

THE INFLUENCE OF SERVICE QUALITY AND TRUST ON PATIENT SATISFACTION AT THE KAMONJI COMMUNITY HEALTH CENTER, PALU CITY

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Abstract

The aim of this research is to determine whether there is an influence of service quality and trust on patient satisfaction at the Kamonji Community Health Center, either partially or simultaneously. The population was patients or families who come for outpatient treatment at the Kamonji Palu Health Center. The number of samples were 100 respondents using the accidental sampling method. The data collection method uses a questionnaire. Using causal descriptive analysis, data processing uses multiple linear analysis. Based on the t test, service quality has a significant effect on partial patient satisfaction with a value of $0.026 < 0.05$ and trust has a significant effect on partial patient satisfaction with a value of $0.33 < 0.05$. Simultaneously, service quality and trust influence patient satisfaction, based on the F test, the value is $0.00 < 0.05$. From the results, there are several indicators that received negative assessments from respondents that need special attention from the Kamonji Health Center in Palu City to be able to further improve the quality of their services.

Keywords: *Service Quality, Trust, Patient Satisfaction, Community Health Center, Accidental Sampling*

INTRODUCTION

Community health centers (*puskesmas*) are one of the most important public health service facilities in Indonesia. Puskesmas is a technical implementation unit of district/city services which is responsible for implementing health development in a work area. Puskesmas is a functional organizational unit that carries out health efforts that are comprehensive, integrated, equitable, acceptable and affordable to the community with the active participation of the community and using the results of the development of appropriate science and technology to achieve optimal levels of health, without neglecting the quality of service to the community. individual. When the community health center has identified what patients or health service users actually need, then the community health center must provide the best quality of service in order to create patient satisfaction. The quality of services provided by the health center to patients will later be assessed by the patients themselves as to whether they are good or not. Patients will of course compare their expectations with the experience they receive from the product or service. Service quality is a central point for service companies because it will influence customer satisfaction. Customer satisfaction will arise if the quality of service provided is good.

A company will win the competition if it can create value and provide satisfaction to customers through a product in the form of quality goods or services. Determining the needs and desires as well as the value of service quality expected by consumers is largely determined by the quality of the service provided. Service according to Cashmere (2017, p. 47) is the action or deed of a person or an organization to provide satisfaction to customers, fellow employees and also leaders. Service quality is a central point for customer companies. Customer satisfaction will arise if the service quality is good. A company will win the competition if it can create value and provide satisfaction to customers through the delivery of quality goods and services. Fulfillment of needs and desires as well as the value of service quality

expected by consumers is largely determined by service quality. According to Sureshchandar, et al. (2002) in Yunus et al. (2009, p. 67), unsatisfactory service will result in fewer or even lost customers because customers move to other services, so there is no doubt about the importance of quality service as the ultimate goal of service providers.

The quality of services is very important, because good service quality is directly proportional to purchasing decisions because developments over time have made consumers' mindsets increasingly careful about the goods and services they will consume. Apart from that, consumers often consider the quality of goods and services before buying them. High quality will change the perception of a product towards consumers. According to Tjiptono (2015, p. 259), in principle, service quality focuses on efforts to fulfill customer needs and desires, as well as the accuracy of delivery to match customer expectations. According to Kotler & Keller (2016, p. 23) service quality is defined as the overall characteristics of goods and services that influence their ability to meet stated or unstated customer needs. According to Kotler & Keller (2016, p. 42), there are five dimensions of service quality described as follows:

1. *Reliability* (Reliability)

Namely the company's ability to perform promised services reliably and accurately.

2. *Tangibles* (Physical evidence)

Namely the appearance of physical facilities, equipment, communication facilities and the appearance of the employee.

3. *Responsiveness* (Sensitivity)

Namely the willingness to help customers and provide fast service.

4. *Assurance* (Guarantee)

Namely employee knowledge and politeness and the ability of employees to convey a sense of trust and confidence.

5. Empathy (empathy), namely attention, special attention given to customers.

According to Gefen & Straub (2004), there are 4 factors that shape a person's trust in others, namely ability, kindness, integrity and honor. These four factors can be explained as follows:

