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The Effect of Consumption Values on Patient Satisfaction and Behavioral Intention toward Nutrition Services at Hospital Garut

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Abstract– ***This study aims to analyze the effect of consumption values on patient satisfaction and behavioral intention toward nutrition services at Hospital Garut. A quantitative approach was employed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). Data were collected through questionnaires distributed to hospitalized patients receiving nutrition services. The study examined five dimensions of consumption values, namely functional value, emotional value, social value, epistemic value, and conditional value. The results revealed that social value had a positive and significant effect on patient satisfaction, while the other dimensions did not show significant effects. Furthermore, patient satisfaction significantly influenced patients' behavioral intention toward hospital nutrition services. The study concludes that social aspects play a dominant role in shaping patient satisfaction and behavioral intention. Therefore, improving communication and patient-centered services is essential to enhance nutrition service quality.***
Kata Kunci- Behavioral Intention, Consumption Values, Nutrition Services, Patient Satisfaction, SEM-PLS.

I. INTRODUCTION

Hospital nutrition services play an important role in supporting patient recovery and improving the quality of healthcare services. Proper nutritional management contributes not only to meeting patients' nutritional needs but also to enhancing treatment outcomes and patient satisfaction. In hospitals, patient satisfaction toward nutrition services is closely related to food quality, service delivery, communication, and patients' overall experiences during hospitalization. Poor nutrition services may lead to low food acceptance, increased food waste, and reduced patient satisfaction, which can negatively affect patients' behavioral intention toward hospital nutrition services [1].

Behavioral intention refers to patients' willingness to continue using, accepting, or recommending hospital nutrition services in the future. Previous studies have demonstrated that patient satisfaction is one of the most important determinants of behavioral intention in healthcare services [2]. According to the Theory of Consumption Values proposed by [3], consumer behavior is influenced by several dimensions of value, including functional value, emotional value, social value, epistemic value, and conditional value. In the context of hospital nutrition services, these dimensions may influence how patients evaluate the services they receive and shape their satisfaction and future behavioral intentions.

Several studies have investigated service quality and patient satisfaction in hospital settings; however, research focusing on consumption values in hospital nutrition services remains limited, particularly in Indonesian hospitals. Most previous studies emphasized service quality dimensions such as reliability, responsiveness, empathy, and tangibility [4], while limited attention has been given to the influence of consumption values on patient satisfaction and behavioral intention. Therefore, understanding the role of consumption values is essential to improve hospital nutrition services and strengthen patient-centered care.

Hospital in Garut is one of the hospitals providing nutrition services for hospitalized patients. Preliminary observations identified several issues related to nutrition services, including complaints regarding menu variety, food taste, and meal completeness. These conditions may affect patient satisfaction and their intention to consume hospital-provided meals. Consequently, evaluating the influence of consumption values on patient satisfaction and behavioral intention is necessary to provide evidence-based recommendations for improving nutrition service quality.

Based on these considerations, this study aims to analyze the effect of consumption values on patient satisfaction and behavioral intention toward nutrition services at RSU Nurhayati Garut using the Structural

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Equation Modeling–Partial Least Squares (SEM-PLS) approach. The findings of this study are expected to contribute theoretically to consumer behavior research in healthcare services and practically to improving hospital nutrition service management.

II. LITERATURE REVIEW

The Theory of Consumption Values developed by [5] explains that consumer decisions are influenced by several dimensions of value, namely functional value, emotional value, social value, epistemic value, and conditional value. Functional value refers to the utility and performance of a product or service in fulfilling consumer needs. Emotional value is related to feelings or emotional responses generated from service experiences, while social value reflects the ability of a service to enhance social image or acceptance. Epistemic value arises from curiosity and the desire for new experiences, whereas conditional value is influenced by specific situations or conditions faced by consumers. This theory has been widely applied in consumer behavior studies because it provides a comprehensive understanding of the factors influencing customer satisfaction and behavioral responses.

In healthcare services, particularly hospital nutrition services, consumption values play an important role in shaping patient perceptions and satisfaction. Patients tend to evaluate nutrition services based on food quality, menu suitability, service responsiveness, communication, and the overall service experience. According to [1], consumption values significantly influence consumer decisions and satisfaction, especially in services closely related to personal experiences and well-being. Similarly, [6] emphasized that emotional and functional values are among the strongest predictors of consumer satisfaction and future behavioral responses. Therefore, the application of consumption value theory in hospital nutrition services is considered relevant to explain patient satisfaction and behavioral intention.

