The Effect of Hospital Service Quality on Patient Trust and Loyalty (Study at RSU Harapan Ibu Purbalingga)

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ABSTRAK

The purpose health is a very important sector in dealing with this pandemic outbreak. Hospitals are advanced health providers who also have very heavy duties and responsibilities and Hospitals are required to improve quality of service to the community to cope with the pandemic outbreak. Good quality health services are also expected to be a solution to the impact of the pandemic on hospitals. In this study, the authors assess the relationship between service quality which consists of three dimensions, quality of service , interaction quality, quality of environment , and customer trust and customer loyalty. The Result shown that ,The quality of service outcomes has a positive effect on patient trust , Interaction Quality has a positive effect on patient trust , quality of environment has not relative on patient trust , and Patient trust has a positive effect on patient loyalty.The purpose of this paper is to analized service quality dimen , authoritarian organizational culture and external job opportunities on turnover at Harapan Ibu Purbalingga hospital. Design/Methodology/Approach are respondents in this study were 105 patients , who have been hospitalized for more than 24 hour. The method of data collection is done through questionnaire using likert scale, using google form . In this study data analysis using SPSS. Findings the results of the analysis show that service quality which consists of three dimensions, The quality of service, interaction quality, quality of environment ,have strong relation with customer trust and customer loyalty. Service Quality variable has a regression coefficient value of 0.918 with a significance of 0.000 <0.05 and t count 3.814 > t Table 1.984, so it can be concluded that has a positive effect on patient trust. The interaction quality variable has a regression coefficient value of 0.585 with a significance of 0.000 <0.05 and t count 10.349 > t Table 1.984, so it can be concluded that interaction quality has a positive effect on patient trust. .The results of the regression analysis show that the patient trust variable has regression coefficient value of 0.839 with a significance of 0.000 <0.05 and t count 17.056 > t Table 1.984, so it can be concluded that patient trust has a positive effect on patient loyalty. Research Implications **t**he results of this study are expected to be a reference for management to make further improvements and quality improvements, on the existing dimensions . Especially in quality of environment dimension, it is a concern to pay attention to things that can add quality to make it different from other hospitals, improve facilities and equipment in order to increase patient confidence in the hospital.

Keywords : quality of service; Interaction Quality; quality of environment; trust, loyalty Service Quality; hospital.

1. Introductions

The COVID-19 outbreak has had a very wide impact on people's lives around the world. The impact is felt in terms of the economy, in terms of education, in terms of health and also the social life of people in the world. The health sector is one of the sectors that is also affected by this pandemic. The impact in the health sector is indicated by a decrease in the level of public health, public concerns about the risk of contracting Covid 19, declining purchasing power due to reduced economic capacity, enforcement and screening capabilities, limited facilities and health personnel, availability of PPE, availability of medicines and vaccines, and increased unit cost in handling patients with Covid 19.

Health is a very important sector in dealing with this pandemic outbreak. Hospitals are advanced health providers who also have very heavy duties and responsibilities mentioned above. Hospitals are required to improve quality of service to the community to cope with the pandemic outbreak. Good quality health services are expected to help the community face the pandemic and can also be a solution to the impact of the pandemic on hospitals.

According to research (Lai Piew Kim, Yen Yee Yuen, Choy Siong Chong, 2020) Hospitals should be sensitive and listen to patient feedback carefully. invest in recruitment, training, and development to improve service quality and maintain a record patient satisfaction index .

