
The Effect of Service Quality on Satisfaction and Its Impact on The Trust of Zainal Abidin General Hospital Patients Banda Aceh

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Abstract

This study intends to test a causality model that is the effect of service quality on satisfaction and the impact on patient trust in the Zainal Abidin Regional Hospital in Banda Aceh (RSUDZA). The population in this study is civil servants in the RSUDZA. The population is 150 people and the use of the sampling technique is purposive sampling. The research testing model was analyzed using the Partial Least Square - Structural Equation Modeling (PLS-SEM) technique. The results of the study prove that the quality of service is able to influence patient trust, the quality of service is able to influence patient satisfaction, patient satisfaction is able to influence patient trust, and quality of service is able to influence trust through patient satisfaction. Service quality indicators used are still feasible as its measurement tool, and the research model contributes to be premises especially in management field. The research model explained is a combination of previous causality research models, with new objects. The limitation of the study is on the number of variables studied and the research scope. A number of recommendations are also formulated. RSUDZA Banda Aceh needs to continue to improve its quality of services, especially those related to the dimensions studied, namely reliability, responsiveness, assurance, empathy and tangible asset facilities so that patient satisfaction increases and ultimately will increase greater patient trust. More detail, RSUDZA needs to add more counters and continue to innovate the service systems especially through technology development, to avoid long queues, as well as need to add other facilities so that trust and satisfaction can be further increased.

Keyword: Quality of Service, Satisfaction, Trust.

1. Introduction

The development of the health sector at this time tends to continue to grow rapidly, with one of them being a health service. The need for health services, especially hospitals, is increasing in number. This is due to various factors, one of which is the number of people or population whose numbers continue to grow annually. And also, people start to tend to leave conventional health services like Puskesmas, due to the low function of services that are able to be provided by the Puskesmas to the patient, besides that the number of specialist doctors available is still very limited which makes the community tend to be more choose to go directly to the hospital without being compared to going to the puskesmas.

The Zainoel Abidin Regional General Hospital (RSUDZA) Banda Aceh is claimed to have the best medical equipment, even better than Malaysia. The existence of facilities that have been

supported by high technology is expected to be able to provide better services and trust for patients in Aceh. In terms of government recognition, RSUDZA is also the only A-accredited hospital in Aceh from the Indonesian Ministry of Health's Hospital Accreditation Board. In the next few years RSUDZA has managed to obtain international accreditation from the Joint Commission International (JCI). However, there are still many who do not believe so they prefer to seek treatment abroad, including local officials. If examined deeply, most patients who seek treatment here are JKRA / JKN, Jamkesmas, or Askes card holders. Patients of this class are indeed hunting for free, some of which is also due to economic considerations. Only 2-5 percent of public (self-paid) patients choose this hospital owned by the Government of Aceh. The facts show, hospital services abroad are indeed extraordinary. Reservations can even be done online, complete with a fee calculation. If you have more money, the patient is also offered a tour package while waiting for recovery. The concept of 'medical treatment while traveling' aka medical tourism is widely offered by hospitals in Malaysia, Singapore, Thailand, to India. In fact, some diseases that used to be treated only outside the region or abroad are now able to be treated at RSUDZA. However, a matter of trust might be the cause. It is indeed difficult to change the mindset of officers to become truly public servants. This belief is a matter of time. Many things can form a customer's trust. According to research conducted (Akbar & Parvez, 2009) factors as forming customer trust, namely service quality, and customer satisfaction.

Customer satisfaction in theory is determined by the quality of services or services that can be provided to customers so that quality assurance should be a top priority to be strengthened. In carrying out its business, RSUDZA always prioritizes achievement and good image, and strives to be a leading hospital in its field. Service quality is the main activity carried out by RSUDZA. In maintaining service quality, monthly evaluation and control is carried out routinely according to their respective units. From the efforts that have been made, then consumer satisfaction in using RSUDZA services can already be created, so that consumers also have an idea that if served at RSUDZA will get the expected satisfaction.