Patient satisfaction is an important indicator of healthcare quality because it reflects patients' evaluations of the services received compared to their expectations. Explained that satisfaction emerges when service performance meets or exceeds customer expectations [7]. In hospital nutrition services, patient satisfaction can be influenced by meal quality, menu variety, food taste, staff behavior, and the accuracy of dietary services provided to patients. High levels of patient satisfaction are associated with improved acceptance of hospital meals, reduced food waste, and better patient cooperation in following nutritional therapy [8]. Consequently, improving patient satisfaction is essential for hospitals to enhance service effectiveness and patient-centered care.

Behavioral intention refers to an individual's willingness or tendency to perform certain behaviors in the future. That customer satisfaction has a significant influence on behavioral intention, including repurchase intention, loyalty, positive word-of-mouth communication, and continued service use [9]. In the context of hospital nutrition services, behavioral intention may include patients' willingness to consume hospital-provided meals, continue using nutrition consultation services, and recommend hospital nutrition services to others. Positive behavioral intention is beneficial for hospitals because it contributes to service sustainability and enhances the hospital's reputation.

Several previous studies have investigated patient satisfaction and service quality in healthcare settings. Introduced the SERVQUAL model, which measures service quality through dimensions such as tangibility, reliability, responsiveness, assurance, and empathy [10]. Their findings demonstrated that service quality significantly affects customer satisfaction. In hospital settings [11] found that reliability and responsiveness in nutrition services were closely associated with patient satisfaction. Also reported that poor nutrition service quality contributed to increased food waste and decreased patient satisfaction [12]. These studies indicate that service quality remains an important factor influencing patient perceptions toward hospital nutrition services.

Despite numerous studies on healthcare service quality, limited research has specifically examined the relationship between consumption values, patient satisfaction, and behavioral intention in hospital nutrition services. Most previous studies focused primarily on service quality dimensions without integrating the Theory of Consumption Values as a conceptual framework. Therefore, this study attempts to fill the research gap by analyzing the influence of

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consumption values on patient satisfaction and behavioral intention toward nutrition services at RSU Nurhayati Garut using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach. The study is expected to enrich the literature on consumer behavior in healthcare services and provide practical recommendations for improving hospital nutrition service quality

III. RESEARCH METHODS

This study employed a quantitative research design to examine the effect of consumption values on patient satisfaction and behavioral intention toward nutrition services at RSU Garut. The study was conducted at the hospital's nutrition installation unit involving hospitalized patients who received dietary services during their treatment [13]. The participants were selected using purposive sampling based on specific inclusion criteria, namely patients who had been hospitalized for more than two days and received special dietary treatment. Patients who were unwilling to participate or unable to complete the questionnaire were excluded from the study. The sample size consisted of 99 respondents determined using the Slovin formula.

Data were collected through structured questionnaires distributed directly to the respondents. The questionnaire measured five dimensions of consumption values, including functional value, emotional value, social value, epistemic value, and conditional value, as well as patient satisfaction and behavioral intention variables. The measurement indicators were adapted from previous studies and relevant theoretical frameworks, particularly the Theory of Consumption Values proposed by [14]. Responses were measured using a Likert scale ranging from strongly disagree to strongly agree.

The collected data were analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS). The analysis included testing the measurement model through validity and reliability assessments, followed by testing the structural model to evaluate the relationships between variables. Convergent validity was assessed using outer loading and Average Variance Extracted (AVE), while reliability was evaluated using Composite Reliability and Cronbach's Alpha values. Hypothesis testing was conducted using path coefficient analysis and bootstrapping procedures to determine the significance of the relationships among variables. The measured variables in this study consisted of consumption values as independent variables, patient satisfaction as the mediating variable, and behavioral intention as the dependent variable

IV. RESULT AND DISCUSSION

Results

The structural model in this study was first evaluated to determine the ability of the relationships among variables in explaining the research constructs. The structural model consisted of five independent variables, namely functional value, emotional value, social value, epistemic value, and conditional value, which influenced patient satisfaction as the mediating variable. Furthermore, patient satisfaction was tested for its effect on patients' behavioral intention toward hospital nutrition services. The evaluation of the structural model was conducted through the assessment of the coefficient of determination (R^2), path coefficients, and significance testing using the bootstrapping procedure in SEM-PLS.

