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ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY AND TRUST ON PATIENT LOYALTY MEDIATED WITH PATIENT SATISFACTION AT PKU MUHAMMADIYAH HOSPITAL SURAKARTA

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ABSTRACT

This study aims to analyze the influence of service quality and level of patient trust on patient loyalty through patient satisfaction factors. The research approach uses a quantitative descriptive research method with a structured personal questionnaire method, namely interviews with closed questionnaires. The population in this research were customers at the PKU Muhammadiyah Hospital in Surakarta, while *the sampling technique used was non-probability sampling*. The research results show that there is a positive and significant influence between service quality and patient satisfaction, there is a positive and significant influence between service quality and loyalty, there is a positive and significant influence between trust and patient satisfaction, there is a positive and significant influence between patient trust and loyalty, there is a positive and significant influence between patient satisfaction and loyalty patient trust in patient loyalty which is mediated by patient satisfaction.

Keywords : *Quality of service; Patient confidence; Satisfaction of patients; Loyalty of patients.*

INTRODUCTION

As an institution providing health services, hospitals are required to provide quality services in accordance with community expectations. Because of this, there is competition between hospitals. One way that hospitals can attract patient interest is by implementing hospital marketing. In implementing hospital marketing in accordance with the expected goals, a strategy is needed that is appropriate and in accordance with the hospital marketing environment or better known as marketing strategy (Priyanka & Hardy, 2013).

One of the hospital's efforts to increase the number of patient visits is by designing a hospital marketing strategy. The marketing strategy uses tools to get the desired response from the target market. These tools form a *marketing mix*. Hospitals must formulate the right marketing mix in order to create consumer satisfaction in consuming the service products offered (Wati, 2017).

Standards for patient satisfaction in health services are determined nationally. According to the Republic of Indonesia Minister of Health Regulation of 2016 concerning Minimum Service Standards for patient satisfaction, namely above 95% (Indonesia, 2016).

If patient satisfaction is below 95%, it is considered that the health services provided do not meet minimum standards or are of poor quality.

Patient satisfaction depends on the quality of service. Service is defined as the efforts made by employees to fulfill the desires of their customers with the

services they will provide. Service can be said to be good by patients, if the services provided can meet the patient's needs. Satisfaction starts when the patient first arrives, until when the patient leaves the hospital (Anjaryani, 2009).

Based on the findings of TARP (*Technical Assistance Research Program*) in Washington, DC 96% of dissatisfied consumers secretly switched to other competing services. This condition illustrates that patients do not always respond to the quality of services provided, so it can be interpreted that patient silence is a bad signal for the hospital (Lupiyoadi & Hamdani, 2006).

This is the background for the author to carry out research and map out several problem formulations, including:

1. Is there an influence of customer trust on customer satisfaction?
2. Is there an influence of trust on customer loyalty?
3. Is there an influence of customer satisfaction on customer loyalty?
4. Is there an influence between service quality and customer satisfaction?
5. Is there an influence between service quality and customer loyalty?
6. Is there an influence between customer trust and customer loyalty mediated by customer satisfaction?
7. Is there an influence between service quality and customer loyalty mediated by customer satisfaction?

LITERATURE REVIEW

2.1.1 Customer satisfaction

Customer satisfaction is a marketing orientation that is increasingly important to implement. The definition of customer satisfaction is the level of a customer's feelings after comparing them with their expectations (Umar, 2002). Meanwhile, according to Kotler (2007), customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing their perception/impression of the performance (or results) of a product and their expectations. Satisfaction is a function of the perception or impression of the performance and expectations (L upioyadi, 2006) From the opinion above, it can be concluded that customer satisfaction is a customer's response to a discrepancy between the previous level of interest and the actual performance felt after use. Basically, the definition of customer satisfaction includes the difference between the level of interest and the perceived performance or results. Creating customer satisfaction can provide benefits, including the relationship between the company and the customer becoming harmonious, providing a good basis for repeat purchases and the creation of loyalty consumer quality, and form a recommendation from *word-of-mouth* that is profitable for the company.