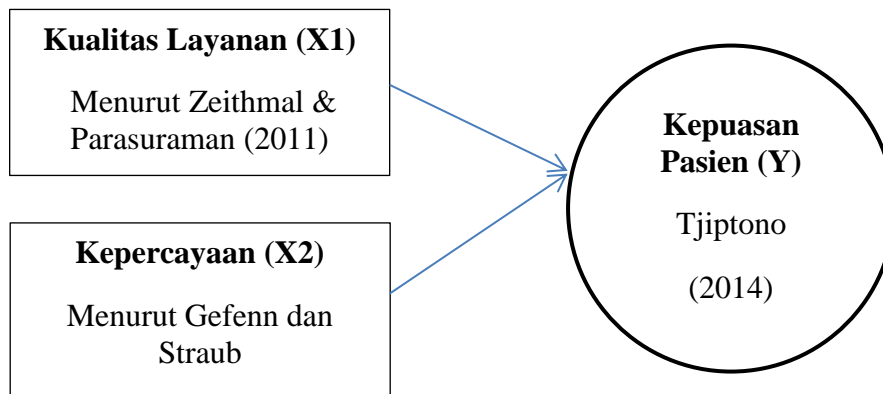
1. Ability or a person's belief in the ability of a service provider to influence consumers. In this case, how can the service provider provide the best service according to what the consumer needs? The essence of capability is how successful the service provider is in producing what the consumer wants. In essence, the seller's ability to meet the needs of the company.
2. Kindness (*benevolence*) is the service provider's willingness to provide mutually beneficial satisfaction between the service provider and the consumer. Kindness is the service provider's willingness to serve the interests of the consumer himself.
3. Integrity defined as how much confidence a person has in the honesty of the service provider to maintain and fulfill the agreements made to consumers. Where what has been said or promised by the service provider, in this case the health center staff, to the patient must be the same as the action to be taken. In this case, it is characterized by the behavior or habits of community health center officers in providing good services.
4. Honor or loyalty in carrying out the truth which ultimately gives rise to dignity in a service providing company. Trust is a belief that one of the parties involved in an exchange has the reliability and integrity that can provide positive results. In the world of business or social life or in interactions, trust is something that is very valuable and to get it requires struggle, especially to maintain trust.

According to Kotler & Keller (2016, p. 487) state that "trust is a person's willingness to rely on a business partner, it depends on a number of interpersonal and inter-organizational factors, such as

competence, integrity, honesty and perceived kindness". In addition, "consumer trust is consumer knowledge of an object, attribute or benefit, where trust together with attitudes and behavior are related to product attributes" (Firmansyah, 2018, p. 24). Trust has an important role in influencing customer loyalty. Therefore, in an effort to make patients trust the health service center, patients must experience for themselves the quality of services provided by the health center. Then, an experience will be created which will be the beginning of building trust so that patients will continue to use the services of the health center.

Based on the explanation or definition of the experts above, it can be concluded that trust is a skill possessed by both individuals and groups that uses the emotional side, because what one party does can have an influence on the other party based on the agreement of both parties. Every health center must understand the desires and needs of patients. Satisfied patients are a very valuable asset because if the patient feels satisfied, they will be happy or happy, but if the patient assesses that the service provided is unsatisfactory it can make the patient feel disappointed because their expectations are not met.

Research will be conducted on the influence of service quality and trust on patient satisfaction at the Kamonji health center, Palu city.



RESEARCH METHODS

The type of research used was a quantitative method with a causal descriptive approach. The main aim of which is to obtain data and information about the study of service quality and trust in patient satisfaction with the services provided by health workers at the Kamonji Health Center, Palu City. Descriptive research is research conducted to determine the value of independent variables, either one or more variables, without making comparisons or connecting one variable with another variable (Sugiyono, 2016). According to Sugiyono (2016, p. 80), population is a generational area consisting of objects-subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in the study were all patients who visited the Kamonji Health Center in Palu City.

The sample is part of the number and characteristics of the population. According to Sugiyono (2018, p. 118), the sample is part of the number and characteristics of the population. When taking samples for research, questionnaires can be used to obtain responses from consumers who are included in the research sample.

$$\text{Formula: } n = \frac{Z^2 \times P(1-P)}{d^2}$$

Where:

n = Sample Size

Z = Z score at 95% confidence = 1.96

P = maximum estimate = 0.5

d = alpha (0.10) or sampling error = 10%

The number of samples for this research:

$$n = \frac{1.96 (0.5) (1-0.5)}{0.1^2}$$

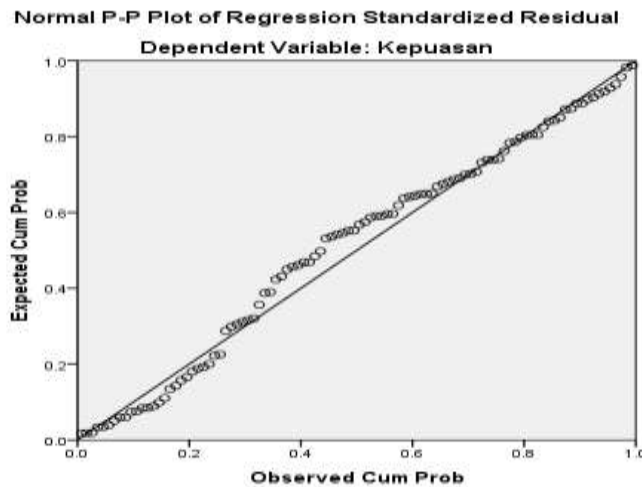
$$n = \frac{3.8416 (0.25)}{0.01}$$

$$n = 96.04$$

n = 96.04 rounded to 100 sample respondents.