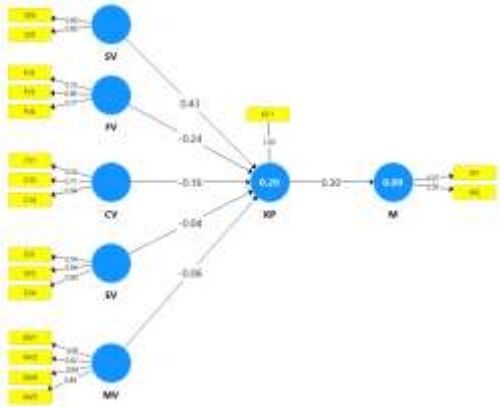

Figure 1. Structure Model SEM –PLS

Source : Data processed by researchers, 2025

Figure 1 illustrates the structural model results obtained from the SEM-PLS analysis. The model examines the influence of functional value (FV), emotional value (EV), social value (SV), conditional value (CV), and epistemic value or monetary value (MV) on patient satisfaction (KP), as well as the effect of patient satisfaction on behavioral intention (M) toward hospital nutrition services.

The coefficient of determination (R^2) for patient satisfaction (KP) was 0.20, indicating that 20% of the variance in patient satisfaction could be explained by the five consumption value dimensions included in the model. Meanwhile, the remaining 80% was influenced by other variables outside the study. The R^2 value for behavioral intention (M) was 0.09,

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meaning that patient satisfaction explained 9% of the variance in behavioral intention toward hospital nutrition services. These findings indicate that the explanatory power of the structural model was relatively weak.

Among the independent variables, social value (SV) showed the strongest positive effect on patient satisfaction with a path coefficient of 0.43. This result suggests that social aspects, such as service interaction, staff appearance, and patients' social perceptions toward nutrition services, played an important role in increasing patient satisfaction. In contrast, functional value (FV) had a negative coefficient of -0.24, indicating that the functional aspects of nutrition services did not significantly improve patient satisfaction.

Conditional value (CV), emotional value (EV), and monetary value (MV) also showed negative path coefficients of -0.16, -0.04, and -0.06, respectively. These findings imply that situational conditions, emotional experiences, and monetary considerations had relatively weak contributions to patient satisfaction in this study. This condition may occur because hospitalized patients generally prioritize medical recovery and compliance with dietary therapy rather than personal preferences regarding hospital meals.

Furthermore, patient satisfaction (KP) had a positive effect on behavioral intention (M) with a path coefficient of 0.30. This finding indicates that patients who were more satisfied with hospital nutrition services tended to have stronger intentions to continue consuming hospital meals, follow dietary recommendations, and reuse nutrition-related services in the future. Therefore, improving patient satisfaction is essential to strengthen positive behavioral intention toward hospital nutrition services.

4.1 Evaluation of Measurement Models (Outer Model)

1. Convergent Validity

Convergent validity is used to determine whether the indicators of a construct are able to measure the same concept consistently. In SEM-PLS, convergent validity is evaluated through outer loading and Average Variance Extracted (AVE) values. Indicators are considered valid if the outer loading values are greater than 0.70, while AVE values should exceed 0.50. The results of this study showed that most indicators had outer loading values above 0.70 and all constructs achieved AVE values greater than 0.50, indicating that the measurement model had satisfactory convergent validity.

2. Discriminant Validity

The results of discriminant validity testing showed that all constructs met the required criteria. Each construct had a higher square root of Average Variance Extracted (AVE) compared to its correlations with other constructs, indicating that every construct was empirically distinct. In addition, the cross-loading values demonstrated that each indicator loaded more strongly on its respective construct than on other constructs. These findings confirm that all variables in the study were able to measure different concepts appropriately and that the measurement model had good discriminant validity.

3. Reliability

The reliability test results showed that all constructs in the study had Composite Reliability and Cronbach's Alpha values greater than 0.70. These findings indicate that all indicators for each variable had good internal consistency and were able to measure the research constructs reliably. Therefore, the measurement model in this study met the reliability criteria and was considered suitable for further structural model analysis.

Evaluation of Structural Models (inner model)

The evaluation of the inner model (structural model) was conducted to examine the relationships among latent variables and to determine the predictive capability of the proposed research model. The inner model evaluation in SEM-PLS includes the assessment of the coefficient of determination (R^2), path coefficients, and hypothesis testing through the bootstrapping procedure. The R^2 value was used to measure the extent to which the independent variables could explain the dependent variables, while the path coefficient and significance values were used to evaluate the direction and significance of the relationships among constructs in the model.

a. Uji R Square

The coefficient of determination or R-squared value is used to evaluate the predictive accuracy of the proposed model. This value is only available for dependent variables, namely variables that are

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influenced or explained by other variables within the model.