In general, measuring the level of customer satisfaction can be done by:

1. *Complain and Suggestion*

System (complaint and suggestion system). In this system the company forms a special channel that can be used to collect complaints or suggestions from consumers.

2. *Customer Satisfaction Survey* (Consumer Satisfaction Survey), is another way to measure the level of consumer satisfaction by conducting direct surveys with customers on a regular basis.

3. *GhostShopping* (shadow buying) is a company that employs several employees to act as potential buyers to provide reports about the strengths or weaknesses of purchasing the company's products or using the company's services and competitors' products based on the experiences experienced when purchasing the company's products and using the company's services.

4. *Lost Customer Analysis* (Analysis of lost customers), the company tries to contact customers who have stopped or no longer use the company's products/services and moved to other companies. If the results of this analysis turn out to be lost customers and their numbers increase, then this shows that the company is unable to provide satisfaction to its customers.

According to Kotler (2007), by knowing the level of customer satisfaction, companies can anticipate the criteria for a product. Starting from experiences, stories or information from friends/relationships or other parties and promises made by marketers regarding a product, will form an expectation (hope)

for consumers. Expectations from consumers compared to the performance of a product will form two conditions, namely customer satisfaction (*customer satisfaction*) or customer dissatisfaction (*customer dissatisfaction*).

The process of forming customer satisfaction starts from past experience, information from relatives or relationships and information conveyed by the company. In determining the level of customer satisfaction, there are five main factors that the company must pay attention to (Lupiyoadi, 2006), namely:

1. Product Quality

Customers will feel satisfied if the results of their evaluation show that the products they use are quality.

2. Quality of Service

Especially for the service industry. Customers will feel satisfied if they receive good service or that meets expectations.

3. Emotional

Customers will feel proud and gain confidence that other people will admire them if they use a particular brand which tends to have a higher level of satisfaction. The satisfaction obtained is not due to the quality of the product but the social value or *self-esteem* that makes customers satisfied with a particular brand.

4. Trust

Products that have the same quality but are relatively inexpensive will provide

higher value to their customers.

5. Cost

Customers who don't need to pay additional costs or don't need to waste time to get a product or service tend to focus on that product or service.

2.1.2 Service Quality

One of the ways to place a company superior to its competitors is by providing better service compared to its competitors. The key is to fulfill the target consumer's expectations regarding the current objective. According to Kotler (in Lupiyoadi, 2006) what is meant by service is Every action or activities that can be offered by one party to another party, are basically intangible and do not result in any ownership. Furthermore, Payne (2000) states that service is:

1. All activities required to receive, process, deliver and fulfill customer orders and to follow up on any activities that contain errors,
2. Timeliness and reliability of delivering products and services to customers in accordance with their expectations.
3. A series of activities covering all areas of business that are integrated to deliver the company's products and services in such a way that they are perceived as satisfactory by customers and realize the achievement of company goals.
4. Total incoming orders and all communications with customers, all billing and total control with errors.
5. Delivery of products and

services ordered by customers in a timely and accurate manner with accurate follow-up and response to information, including sending invoices on time.

From the definition above, it can be concluded that service is an activity in which a company provides services to customers in relation to services so that customer satisfaction can arise. Good and satisfying service will enhance the image and trust of customers in a product or service offered to customers. Quality is a dynamic condition that is related to products, services, people, processes and environments that meet or exceed expectations (Yamit, 2001). Meanwhile, service quality according to (Doming in Yamit, 2001) is whatever the customer needs and wants.

If the service they receive or enjoy turns out to be far below what they expected, customers will lose interest in providing that service/service. Conversely, if the service they enjoy meets or exceeds their level of interest, they tend to use the service/service product. Service quality, according to Lupiyoadi (2006), service quality is the extent to which the product (service) meets its specifications.

The level of service quality cannot be assessed from the company's point of view but must be seen from the customer's assessment point of view. Therefore, in formulating service strategies and programs, companies must be oriented towards customer interests by paying attention to service quality components.