Quality of service according to several studies (Che-hui Lien, et.al, 2014; Arab.et.al, 2012) usingThe integrated hierarchical model of Brady & Cronin (2001) is based on the evaluation of three dimensions, namely quality of service, the quality of interactions, and the quality of the physical environment. Quality care from the hospital will make treatment more effective and increase patient confidence in the hospital. Patient trust will also have a positive impact on patient loyalty and their intention to recommend the hospital. (Che-hui Lien, et.al, 2014)

1.1 Research Problem

The pandemic has indeed greatly impacted the health sector. On the other hand, from the perspective of opportunities and needs, health services, including hospitals, are actually one of the sectors that can still survive in the midst of this pandemic, and are a necessity that is very much needed by the community. Health checks, COVID-19 screening, travel regulations in and out of an area, are opportunities as well as challenges for the health world. The number of people experiencing COVID-19 disease is also increasing day by day, from mild symptoms to severe symptoms. This is also an opportunity, but on the other hand it becomes a problem and a challenge that is quite stingy for hospitals. **Based on the comparison of the data on the number of visits at RSU Harapan Ibu Purbalingga in the Hospital Profile in 2018 and 2020, there was a 40% decrease in the visit rate in all service units, when compared to data in 2018 and 2020 (Profile of the Harapan General Hospital Ibu Purbalingga in 2020) .**

Hospital management continues to make improvements and improve the quality of service. To improve the hospital service process, the hospital makes telemedicine services, in this service patients can get consultation services from home according to the available service schedule, home care services for patients which include several services that can be done at home by hospital staff visiting the location. patients, schedule information and services both old and new that are easily accessible to the public, increasing information related to hospital services to the wider community through social media, improving patient flow so that the safety and comfort of patients and staff are maintained during this pandemic (**The Work Program of the Harapan Ibu Purbalingga General Hospital in 2020).**

To improve the quality of interactions, education and staff training in handling Covid 19 patients, as well

as improvements in other service fields, consulting services through social media, making clear and continuously informed schedules to patients, ensuring payment and financing for COVID 19, manufacture and repair of service procedures for COVID patients and also non-Covid (Work Programs) **Harapan Ibu Purbalingga General Hospital in 2020).**

The quality of environment is also improved by zoning the area in the hospital environment, adding special isolation rooms for Covid 19 patients, making COVID 19 service flows that are separated from non-COVID 19 patients, providing PPE for officers and also setting PPE requirements for patients, adding equipment. COVID-19 detection and screening, and many others. This is expected to improve the quality of service, so it is hoped that patient trust will increase and with increased trust it can increase patient loyalty (Work program **Harapan Ibu Purbalingga General Hospital in 2020).**

In this study, the authors assess the effect of service quality which consists of three dimensions, quality of service **,quality of interaction , quality of environment, with customer trust and customer loyalty, where the research was conducted at Harapan Ibu Purbalingga General Hospital.**

2. Literature Review

2.1 Health Service Quality

The journal Che-hui Lien, et.al (2014), definitionService quality is the customer's overall assessment of the service provider's service delivery process. Service quality according to Bateson and Hoffman (2002) suggests that service quality awareness training is a comprehensive long-term assessment of customer performance. Service quality is also defined as a condition for service providers to provide perfect service and fulfill customer satisfaction in the research of Kusumawardani, Elsya & Kumar (2017). according to Padma, Rajendran, and Sai (2009) lMedical services are difficult to assess because of their reliability. Therefore, it is important and meaningful to understand the client's perception in the absence of available objective medical procedures . according to Zarei E et al (2015) service quality is an action where companies seek profit by paying attention to the needs and benefits of customers.

Study arab.et.al (2012) states If the quality of the service rating is positive, the client's desired behavioral intention suggests strengthening the relationship with the service provider. Saying positive to others about the service provider, introducing the provider or service to others, and being loyal to the provider are intentions for desired behavior. Service quality perceived by customers has a greater impact on loyalty attitudes than satisfaction and trust. The overall impact of service quality on behavioral honesty is the highest of the three variables, although the direct effect is not significant (Boonlertvanich Karin, 2018)

According to (Zarei E et al., 2015 ; Che-hui Lien, et.al, 2014)states that the general perception of service quality is based on the evaluation of three dimensions of service activities. The quality of interaction, the quality of the physical environment. , and the quality of the results.