Table 1. Analysis R Square

Variable	R^2	R^2 Conclusion
Patient Satisfaction	0.157	Very low level of predictive accuracy
Patients' Intention to Use Nutrition Installation Services	0.082	Very low level of predictive accuracy

Source : Data processed by researchers, 2025

The analysis results showed that the coefficient of determination (R^2) value for the patient satisfaction variable was 0.157, while the R^2 value for patient intention was 0.082. These values indicate that the model had a low ability to explain the variance of the dependent variables, where only 15.7% of patient satisfaction could be explained by the consumption value variables (functional, emotional, social, epistemic, and conditional values), while the remaining 84.3% was influenced by other factors outside the model. Similarly, only 8.2% of patient intention could be explained by patient satisfaction.

b. F square

Effect size (f^2) measures the extent to which independent variables contribute to predicting a dependent variable in the research model. An effect size value of 0.02 indicates a small contribution of the independent variable, a value of 0.15 indicates a moderate contribution, and a value of 0.35 indicates a large contribution.

Table 2. Effect Size (f^2) of Independent Variables on Patient Satisfaction

Variables	f^2	f^2 Conclusion
Functional Value (FV)	0.043	Small contribution
Emotional Value (MV)	0.003	Very small contribution
Social Value (SV)	0.183	Moderate contribution
Epistemic Value (EV)	0.001	Very small contribution
Conditional Value (CV)	0.020	Small contribution

Source : Data processed by researchers, 2025

Table 3. Effect Size (f^2) of Independent Variables on Patients' Intention to Use Nutrition Installation Services

Variables	f^2	f^2 Conclusion
Patient Satisfaction	0.101	Small contribution

Source : Data processed by researchers, 2025

The effect size (f^2) analysis results in this study indicated that the contribution of each independent variable to the dependent variable, patient satisfaction, varied but generally ranged from very small to small categories. Based on the findings, the social value (SV) variable had an f^2 value of 0.183, which was categorized as a moderate contribution, while functional value (0.043) and conditional value (0.020) were categorized as having small contributions. In contrast, emotional value (0.003) and epistemic value (0.001) showed very small contributions. Furthermore, the effect of patient satisfaction on patients' intention to use nutrition installation services had an f^2 value of 0.101, which was classified as a small contribution.

c. Q Square

Predictive Relevance measures the overall capability of the SEM model to explain or predict the dependent variables in the study. A Predictive Relevance value of 0.02 indicates a small predictive capability of the SEM model, a value of 0.15 indicates a moderate predictive capability, and a value of 0.35 indicates a large predictive capability.

Table 4. Q Square

Variables	Q^2	Q^2 Conclusion
Patient Satisfaction	-0.045	The predictive relevance of the SEM model was very low
Patients' Intention to Use Nutrition Installation Services	0.028	The predictive relevance of the SEM model was small

Source : Data processed by researchers, 2025

The Predictive Relevance (Q^2) analysis results in this study showed that the Q^2 value for patient satisfaction was -0.045, while the Q^2 value for patient intention was 0.028. These findings indicate that the predictive capability of the model was relatively very low, and the patient satisfaction variable even demonstrated a negative Q^2 value. In general, a Q^2 value greater than zero (>0) indicates that the model has predictive relevance, whereas values close to zero or negative indicate that the model has weak predictive capability.

d. Hypothesis Testing

Table 5. Hypothesis Testing

Hypothesis	Relationship	Path Coefficient	P-value	Conclusion
H1	Functional	-0.240	0.08	Not

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	Value (FV) → Patient Satisfaction		4	Significant
H2	Emotional Value (MV) → Patient Satisfaction	-0.061	0.375	Not Significant
H3	Social Value (SV) → Patient Satisfaction	0.432	0.000	Significant
H4	Epistemic Value (EV) → Patient Satisfaction	-0.038	0.403	Not Significant
H5	Conditional Value (CV) → Patient Satisfaction	-0.163	0.154	Not Significant
H6	Patient Satisfaction → Patient Interest in Using Nutrition Installation Services	0.303	0.009	Significant

Source : Data processed by researchers, 2025

H1: Functional Value (FV) → Patient Satisfaction

The path coefficient value is -0.240 with a p-value of 0.084. Since the p-value is greater than 0.05, Functional Value does not have a significant effect on Patient Satisfaction. This indicates that the functional benefits perceived by patients are not strong enough to significantly influence their satisfaction.