In one of the studies regarding Servqual by (Lupiyoadi, 2006) there are five dimensions of Servqual as follows:

1. Physical Evidence (*Tangibles*)

Namely the ability of a company to demonstrate its existence to external parties. The appearance and capability of physical facilities and infrastructure must be reliable, the condition of the surrounding environment is evidence of the services provided by the provider. Which includes facilities physical (buildings, warehouses and so on), equipment and tools used (technology) and the appearance of the employees.

2. Reliability

The company's ability to provide services as promised accurately and reliably. Performance must be in accordance with customer expectations, which means punctuality, the same service for all customers without errors, a sympathetic attitude and with high accuracy.

3. Responsiveness (*Responsiveness*)

Namely a willingness to help and provide fast and accurate service to customers by conveying clear information. Leaving consumers waiting without a clear reason causes a negative perception of service quality.

4. Guarantee and Certainty (*Assurance*)

Namely knowledge, politeness and the ability of company employees to foster customers' trust in the company. Consisting of several components including communication, credibility, security, competence and courtesy.

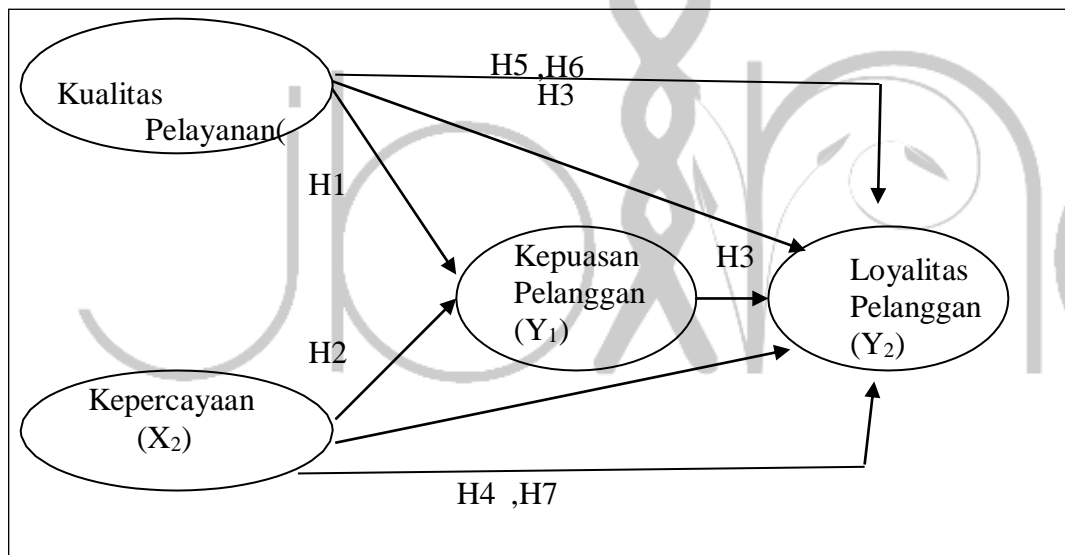
5. Individual attention (*Empathy*)

Namely providing sincere and individual or personal attention given to customers by trying to understand consumer desires. Where a company is expected to have understanding and knowledge about customers, understanding needs customers specifically and have operating times that are convenient for customers.

Service quality can be defined as the level of difference between customer expectations and customer perceptions. Where service quality is the quality of services provided to consumers and with

an orientation to make the individual feel comfortable and satisfied by using the services and facilities they receive. The dimensions of service quality (*tangible, reliability, responsiveness, assurance and empathy*) must be implemented well. If not, this can create gaps between the company and customers, due to differences in their perceptions about the form of service. With good service quality, it is hoped that customer loyalty will increase.

Framework Concept



Research Hypothesis

The hypothesis is a temporary answer that still has to be proven true through research (Sugiyono, 2004). Based on the literature review and previous research as described above, the hypothesis that will be developed in this research is as follows:

H₁ : Service quality has a positive effect on customer satisfaction

H₂ : Trust has a positive influence on customer satisfaction

H₃ : Customer satisfaction has a positive influence on customer loyalty

H₄ : Customer Trust has a positive influence on Customer Loyalty

H₅ : Service Quality has a Positive Influence on Customer Loyalty

H₆ : Service quality has a positive effect on loyalty, mediated by customer satisfaction

H₇ : Customer trust has a positive influence on loyalty, mediated by customer satisfaction.