Interaction quality is a functional quality that examines the interaction between customers and employees. Interpersonal relations in high contact services. The physical environment of the service (environment, spatial/functional conditions, etc.) plays an important role in shaping the customer service experience. The quality of the physical environment is used to measure the impact of the physical environment on customer service assessments. Output quality is a technical quality and is a related characteristic that the customer evaluates after the service is rendered. In the medical field, the quality of outcomes is a determining factor in assessing the perceived quality of patient care. (Brady & Cronin, 2001).

In research Zarei E et al.(2015) mentioned indicators for the quality of interaction are the quality of the

relationship between the patient and the doctor and the interpersonal care relationship, the ability of the hospital and its staff to provide quality, timely and accurate patient care, to build quality relationships, care needs to be focused on the health and comfort of the patient.. And has a strong impact on patient confidence. Indicator by Arab.et.al (2012) there are eight, among others are health workers can understand customer specific needs, pay attention to customer emotions and beliefs, pay attention to customers, officers are also required to have skills and knowledge to serve and answer customer questions, have language skills kind and friendly, and customer focused.

Dimensions   quality of environment according to several studies (Arab.et.al, 2012; Zarei E et al., 2015; Che-hui Lien, et.al, 2014), there are four indicators that can be measured. These indicators are related to the cleanliness and tidiness of the uniforms worn by officers, the existing physical environment of the hospital, the equipment used in the service whether it follows trends and needs or not, as well as the presence of attractive physical facilities for customers, such as supporting facilities to meet patient needs

2.2 Trust

Trust is defined as a driver from within the customer to provide willingness, confidence to service providers, that service providers will provide solutions to their problems, and not the other way around. (Boonlertvanich Karin, 2018).

Research from Cho1 E Jinsook & Hu2 Haiyan (2019), define behavioral beliefs and cognitive beliefs. Behavioral trust is the ability and confidence to take risks to depend on partners for relationships. Cognitive trust is based on the belief that the service provider will not disappoint and cause harm to him.

Study from Che-hui Lien, et.al (2014), stated that kTrust in health services is very important and needed, because it affects the success of therapy or treatment and also on customer loyalty. Transactions require trust, especially in intangible services. Health services are critical and risky in some cases; Therefore, the ability to create customer rust is important.

Medical services are changing from a disease-centered model to a patient-centered model. In the existing disease-centered model, all decisions about patient care are made based on the expertise of doctors and other medical personnel. However, in a patient-centered model, patients actively participate in their care process and their needs and preferences are reflected in care-related decision making (Sewon Twain, et all, 2019).

In the study of trust and satisfaction Platonova, Kennedy, & Shewchuk (2008) found that patient trust has a significant impact on patient satisfaction. It is also revealed by research conducted in 2010 that trust has a positive effect on patient satisfaction (Shabbir, Kaufmann, & Shehzad, 2010).

To measure patient confidence in health services, Zarei E et al., (2015), used six parameters or indicators. The hospital claims are in accordance with the services provided, the hospital fulfills the commitments or promises given, the hospital has honest and trustworthy staff, and the staff also has a concern for helping to solve patient problems, the staff also does what is best for the patient, and the home ill deliver and have a promise or commitment to satisfy the patient.

2.3 Patient Loyalty

Loyalty or commitment from consumers is an intention to build relationships which is sustainable with the same service partners, and is willing to provide recommendations to service partners (Cho1 E Jinsook & Hu2 Haiyan, 2019).

According to Boonlertvanich Karin (2018) customer loyalty can make service providers get customers who do not want to use other service providers. In the research conducted by Arab.et.al (2012) too shows that patients who have experience receiving quality hospital services have a strong influence on positive ratings and are willing to tell and recommend the hospital to others.

To measure customer loyalty, the indicators used in the research (Arab.et.al, 2012 ; Boonlertvanich Karin, 2018), is recommending to others, telling positive things about service providers, willing to use other services from the same service provider, willing to reuse services, and not wanting to use services from competitors or other service providers.

3.   Research Metodology

3.1 Effects of Quality of Service Outcomes on patient confidence

Previous research has proven that service quality positively affects trust. Research by Alrubaiee and Alkaa'ida (2011) empirically surveyed hospitalized patients and found that quality of service perceived by patients had a direct positive impact on trust.

