better, this will increase the positive experience felt by patients in using hospital services as well as being the basis for forming a strong bond between patients and the services provided by the hospital,

These results are supported by research by Bouziane et al., (2023) also Cambra-Fierro et al., (2021) which states that a customer who has a strong attachment to a particular product or service brand will not be affected by negative identification from the media or other people about the products or services they usually use. In the third hypothesis testing stage, it was found that behavioral intention had a positive and significant effect on customer engagement at the RSU Bunda Padang dental and oral polyclinic. The findings obtained indicate that the stronger the desire or interest of patients to use the general dental and oral polyclinic services of RSU Bunda Padang, indicating that customer engagement at the hospital is also relatively strong. These results are in line with the proposed hypothesis, so that the third hypothesis is accepted. These findings occur because most patients have visited and received services from the general dental and oral polyclinic of RSU Bunda Padang, the experience provided has created motivation for patients to continue using hospital services, in addition, consistent and quality services are able to create a strong bond between patients and the general dental and oral polyclinic of RSU Bunda Padang.

The findings obtained at the third hypothesis testing stage are supported by research by (Tsai et al., 2020) which states that behavioral intention has a positive effect on customer engagement, these findings indicate the emergence of a desire in customers to use a service due to a strong attachment between customers and the service brand. According to Rather & Hollebeek (2021) strong evidence that shows that a strong attachment has been formed between customers and a service is the existence of a strong interest or desire in customers to use the same service. This action occurs because the need for the service has re-emerged in

the customer. Furthermore Prentice et al., (2019) stated that customers will use their personal experiences and seek as much information as possible to strengthen brand identification with the service brand they need. When customers have a positive experience and find a number of positive information about the service they are looking for, the desire to use the service will occur, when customers still feel the same benefits after using the service, of course the customer engagement that is formed in themselves will be even stronger. The fourth hypothesis test is a test of the moderation effect. In line with the results of data processing that has been done, it was found that behavioral intention is able to moderate the relationship between customer experience and customer engagement at the general dental and oral polyclinic of Bunda Padang Hospital. The moderating effect that is formed is strengthening, so that the findings obtained show that behavioral intention will strengthen the relationship between customer experience and customer engagement. These results occur because positive past experiences have created a good image and reputation, thus encouraging customers to be interested in visiting again to get services from the general dental and oral polyclinic of Bunda Padang Hospital, when positive experiences continue to repeat this will further increase customer engagement.

The results obtained at the fourth hypothesis testing stage are supported by research Gomber et al., (2018) which revealed that behavioral intention will strengthen the relationship between customer experience and customer engagement. This is because a strong customer experience will encourage customers to return to using the same product or service brand. When customers feel the benefits according to their expectations, customer engagement will be stronger. The results of research by Saputra et al., (2023) found that behavioral intention moderates the relationship between customer experience and customer engagement. These findings show that the emergence of behavioral intention is preceded by high customer experience, so that there is no doubt in customers to immediately buy the same brand of product or service. When customers again feel the benefits of using the product, customer engagement will be stronger. When customers succeed in getting a positive experience and positive customer identification value, of course there is a desire to buy products and services, but when the product or service is successfully purchased and provides positive results when consumed or used, customer engagement will be formed in the customer (Wirtz & Lovelock, 2021). Furthermore, the results of research by Ahmed et al., (2022) stated that behavioral intention is able to moderate the relationship between customer experience and customer engagement. In the fifth hypothesis testing stage, it was found that behavioral intention did not moderate the relationship between customer identification and customer engagement at

the general dental and oral polyclinic of Bunda Padang Hospital, thus the fifth hypothesis was rejected. The findings obtained also rejected the research results of Dam & Dam (2021) which stated that someone who already has an attachment to a brand is certain to have a positive experience and a strong desire to continue buying the same brand of product or service. These customers are certain to place the brand of product or service that has given them a positive experience in the first place to be purchased again in the future. The research results of Cambra-Fierro et al., (2021) found that there was a strong positive influence between customer experience and purchase intention and customer engagement.

The results obtained can certainly be used as a reference or reference material for the management of the general dental and oral polyclinic of RSU Bunda Padang. The findings obtained indicate the importance of efforts to continue to improve the quality of service to patients using the services of the general dental and oral polyclinic of RSU Bunda Padang. In addition, the management must ensure that they continue to try to improve the use of the latest technology that can improve patient comfort. In addition, through the technology investment made, it is expected to increase the competitiveness of the hospital, as well as increase the desire of patients to continue to visit and use services at the general dental and oral polyclinic of RSU Bunda Padang, so that the service unit can continue to maintain its existence in the long term.

CONCLUSION AND RECOMENDATION

In accordance with the results of the first hypothesis test, it was found that customer experience has a positive effect on customer engagement at the general dental and oral polyclinic of Bunda Padang Hospital, but at the second hypothesis testing stage, customer identification did not have a significant effect on customer engagement, but at the third hypothesis stage, it was successfully proven that behavioral intention had a positive and significant effect on customer engagement at the general dental and oral polyclinic of Bunda Padang Hospital. At the third hypothesis testing stage, it was found that behavioral intention was able to strengthen the relationship between customer experience and customer engagement at the general dental and oral polyclinic of Bunda Padang Hospital, but failed to prove that customer experience was able to moderate the relationship between customer identification and customer engagement at the general dental and oral polyclinic of Bunda Padang Hospital. These results show that the positive experience felt by customers will be the basis for them to continue visiting and using the oral polyclinic services of Bunda Padang Hospital. This behavior also indicates that there is a stronger attachment between patients and

the hospital over a certain period of time.

We also realize that this research still has limitations because there are still a number of variables outside the model that also affect customer engagement, such as word of mouth, brand image, brand trust and so on. In addition, this study does not discuss the issue of endogeneity. We believe that the results of this research will be useful for the management of the general dental and oral polyclinic at Bunda Padang Hospital, especially in encouraging appropriate marketing strategies to increase patient interest in visiting and using the general dental and oral polyclinic services at Bunda Padang Hospital in the future.

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