RESEARCH METHODOLOGY

Method of collecting data

The data collection method is a questionnaire, namely a data collection method carried out by submitting a questionnaire containing a list of questions to respondents or customers of Pku Muhammadiyah Surakarta Hospital, namely service quality, customer satisfaction, trust and customer loyalty. The measurement of this research variable was carried out using a personal questionnaire (*Personality Questionnaires*). Data was collected using a closed questionnaire. The statement interval in this study is 1-5 with the anchor statements being Strongly Disagree (STS) to Strongly Agree (SS).

Data Analysis Method

Data analysis is one of the methods used to find out to what extent variables influence other variables so that the data collected can be useful, it must be processed or analyzed first so that it can be used as a consideration in decision making. The analysis used in research is as follows:

1. Descriptive Analysis

Descriptive analysis is used to obtain an overview of the respondents in this research. In this research the author will discuss the form of distribution of respondents' answers to all the concepts being measured. From the distribution of respondents' answers, a tendency will be

obtained for the respondents' answers. To obtain the tendency for respondents' answers to the answers to each variable, it will be based on the average value of the answer scores which will then be categorized.

2. Quantitative Analysis

This analysis method is carried out on data obtained from the results of questionnaire answers and is used to analyze data in the form of numbers and calculations using statistical methods. The data must be classified into certain categories using certain tables to make it easier to analyze, for this the SPSS analysis program will be used. SPSS is a software that functions to analyze data, carry out statistical calculations for both parametric and non-parametric statistics on a windows basis (Ghozali, 2009). In this research we will use the *SPSSforWindows* version 16 program.

RESEARCH RESULTS AND DISCUSSION

MATRIX	P VALUE	T STATISTICS
Trust -> Customer Satisfaction	0,000	3,649
Trust -> Loyalty	0.017	2,434
Customer Satisfaction -> Loyalty	0.020	2,359
Service Quality -> Customer Satisfaction	0,000	3,787
Service Quality -> Loyalty	0,000	6,871
Trust -> Customer Satisfaction -> Loyalty	0.033	2,161
Service Quality -> Customer Satisfaction -> Loyalty	0.041	2,069



The validity of the hypothesis in this research was tested using the Smart PLS test. The test was carried out by looking at the level of significance (p-value) of the calculated results. If the level of significance resulting from the calculation is below 0.05 then the hypothesis is accepted, whereas if the level of significance resulting from the calculation is greater than 0.05 then the hypothesis is rejected.

1. Hypothesis Test 1

The results of hypothesis testing produced a calculated t value of 3.649 with a significance of 0.000. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 1 in this research is accepted, which means that the trust variable has a positive and significant influence on customer satisfaction.

2. Test Hypothesis 2

The results of hypothesis testing produced a calculated t value of 2.434 with a significance of 0.017. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 2 in this research is accepted, which means that the trust variable has a positive and significant influence on customer loyalty.

3. Hypothesis Test 3

The results of hypothesis testing produced a calculated t value of 2.359 with a significance of 0.020. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 3 in this research is accepted,

which means that the customer satisfaction variable has a positive and significant influence on customer loyalty.

4. Hypothesis Test 4

The results of hypothesis testing produced a calculated t value of 3.787 with a significance of 0.000. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 4 in this research is accepted, which means that the Service Quality variable has a positive and significant influence on customer satisfaction.

5. Hypothesis Test 5

The results of hypothesis testing produced a calculated t value of 6.871 with a significance of 0.000. It appears that the significance value of the results is smaller than 0.05. This shows that in this research hypothesis 5 is accepted, which means that the Service Quality variable has a positive and significant influence on customer loyalty.

6. Hypothesis Test 6

The results of hypothesis testing produced a calculated t value of 2.161 with a significant P value of 0.033. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 6 in this research is accepted, which means that the trust variable has a positive and significant influence on customer loyalty which is intermediated by the customer satisfaction variable.