Proper treatment and in accordance with procedures, will make treatment efficient and effective. Hospitals must help doctors or medical staff gain the latest knowledge and skills through seminars, conferences and training, as well as introduce advanced medical equipment so as to assist doctors in controlling the patient's condition efficiently and can increase the effectiveness of treatment. Quality of servicehave a strong influence on patient confidence in the hospital according to research (Che-hui Lien, et.al, 2014).

Research studies conducted at Iranian Private Hospitals found that the experience of patients who have received good quality services will have a strong effect and increase patient confidence in the hospital. (Zarei E et al., 2015).
Based on the previous studies above, it can be proposed H1 as follows:
H1 = The quality of service outcomes has a positive effect on patient trust

3.2 The quality of the interaction has a positive effect on patient trust

Previous research has proven that Service quality positively affects trust. Research by Alrubaiee and Alkaa'ida (2011) empirically surveyed hospitalized patients and found that quality of service perceived by patients had a direct positive impact on trust.

Improved knowledge and skills of hospital staff helps improve their ability to interact with patients and increase their awareness and awareness to be more caring and attentive to the needs of patients in their practice. The relationship between patients and medical staff which is a dimension of the quality of care service interactions has a strong influence on patient trust in the hospital according to research (Che-hui Lien, et.al, 2014).

Study Zarei E et al. (2015) proved that interpersonal interactions when providing services to patients, information provided to patients, empathy for patients and care for patients as the center or focus of service, involving patients in decision making, have a strong effect on increasing patient trust in hospitals.

Based on the previous studies above, it can be proposed H2 as follows:
H2 = Interaction Quality has a positive effect on patient trust
  3.3 Quality of environment has a positive effect on patient trust

Previous research has proven thatService quality positively affects trust. Research by Alrubaiee and Alkaa'ida (2011) empirically surveyed hospitalized patients and found that quality of service perceived by patients had a direct positive impact on trust.

The fact that quality of environment is one of four dimensions that has a positive influence on patient confidence is also evidenced in a study conducted by Dr (Arab.et.al, 2012) . In contrast to the two previous studies that the quality of the Physical Environment does not have a strong influence, or does not directly affect the patient's confidence. One possible reason to explain this is, due to intense competition in the healthcare industry in Taiwan (Che-hui Lien, et.al, 2014).

Based on the previous studies above, it can be proposed H3 as follows:
H3 = quality of environment has a positive effect on patient trust

3.4 Patient trust has a positive effect on patient loyalty

In a health study, Crutchfield and Morgan (2010) found that trust will have a positive impact on patients' willingness to recommend doctors to other patients. Karin Boonlertvanich (2019) also found that trust has a positive effect on attitude loyalty and behavioral loyalty.

Trust is the main driving force for patients to provide positive information about the hospital from patients to family, relatives, friends and even other people. This belief also influences patients to recommend hospitals, even branches of the hospital. This is evidenced in a study conducted at a hospital in Taiwan (Che-hui Lien, et.al, 2014) .

Other research conducted by Cho1 E Jinsook & Hu2 Haiyan (2019), that customer trust has a dominant influence on future customer loyalty, where in the younger generation trust has a higher influence on loyalty, when compared to generation X.

Another study suggests that the quality of service provided has a dominant outcome on patient trust. Excellent service quality significantly strengthens patient trust and has the impact of increasing patient satisfaction and loyalty to the hospital.(Zarei E et al., 2015)

Research conducted by arab.et.al (2012) , also proves that when the patient's experience when receiving services, has an impact on patient confidence and becomes an incentive for patients to make repeat visits to the place of service, and also provide recommendations to friends, relatives or family. Based on the previous studies above, it can be proposed H4 as follows:
H4 = Patient trust has a positive effect on patient loyalty.