2. Literature

Trust

An important element in the process of marketing activities are plans and also creative marketing strategies that can guide marketing activities. The company is expected to be consistent with its strategy but must also continue to find new ways to improve it according to the existing situation. Successful marketing is marketing that is able to meet the expectations and trust of consumers. Although various forms of marketing strategies have been implemented, but trust remains a mature decision for consumers in realizing their purchases. (Kotler & Keller, 2018) explained trust refers to a number of interpersonal and also inter-organizational factors, such as competence, honesty, integrity, and kindness of the company. According to (Jasfar, 2010) trust is described as an adhesive that can enable companies to trust other parties in organizing activities and effective use of resources in the creation of value added service providers. According to (Mowen & Minor, 2002)

Trust is all the knowledge that consumers have and all about objects, attributes and benefits. The object can be a product, person or company. Attributes are characteristics or features that are owned or not owned by the object. While the benefits are positive results given attributes to consumers. (Mowen & Minor, 2002) mentioned consumer trust in three types, namely (1) Trust between attributes and objects; (2) Trust between benefits and attributes; and

(3) Trust between benefits and objects. Each consumer has a different level of trust according to the attributes, objects and expected benefits, as long as there is a balance between expectations and the reality of these elements and how strong the cognitive learning process is.

To grow the level of trust needs to go through several processes (Bruhn, 2003) that are 1) a calculated process, which is the positive behavior of the other party when the benefits of the negative behavior of the same party have lower cost consequences; 2) predictive process, which is a process that is very dependent on the ability of certain parties to anticipate the behavior of other parties; 3) capability process in which this process is closely related to the ability of other parties to meet their obligations; 4) the intention process is a process based on the goals and intentions of other parties; 5) the transfer process is a process that refers to the assessment of other parties outside the parties involved in the transfer process. Referring to a number of these processes, trust grows and develops from the non-discriminatory treatment of products and parties involved in the sales process both services and products. Indicators commonly used to measure trust according to (Kotler & Keller, 2018) namely: the lack of interaction, accountability, reputation and trustworthiness.

Service

Service is often related to the service element. The services referred to here are services provided by a professional or company with the motive of gaining or seeking profit, or can be referred to as commercial services. In essence, service can contain the meaning of providing facilities or facilitating. The service in question also relates to one or more abilities possessed to give something to another person, so as to be able to cause a sympathetic attitude to that person. Good service means being able to satisfy, being able to please and provide the best. The role of the service is felt to be beneficial and decisive, when all activities engaged in marketing services within the community carry out competition to capture the market and consumer attention. (Winardi, 2006) stated that service is defined as an activity or can be called an activity of a service performed by individuals or groups of people for others. In this sense it can be concluded that a service is described as an activity that has a orientation to consumers, with the aim of being able to provide benefits to other parties or consumers, which is carried out by providing certain services, for example the services of lawyers, consultants, doctors and others. Next is the marketing expert (Kotler & Keller, 2018) mentioned services or services, that is, every action or activity that can be offered by one party to another party, is basically intangible and does not result in any ownership.

In the theory described above, service or service can also be described as a performance of skills, intangible and also quickly lost, and more can be felt than owned, consumers can more actively participate in the process of consuming these services. (Baduara & Sirait, 2006) explained about the service contains the essence of "give service and also the best quality for your customers, so that marketing will be able to appear in front of you". If the waiter can do good service to consumers so they feel satisfied, then the consumer becomes a loyal and loyal service user. To keep consumers loyal to the products and services we offer, we must improve the service and quality of the products we offer.

In measuring service performance, many experts explore it in accordance with the opinions and research that merema do. Some indicators are commonly used to measure services according to (Kotler & Keller, 2018) are (1) Easy and practical service procedures; (2) Registration procedures are also easy and practical; (3) Queuing time is not too long; (4) Registration and fast care services are handled; (5) Nurses are responsive to patient complaints; (6) The nurse is

always ready to help; (7) Nurses are friendly and polite; (8) skilled and skilled nurses; (9) Special attention is given to each patient; (10) Nurses pay attention to-patient's needs; (11) Services provided regardless of social status; (12) Awards and respect; (13) Seats provided are sufficient and comfortable; (14) The room is clean and neat; (15) The temperature in the room is quite comfortable. This indicator is also a benchmark for the development of other research related to service variables, so that service performance can be detected.

Consumer Satisfaction

Often associated satisfaction measurement tends to be determined by three factors, namely: 1). Choices about appropriate performance measures, 2). The normative measurement process, and instruments and 3). The measurement technique used to create an indicator (Supranto, 2011). (Kotler & Keller, 2018) defined customer satisfaction / customer that is the level of one's feelings after comparing the performance (results) felt with expectations. In his book (Engel, Blackwell, & Kollat, 1978) said satisfaction is a form of full evaluation, that an alternative chosen at least meets expectations, or an alternative that has been chosen to work beyond expectations, while dissatisfaction is the result of an expectation that is expressed or negatively confirmed.