7. Hypothesis Test 7

The results of hypothesis testing produced a calculated

t value of 2.069 with a significant P value of 0.041. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 7 in this research is accepted, which means that the service quality variable has a positive and significant influence on customer loyalty, including the variable customer satisfaction .

CONCLUSION

Based on the literature review, there are 7 hypotheses analyzed using the SMART PLS (*Partial Least Square*) analysis tool version 4.1.0.4 as discussed in the previous chapter. The following conclusions can be drawn:

1. The results of hypothesis testing produced a calculated t value of 3.649 with a significance of 0.000. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 1 in this research is accepted, which means that the trust variable has a positive and significant influence on customer satisfaction.
2. The results of hypothesis testing produced a calculated t value of 3.263 with a significance of 0.002. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 2 in this research is accepted, which means that the variable trust has a positive and significant influence on loyalty through the variable between customer satisfaction.
3. The results of hypothesis testing produced a calculated t value of 2.359 with a significance of 0.020. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 3 in this research is accepted, which means that the customer satisfaction variable has a positive and significant influence on customer loyalty .
4. The results of hypothesis testing produced a calculated t value of 3.787 with a significance of 0.000. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 4 in this research is accepted, which means that the Service Quality variable has a positive and significant influence on customer satisfaction .
5. The results of hypothesis testing produced a calculated t value of 8.557 with a significance of 0.000. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 3 in this research is accepted, which means that the variable Service Quality has a positive and significant influence on customer loyalty through the variable between customer satisfaction.
6. The results of hypothesis testing produced a calculated t value of 2.161 with a significant P value of 0.033. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 6 in this research is accepted, which means that the trust variable has a positive and significant influence on customer loyalty which is intermediated by the customer satisfaction variable.
7. The results of hypothesis testing produced a calculated t value of 2.069 with a significant P value of 0.041. It appears that the significance value of the results is smaller than 0.05. This shows that hypothesis 7 in this research is accepted,

which means that the service quality variable has a positive and significant influence on customer loyalty, including the customer satisfaction variable .

SUGGESTION

Based on the results of the existing analysis and conclusions, as well as based on the respondents' criticism and suggestions attached to the questionnaire, the author tries to propose several inputs or suggestions for PKU Muhammadiyah Surakarta Hospital to create suitable strategies to increase customer loyalty. Some of the implications that can be carried out by PKU Muhammadiyah Hospital Surakarta with the findings of the three hypotheses above include:

1. The good quality of service at PKU Muhammadiyah Hospital Surakarta was greeted with positive reactions from customers. PKU Muhammadiyah Surakarta Hospital would be better off making efforts to maintain the quality of its services for the sake of customer satisfaction which will ultimately have a positive influence on customer loyalty. What PKU Muhammadiyah Surakarta Hospital needs to do regarding service quality is to further improve the level of service that currently exists in the following ways: pay attention to the room arrangement so that it is more varied, cooler and can maintain customer privacy, so that customers are more comfortable. Employee abilities or skills need to be further improved by providing special training so that employees are able to be more attentive to customers and serve customers optimally so that customers feel satisfied and will create more customer continuity.
2. Customer trust, PKU Muhammadiyah Surakarta Hospital must always maintain and increase the trust of its customers. If customer trust is not maintained and increased, it is very likely that the company will lose loyal customers in the future. Maintaining the trust of customers can now be done by improving the company's positive internal *image* , for example by improving service quality which includes all aspects such as improving front office services, improving health services, improving customer complaint services and so on, which will definitely improve the company's reputation/ *image* . In addition, providing training to employees so that employees can easily recognize customer problems and create good relationships with each of them customer.
3. Customer satisfaction, customers are very happy to be treated special. This special treatment can be done by providing special discounts for customers who come frequently carry out medical check ups by showing proof of payment five times, or provide special discounts for extended laboratory and radiology services. Providing special rewards for loyal customers, for example for customers who come every month to carry out routine checks related to their health at PKU Muhammadiyah Hospital in Surakarta or giving direct prizes for customers who carry out multiple transactions. Trying to provide faster service and minimizing waiting times by determining the schedule in advance, because it is very important for service providers to be able to provide the best

service by meeting the expectations of their customers.

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