H2: Emotional Value (MV) → Patient Satisfaction

The path coefficient is -0.061 with a p-value of 0.375. Because the p-value exceeds 0.05, Emotional Value does not significantly affect Patient Satisfaction. This means that emotional aspects experienced by patients do not significantly contribute to their level of satisfaction.

H3: Social Value (SV) → Patient Satisfaction

The path coefficient is 0.432 with a p-value of 0.000. Since the p-value is less than 0.05, Social Value has a significant positive effect on Patient Satisfaction. This result indicates that better social value perceived by patients can increase their satisfaction.

H4: Epistemic Value (EV) → Patient Satisfaction

The path coefficient value is -0.038 with a p-value of 0.403. Because the p-value is greater than 0.05, Epistemic Value does not significantly influence Patient Satisfaction. This suggests that curiosity, knowledge, or new experiences gained by patients are not major determinants of satisfaction.

H5: Conditional Value (CV) → Patient Satisfaction

The path coefficient is -0.163 with a p-value of 0.154. Since the p-value is above 0.05, Conditional Value does not significantly affect Patient Satisfaction. This means that situational or conditional factors are not proven to significantly increase patient satisfaction.

H6: Patient Satisfaction → Patient Interest in Using Nutrition Installation Services

The path coefficient is 0.303 with a p-value of 0.009. Because the p-value is less than 0.05, Patient Satisfaction has a significant positive effect on Patient Interest in Using Nutrition Installation Services. This indicates that higher patient satisfaction will increase patients' interest in using nutrition installation services.

Disscussions

The findings of this study are closely related to several previous studies discussing the Theory of Consumption Values, service quality, patient satisfaction, and behavioral intention in healthcare services. The results indicate that only social value has a significant positive effect on patient satisfaction, while functional value, emotional value, epistemic value, and conditional value do not significantly influence satisfaction. These findings both support and differ from previous research depending on the service context and consumer characteristics.

The insignificant effect of functional value on patient satisfaction differs from the findings of Rizkalla and Setiadi, who found that functional value significantly influenced consumer satisfaction and purchase intention toward environmentally friendly products. Their study emphasized that consumers tend to prioritize product usefulness, quality, and

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performance when making purchasing decisions. However, in the context of hospital nutrition services, the present study found that patients did not place strong emphasis on the functional aspects of food services. This difference may occur because hospitalized patients focus more on recovery and compliance with therapeutic diets than on evaluating food performance itself.

Similarly, the finding that emotional value does not significantly affect patient satisfaction contrasts with the study conducted which concluded that emotional value is one of the strongest predictors of consumer satisfaction and future behavioral responses. Explained that emotional experiences such as comfort, enjoyment, and positive feelings strongly influence customer decisions in many service industries. Nevertheless, this study demonstrates that emotional aspects are less dominant in hospital nutrition services because patients consume meals primarily for medical and recovery purposes rather than emotional pleasure.

The significant influence of social value on patient satisfaction supports the Theory of Consumption Values proposed by Jagdish N. Sheth, Bruce I. Newman, and Barbara L. Gross, who stated that social value plays an important role in shaping consumer decisions and satisfaction. In this study, social value reflects interpersonal communication, empathy, staff responsiveness, and patients' perceptions of social interaction during nutrition service delivery. These findings are also consistent with the SERVQUAL theory developed by A. Parasuraman, Valarie Zeithaml, and Leonard Berry, which identified empathy and responsiveness as important dimensions affecting service quality and satisfaction. In hospital settings, patients often require emotional support, attention, and caring interactions from healthcare providers, making social aspects more influential than other consumption values.

The insignificant effects of epistemic value and conditional value are also in line with the findings of [6], who argued that conditional value tends to be highly contextual and less consistent in influencing consumer behavior. In hospital nutrition services, patients are less likely to seek novelty or unique experiences because their primary concern is medical recovery. Therefore, curiosity and situational factors do not become major determinants of satisfaction in this healthcare context.

Furthermore, the finding that patient satisfaction significantly influences behavioral intention supports the Behavioral Intention model proposed by Valarie [15], which explains that customer satisfaction positively affects loyalty, repurchase intention, and positive word-of-mouth behavior. This study demonstrates that patients who are satisfied with hospital nutrition services are more likely to continue consuming hospital-provided meals, follow dietary recommendations, and reuse nutrition services in the future. The results are also consistent with the study by Semedi, which found that patient satisfaction toward hospital meals was associated with better food acceptance and reduced food waste.