The level of customer satisfaction is a function of differences in performance that can be felt with existing expectations. If the level of performance is below what is expected then the consumer will be disappointed, and if the existing level of performance meets his expectations, the consumer will also feel satisfied, and also if the level of performance can exceed that expected then the consumer will also feel very satisfied. Expectations of consumers can be shaped from past experience, existing comments from those closest to them, as well as information and promises from producers. And, if consumers are satisfied then a product will survive in the market. Good company management oriented to consumers, as well as efforts to attract or create a situation that can retain consumers is one way to create satisfaction with consumers. Efforts to produce or realize total satisfaction is not easy. (Tjiptono & Chandra, 2013) explained total customer satisfaction is not possible, even for a while.

With increasing competition, all companies will increasingly feel it is important to maintain and increase the number of their customers. Then there are several ways in order to retain and attract customers (Supranto, 2011),

among others: giving discounts / discounts to loyal customers (customers), and continue to provide better services than competitors, so that consumers continue to feel satisfied and do not switch. Marketing is based on its relationship with customers is a key in the rank of maintaining consumers and also it tends to provide financial and social benefits in addition to increasing ties with consumers. The company can decide how much marketing should be done based on the relationship in each market segment and the customer who is aad, the level of regular marketing, directive, responsible, pro-active until full partnership.

Indicators commonly used to measure Consumer Satisfaction according to (Kotler & Keller, 2018) are (1) Feeling satisfied in taking medication; (2) Providing medical services with high comfort; (3) All needed facilities are available; and (4) Food and drink is provided for those who are hospitalized.

Research paradigm

Based on the discussion of the problem and research literature, the researcher formulates the paradigm and research hypothesis as follows.

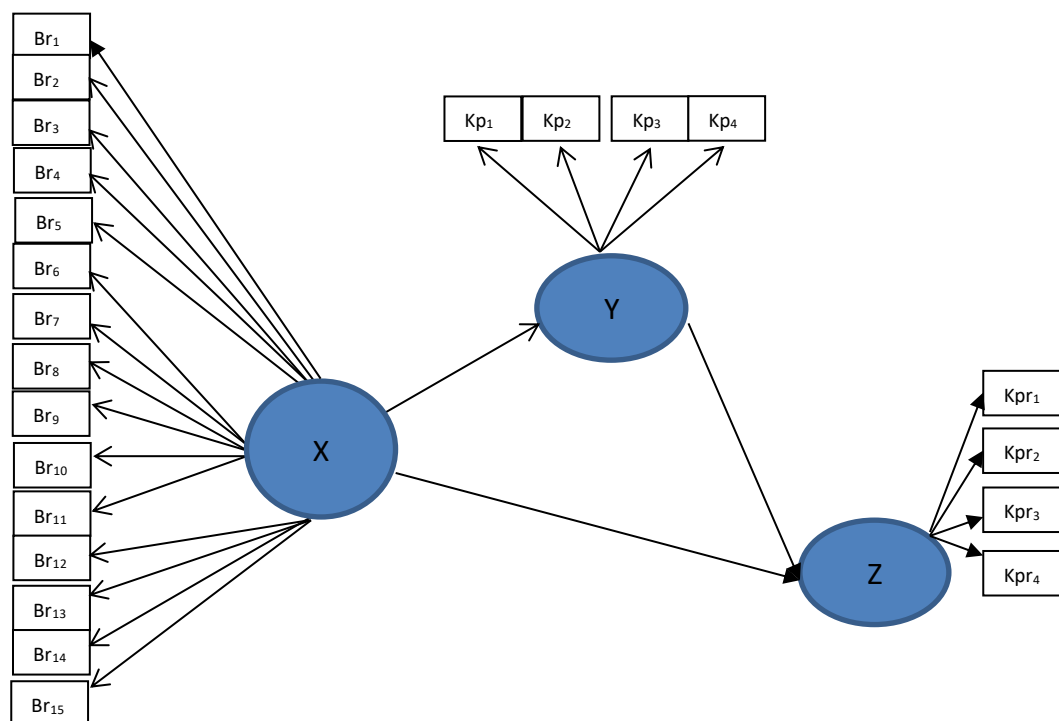


Figure 1. Research Paradigm

H1: Quality of service affects patient trust in RSUDZA

H2: Quality of service affects patient satisfaction RSUDZA

H3: Patient satisfaction affects patient trust RSUDZA

H4: Quality of service affects patient trust through patient satisfaction in RSUDZA

3. Research Method

The object of this research is RSUDZA which is located in Banda Aceh. The variables of this research are service quality as independent variables, satisfaction as mediating variables and customer trust as dependent variables. The population used for sampling in this study is all patients of Banda Aceh Regional General Hospital. Determination of the large number of samples is taken by researchers refers to the opinions expressed (Birn, 2002) namely that in quantitative studies it is permissible to use a number of samples between 100 and 200. Based on the concepts mentioned above, in this study the researchers have determined the size of the sample as many as 150 people.