Figure 1. Research Model
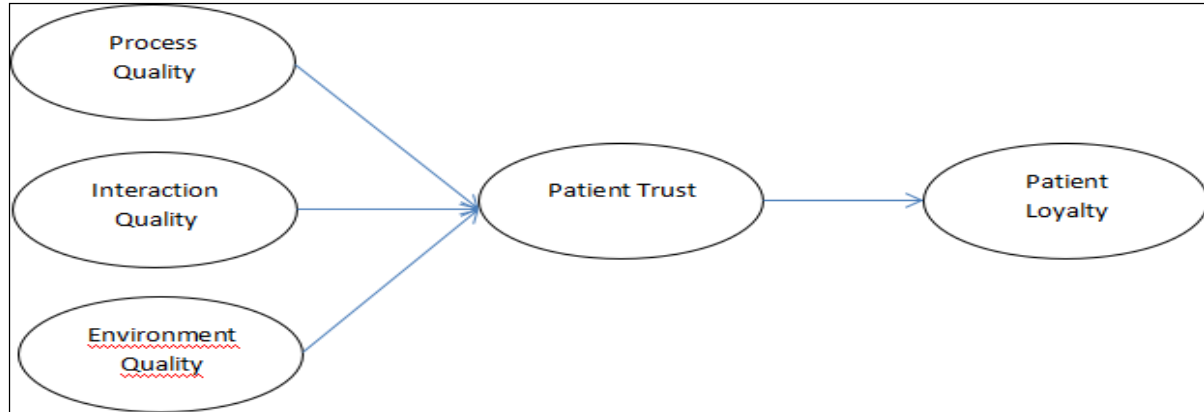
3.5 Research Design and Methods

- Research Type

  This research is descriptive qualitative research.

- Sample

  The sample of this study were patients at RSU Harapan Ibu Purbalingga, aged 18 years and over who were treated for at least 24 hours at RSU Harapan Ibu Purbalingga and were willing to participate in the study. The sample size of this study was 105 samples.

- Variables and Measurements.

  Questionnaires for process quality, interaction quality and quality of environment, adapted from Arab.et.al, 2012; Zarei E et al., 2015. It includes 18 items, consisting of process quality with 7 items, interaction quality with 7 items; and quality of environment with 4 items. The measurement of patient confidence in the hospital which was also adapted from Zarei E et al., 2015, with 6 items. The measurement of the validity of the research variables uses Pearson analysis and the reliability test uses Cronbach's Alpha analysis.

- Data analysis

  The data were processed and analyzed using the SPSS program on a computer by performing a multivariate analysis of each independent variable with the dependent variable using a regression test with a significant level of alpha (α) 0.05.

4.   Results

From the results of the study, there were 105 respondents, with demography 68% female and 32% male, the first largest age group being 18-28 years old and the second being 28-38 years old, self-employed, and the second highest occupation was private employee, average income the average respondents are 1-3 million and less than 1 million.

Validity measurement results obtained that the value of r table with a significance of 5% is 0.2306, the dimensions of the quality of service results, the calculated r value is above the value of r table so that it is said to be valid. Test the validity quality of interaction dimension, the value of r count is greater than r table, so it is said to be valid. quality of environment validity test r count is greater than r table so it is said to be valid.Test the validity of the dimension of trust from X41 to X46 shows the results of r count is greater than r table so that it is said that the dimension of trust is valid. To test the validity of the dimensions of customer loyalty from Y1 to Y6, the results of r count are greater than r table so that the loyalty dimension is said to be valid.

Reliability test on all questionnaires which are dimensions of service quality, interaction,

environment, trust and loyalty shows the results of Cronbach's Alpha is 0.979 which is greater than the table that is 0.0979 > 0.06 or it is said that the questionnaire is consistent.

Table 1. Multiple regression results of service quality, interaction and environment variables on patient trust.

