

## ABSTRACT

### ANTECEDENTS OF REFERRING HEALTH CARE PROVIDER ENGAGEMENT AND ITS IMPACT ON WILLINGNESS TO RE-REFER IN HEALTH CARE PROVIDER: A CASE STUDY IN INDONESIA

**Background:** The growth of the healthcare industry in emerging countries is in line with the increasing number of private hospitals. This situation gives private hospitals some new challenges, like how to provide good quality care while growing the business, one of which is increasing the number of patients. An increasing number of patients is related to the referral system and healthcare providers. However, limited studies explained factors influencing healthcare provider engagement (HCPE) associated with Willingness to re-refer within healthcare providers (WRH).

**Aim:** This study investigated the relationship between factors influencing healthcare provider engagement toward Willingness to re-refer within healthcare providers.

**Method:** A quantitative survey with a cross-sectional technique with a questionnaire asked 181 healthcare provider who usually refers patients to XYZ hospital. Partial least squares structural equation modelling (PLS-SEM) was utilized to analyze the data.

**Results:** This study showed that five of the six antecedents from HCPE were significant ( $p$ -value $<0.05$ ), and the HCPE showed a substantial relationship with WRH ( $p$ -value $<0.05$ ).

**Conclusion:** Patient-specialist interaction showed to have an essential relation with HCPE. Furthermore, HCPE has a crucial relationship with WRH. Therefore, the hospital management needs to prioritize this part more to encourage HCPE.

**Keywords:** healthcare provider, healthcare provider engagement; willingness to re-refer