Data collection is gathered by distributing questionnaires (questionnaire). The questions are asked and assessed using a Likert scale. The question is based on the indicators of each variable. These questions produce answers with primary data types because they are taken directly from respondents. Other information obtained from secondary data is a document from the research object. Data were tested and analyzed with Partial Least Square (PLS) technique using a research tool, software. PLS is the preferred method of SEM that can be used to overcome complex relationship problems between variables, but can use a small sample size (30

to 100), bearing in mind that SEM must have a sample size of at least 100 (Latan & Ghazali, 2012). SEM is able to enter latent variables into the analysis. Before testing the hypothesis, confirmatory factor analysis (CFA). CFA in SEM needs to be tested to ensure that the indicators are fit (Silva & Alwi, 2008). To test mediation variables, this study uses the Sobel test. According to (Baron & Kenny, 1986) in (Latan & Ghazali, 2012) a variable can be called an intervening variable if the variable also influences the relationship between the predictor variable (independent) and the criterion variable (dependent).

4. Result and Discussion

Result

Structural model analysis that explains the test of influence between variables is presented in the following path diagram:

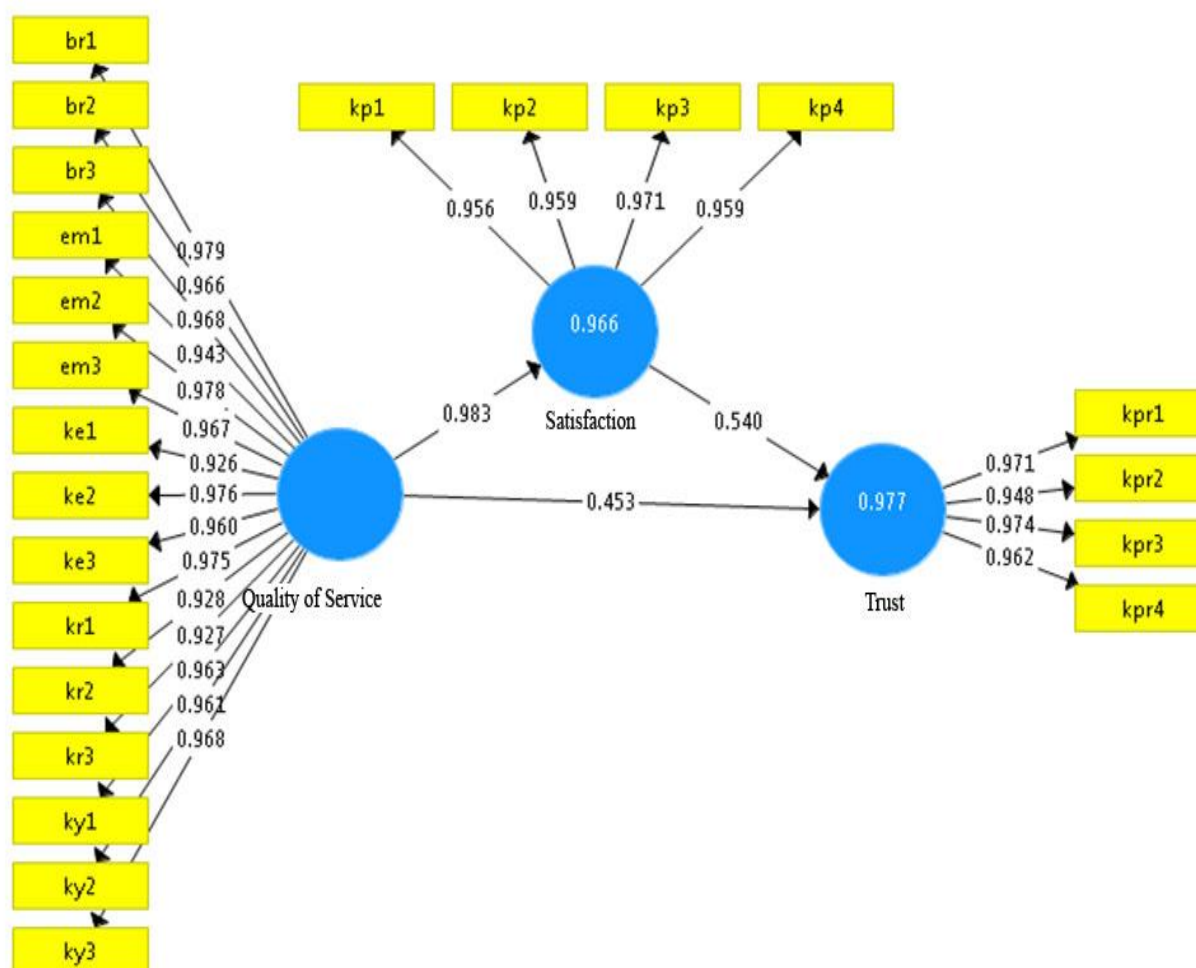


Figure 2. Outer Loading Model

The results of testing the hypothesis after going through the fulfillment of SEM assumptions, are more clearly found in the following table:

Table 1. Direct Results

Variable	Original Samples (O)	Sample averages (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Quality of Service -> Satisfaction	0,983	0,983	0,003	309,989	0,000
Quality of Service -> Trust	0,453	0,455	0,105	4,331	0,000
Satisfaction -> Trust	0,540	0,538	0,105	5,140	0,000

Source: Primary data processed by Smart PLS (2019)

The magnitude of the service quality path coefficient of 0.983 with a p-value of 0.00 means directly, the quality of service has a significant and also positive effect on patient satisfaction in RSUDZA. If there is an increase of 1 percent of the quality of service, the level of patient satisfaction RSUDZA will increase by 0.983 percent. The results of the first hypothesis prove that accepting Ha1 and rejecting H01, which means there is a significant influence on the quality of service on patient satisfaction RSUDZA.

The magnitude of the service quality path coefficient of 0.453 with a p-value of 0.00 means that directly the quality of service has a significant and also positive influence on patient trust in RSUDZA. If there is an increase of 1 percent of the quality of service, the level of trust in RSUDZA patients will increase by 0.453 percent. The results of the second hypothesis prove that accepting Ha2 and rejecting H02, which means there is a significant influence on the quality of service on RSUDZA Patients' Trust.