In addition, the findings are supported by the Expectation Confirmation Theory introduced by Richard Oliver, which explains that satisfaction occurs when service performance meets or exceeds consumer expectations. In this study, positive social interactions and patient-centered communication were perceived as meeting patients' expectations, thereby increasing satisfaction and encouraging positive behavioral intention.

Overall, this study strengthens previous research showing that patient satisfaction is an important determinant of behavioral intention in healthcare services. However, unlike many consumer behavior studies emphasizing functional and emotional value, this study reveals that social value is the most dominant factor influencing patient satisfaction in hospital nutrition services. These findings indicate that healthcare services have unique characteristics compared to other service industries, where interpersonal relationships and empathy play a more important role in shaping patient perceptions and satisfaction.

The insignificant effect of functional value on patient satisfaction differs from the findings of Rizkalla and Setiadi, who found that functional value significantly influenced consumer satisfaction and purchase intention toward environmentally friendly products. Their study emphasized that consumers tend to prioritize product usefulness, quality, and performance when making purchasing decisions. However, in the context of hospital nutrition services, the present study found that patients did not place strong emphasis on the functional aspects of food services. This difference may occur because hospitalized patients focus more on recovery and compliance with therapeutic diets than on evaluating food performance itself [16].

Similarly, the finding that emotional value does not significantly affect patient satisfaction contrasts with the study conducted by Tanrikulu, which concluded that emotional value is one of the strongest

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predictors of consumer satisfaction and future behavioral responses. Tanrikulu explained that emotional experiences such as comfort, enjoyment, and positive feelings strongly influence customer decisions in many service industries. Nevertheless, this study demonstrates that emotional aspects are less dominant in hospital nutrition services because patients consume meals primarily for medical and recovery purposes rather than emotional pleasure [17]

The significant influence of social value on patient satisfaction supports the theory of consumption values proposed stated that social value plays an important role in shaping consumer decisions and satisfaction. In this study, social value reflects interpersonal communication, empathy, staff responsiveness, and patients' perceptions of social interaction during nutrition service delivery. These findings are also consistent with the SERVQUAL theory developed by A. Parasuraman, Valarie Zeithaml, and Leonard Berry, which identified empathy and responsiveness as important dimensions affecting service quality and satisfaction [4].

The insignificant effects of epistemic value and conditional value are also in line with the findings of Tanrikulu, who argued that conditional value tends to be highly contextual and less consistent in influencing consumer behavior. In hospital nutrition services, patients are less likely to seek novelty or unique experiences because their primary concern is medical recovery. Therefore, curiosity and situational factors do not become major determinants of satisfaction in this healthcare context [18]

Furthermore, the finding that patient satisfaction significantly influences behavioral intention supports the Behavioral Intention model proposed by [19], which explains that customer satisfaction positively affects loyalty, repurchase intention, and positive word-of-mouth behavior (Zeithaml et al., 1996). This study demonstrates that patients who are satisfied with hospital nutrition services are more likely to continue consuming hospital-provided meals, follow dietary recommendations, and reuse nutrition services in the future. The results are also consistent with the study by Semedi, which found that patient satisfaction toward hospital meals was associated with better food acceptance and reduced food waste [20]

In addition, the findings are supported by the expectation confirmation theory introduced by Richard Oliver, which explains that satisfaction occurs when service performance meets or exceeds consumer expectations. In this study, positive social interactions and patient-centered communication were perceived as meeting patients' expectations, thereby increasing satisfaction and encouraging positive behavioral intention.

V. CONCLUSION AND SUGGESTIONS

The results of this study reinforce the view that patient satisfaction is a primary determinant of behavioral intention in healthcare services. However, unlike general consumer behavior research which tends to highlight the dominance of functional and emotional values these findings reveal that social value is the most dominant factor influencing patient satisfaction with hospital nutrition services. This indicates a distinctive contextual characteristic of the healthcare industry, where empathy and interpersonal interaction play a more crucial role in shaping patient perceptions and satisfaction. Furthermore, functional value significantly influences consumer satisfaction and purchase intention regarding eco-friendly products. Future researchers are advised to re-examine the role of functional value by incorporating moderating variables such as disease severity or the duration of the patient's hospital stay to gain a deeper understanding of the conditions influencing satisfaction perceptions regarding hospital nutrition services.

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