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4.942	1.419		-3.484	.001
process_quality	.198	.052	.205	3,814	.000
interaction_quality	.585	.057	.712	10,349	.000
environment_quality	.152	.100	.079	1,519	.132
a. Dependent Variable: patient_trust					

Testing H1: the effect of quality of service on trust.
The results of the regression analysis show that the service quality variable has a regression coefficient value of 0.918 with a significance of 0.000 <0.05 and t count 3.814 > t Table 1.984, so it can be concluded that process quality has a positive effect on patient trust. The better the process quality, the higher the patient trust for Harapan Ibu Hospital. . So the first hypothesis which states that Process Quality has a positive effect on patient confidence is accepted.

Testing H2: the effect of quality of interaction on trust
The results of the regression analysis show that the interaction quality variable has a regression coefficient value of 0.585 with a significance of 0.000 <0.05 and t count 10.349 > t Table 1.984, so it can be concluded that interaction quality has a positive effect on patient trust. The better the interaction quality, the higher the patient trust towards Harapan Ibu Hospital. . So the second hypothesis which states that Interaction Quality has a positive effect on patient trust is accepted.

Testing H3 : the effect of quality of environment on trust
The results of the regression analysis show that the quality of environment variable has a regression coefficient value of 0.152 with a significance of 0.132 > 0.05 and t count 1.519 < t Table 1.984, so it can be concluded that quality of environment has no positive effect on patient trust. The better the environment quality does not affect the high or low patient trust towards Harapan Ibu Hospital. So the third hypothesis which states that quality of environment has a positive effect on patient trust is rejected.

Fourth Hypothesis Testing (H4)
Table 2. Regression results of patient trust variables on patient loyalty

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,637	1,227		2,149	.034
patient_trust	.839	.049	.859	17.056	.000
a. Dependent Variable: patient_loyalty					

The results of the regression analysis show that the patient trust variable has regression coefficient value

of 0.839 with a significance of 0.000 <0.05 and t count 17.056 > t Table 1.984, so it can be concluded that patient trust has a positive effect on patient loyalty. The higher the patient trust, the higher the patient loyalty to Harapan Ibu Hospital. . So the fourth hypothesis which states that patient trust has a positive effect on patient loyalty is accepted.

5. Discussion

The findings in this study indicate that the quality Proses of service that has been received and the service results greatly affect the trust of patients in the hospital. This is in accordance with the previous findings of (Che-hui Lien, et.al, 2014 & Zarei E et al., 2015), who found that patient experience and quality of service outcomes had a strong effect on trust. The interaction of service providers to patients also strongly influences their trust. Empathy, communication and knowledge are things that shape good interactions, doctors, nurses and staff must be able to understand, explain and also help patients. This is in accordance with previous research conducted byArab et al (2012).

Quality of environment improvement does not affect the patient's trust in the hospital.This is possible because on average the inpatients served are patients using BPJS. BPJS patients have assigned treatment classes so they tend to choose treatment classes based on their rights. The quality of the environment does not affect trust because in Purbalingga most hospitals have the same facilities and environment as Harapan Ibu Purbalingga General Hospital.This finding not in line with research that has been done previously by Che-hui Lien, et.al (2014).

And lastly, the trust that arises because of the quality of service will encourage patients or customers to recommend hospitals or want to reuse hospital services.In this study, trust affects customer loyalty in line with previous research conducted by Che-hui Lien, et.al (2014).

6. Conclusion
- The quality of service outcomes has a positive effect on patient trust
- Quality of Interaction has a positive effect on patient trust
- The quality of environment does not have a positive effect on patient trust
- Patient trust has a positive effect on patient loyalty

7. Managerial implications and theoretical implications

The results of this study are expected to be a reference for management to make further improvements and quality improvements , on the existing dimensions . Especially in the environmental dimension, it is a concern to pay attention to things that can add quality to make it different from other hospitals, improve facilities and equipment in order to increase patient confidence in the hospital.

The theoretical implication of this research proves that the quality of service results , interaction and quality of environment have an effect on trust , and will affect customer loyalty . This research still needs to be developed and has weaknesses such as what dimensions of quality of environment have an influence on loyalty, are there other dimension factors that affect trust, and are there other factors that also inhibit or encourage customer loyalty.

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