The magnitude of the satisfaction pathway coefficient is 0.540 with a p-value of 0.00 meaning that satisfaction directly has a significant and positive effect on the trust of RSUDZA patients. If there is an increase of 1 percent of satisfaction, the level of trust in RSUDZA patients will increase by 0.540 percent. The third hypothesis proving results show that accepting Ha3 and rejecting H03, which means there is a significant influence of satisfaction on RSUDZA Patients' Trust.

After proving the direct influence hypothesis, the following results of the indirect effect analysis are presented as follows:

Table 2. Test for Indirect Effects

Variabel	Original Samples (O)	Sample averages (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Quality of Service -> Satisfaction -> Trust	0,531	0,529	0,103	5,152	0,000

Source: Primary data processed by SmartPLS (2019)

The path coefficient of service quality through satisfaction has a number of 0.531 with a p-value of 0.00 meaning that the quality of service through satisfaction has a significant and also positive effect on the trust of RSUDZA patients. If there is an increase of 1 percent of service

quality through satisfaction, the level of trust in RSUDZA patients will increase by 0.531 percent. The fourth hypothesis proving results show that accepting Ha4 and rejecting H04 which means there is a significant influence on service quality through satisfaction with RSUDZA Patients' Trust.

Table 3. Testing in Total

Variable	Original Samples (O)	Sample averages (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Satisfaction -> Trust	0,540	0,538	0,105	5,140	0,000
Quality of Service -> Trust	0,983	0,983	0,004	276,118	0,000
Quality of Service -> Satisfaction	0,983	0,983	0,003	309,989	0,000

Source: Primary data processed by SmartPLS (2019)

The magnitude of the satisfaction pathway coefficient in totality is 0.540 with a p-value of 0.00 meaning totality satisfaction has a significant effect on patient trust in RSUDZA hospitals. If there is an increase of 1 percent of satisfaction, in totality the level of trust in RSUDZA patients will increase by 0.540 percent. The magnitude of the pathway coefficient of service quality in totality of 0.983 with p-values of 0.00 means that the quality of service in totality has a significant effect on patient trust in RSUDZA hospitals. The magnitude of the pathway coefficient of service quality in totality of 0.983 with a p-value of 0.00 means that the quality of service in totality has a significant effect on patient satisfaction RSUDZA.

5. Discussion

The Effect of Service Quality on Trust

Seeing the results of research tests conducted, it can be explained that the quality of service has a significant direct and positive influence on the trust of RSUDZA patients. The results of existing research are in line with studies that have been conducted by (Rahmadaniaty, 2013), where the research says that service quality has a significant effect on trust meaning that the higher the quality of service the higher the trust produced by consumers and conversely the lower the quality of service the lower the trust held by consumers. The same results occurred in research conducted by (Awaluddin & Setiawan, 2012) service quality has a positive and significant influence on customer trust. By producing quality services will make the customer not feel disappointed with the costs incurred to feel the services available, on the contrary they feel happy and also comfortable in using the service. Other opinions expressed by (Sugiyati & Kusnilawati, 2013) which described the quality of service has a positive and significant effect on trust. Similar research was also carried out by (Akbar & Parvez, 2009) who find that the better the quality of service, the higher the trust and vice versa the lower the quality of service will lead to lower consumer trust.

The Effect of Service Quality on Satisfaction

Based on the test results in this study it can be stated that the quality of service also has a significant and positive impact on patient satisfaction in RSUDZA. The results of this test are in line with a study conducted by (Hasan, 2010) which mentioned the quality of service consisting of compliance, assurance, tangibles, reliability, responsiveness, empathy has a positive impact or influence and is also significant to customer satisfaction. Likewise research (Indrabayu & Suhendra, 2010) which stated that the tangible free variables, reliability, responsiveness, assurance and empathy both individually and simultaneously (simultaneously) have a significant effect on satisfaction. All dimension elements also have a positive effect on satisfaction. Likewise with the opinions expressed by (Rahmadaniaty, 2013) and (Awaluddin & Setiawan, 2012) that service quality has a significant and positive effect on satisfaction.

The Effect of Satisfaction on Trust

Based on the results of research testing it can be revealed that satisfaction has a significant and positive effect on the trust of RSUDZA patients. The results of this test are in line with the tests conducted by (Awaluddin & Setiawan, 2012), that satisfaction has a positive and significant effect on customer trust. (Lupiyoadi, 2013) explained that customers who have a feeling of satisfaction with the service that has been received will make him believe in the company and his hopes will be to re-use the services that have been obtained in the future. The same opinion was expressed by Costabile in (Ferrinadewi, 2008) that customer trust explains perceptions of reliability from the viewpoint of the consumer based on experience or order of transactions or interactions that are characterized by meeting an expectation of product performance and satisfaction. (Lupiyoadi, 2013) also reiterated that a lot of benefits can be achieved by the company by achieving a high customer satisfaction, one of which is customer trust.

Likewise with opinions (Rahmadaniaty, 2013) and (Sugiyati & Kusnilawati, 2013) that satisfaction has a positive and significant effect on consumer trust. Every company will try to satisfy its customers as much as possible with the aim is to gain consumer trust because in the competitive market perfect trust is the most important factor for the company to get customer loyalty, therefore the company will try as much as possible to satisfy consumers.

6. Conclusions

The model tested shows that service quality affects the patient trust, service quality affects patient satisfaction, patient satisfaction affects patient trust, and service quality affects patient trust through patient satisfaction. These causality tests reveals the model is still in line with several theories from the previous. This model is successfully developed through combining the previous causality models, and this model contributes to be premises especially in the research object, namely RSUDZA. This model can be a reference for the practical leaders in RSUDZA to evaluate their implementation and policy.

Some recommendations are mapped. RSUDZA can continue to improve the quality of services, especially those related to the indicators or dimensions that have been studied, namely reliability, responsiveness, assurance, empathy and tangible asset facilities so that patient satisfaction increases and ultimately will increase greater patient trust. Also, it is also necessary to continuously improve patient trust through consistency in serving in order to foster patient satisfaction, so that patient continues to and will remain faithful to use the services of the Hospital. To improve service quality, RSUDZA also needs to add more counters and continue to innovate the service systems especially though technology development, to avoid long queues, as

well as need to add other facilities so that trust, quality of service, and satisfaction can be further increased.

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