RESULTS AND DISCUSSION

Normality Test



Based on Figure 4.9 above, it can be concluded that the data in this study meets normal requirements, this is because the points on the graph are close to or almost coincide and are in the same direction as the diagonal axis.

Multicollinearity Test

Multicollinearity Test Table 1
Multicollinearity Test Results

No	Independent Variable	Tolerance	VIF	Information
1.	Service quality	,335	2,986	<10
2.	Trust	,335	2,986	<10

Source: data processed in 2023.

From the test results in table 4.4, it shows that the variables tested did not contain multicollinearity in this research data. This means that the variables of service quality and trust do not interfere or influence each other.

Heteroscedasticity Test

Table 2
Heteroscedasticity Test Results
Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,783	1,725		3,354	,001
	Service quality	-.051	.028	-.310	-1,804	,074
	Trust	,029	,035	.144	,839	,569

a. Dependent Variable: ABS_RES
Source: Processed research data 2023

From the test results in table 4.5, it shows that the variables tested do not contain *Heteroscedasticity* but *Homoscedasticity*. This means that there is no correlation between the size of the data and the residual so that if the data is enlarged.

Results of Multiple Linear Regression Analysis

Table 3
Multiple Linear Test Results

Model	Unstandardized Coefficient		Standardized Coefficient	Sig t
	B	Std. Error	Beta	
(Constant)	8,473	3,096		,007
Service quality	.114	,051	,318	.026
Trust	.135	,062	,305	.033
R square			,353	Sig.F 0.000
Adjusted R square			,340	
Multiple R			,594	

Source: 2023 data processing

Presentation of Hypothesis

a. Simultaneous Test (F Test)

The F test was used to prove the initial hypothesis, namely that service quality and trust significantly influence satisfaction at the Kamonji Community Health Center, Palu City. The sig F value shows 0.000, which means the value is smaller when compared to the value according to the α provisions of 0.05, thus the variables of service quality and trust simultaneously have a significant effect on patient satisfaction at the Kamonji Community Health Center, Palu City. If related to the hypothesis proposed in this research, the null hypothesis (H_0), namely that service quality and trust simultaneously have no significant effect on patient satisfaction at the Kamonji Community Health Center, Palu City, is rejected and hypothesis one (H_1), namely that service quality and trust simultaneously have a significant effect on patient satisfaction at the Kamonji Community Health Center, Palu City, which means acceptance.

b. Partial Test (t Test)

1) Partial test results of service quality variables (X_1)

The results of the multiple linear regression recapitulation table show that the service quality variable has a significance value of 0.026, meaning that this value is smaller than the required significance level, namely α 0.05, so it can be concluded that partially the service quality variable has a significant effect on patient satisfaction at the Kamonji Community Health Center, Palu City. If related to the hypothesis proposed in this research, hypothesis one (H_a) is that the quality of service partially has a significant effect on patient satisfaction at the Kamonji Community Health Center, Palu City, which means it is accepted and the null hypothesis (H_0) is that the quality of service partially has no effect on patient satisfaction. at the Kamonji Community Health Center, Palu City, which means it was rejected.

2) Partial test results of the trust variable (X_2)

The recapitulation results of multiple linear regression show that the trust variable has a significance value of 0.033, meaning that this value is smaller than the implied significance level, namely α 0.05, so it can be concluded that the trust variable partially has a significant effect on patient satisfaction at the Kamonji Community Health Center, Palu City. If related to the hypothesis proposed in this research, hypothesis one (H_a), namely that trust partially has a significant effect on patient satisfaction at the Kamonji Health Center, Palu City, is accepted and hypothesis (H_0), namely that partial trust does not have a significant effect on patient satisfaction at the Kamonji City Health Center. hammer which means rejected.

Discussion

1. The Influence of Service Quality and Trust on Patient Satisfaction at the Kamonji Community Health Center, Palu City.

Patient satisfaction occurs if the services provided can reach or even exceed the expectations held by the patient himself. The quality of service received by patients is of course in accordance with the desired expectations so that patients put their trust in service providers so that later patients will return to use these health facilities and are expected to be able to invite their families and other communities to want to use or utilize the health facilities at the Kamonji Health Center. This research is in line with research conducted by Pujiastutik (2021) entitled the influence of service quality, facilities and trust on patient families in hospitals. Dharmahusada Probolinggon with research results showing that service

quality, facilities and trust simultaneously influence patient family satisfaction at the hospital. Dharmahusada Probolinggo.

2. The Influence of Service Quality on Patient Satisfaction at the Kamonji Community Health Center, Palu City.

The quality of service at the Kamonji Community Health Center for outpatients and referrals has gone very well, for the service quality variable, the reliability indicator is that doctors are very careful when serving patients and doctors are very thorough in examining patients. The maximum service provided by doctors certainly gives patients a sense of satisfaction. Currently, the Kamonji health center is one of the health centers that has complete laboratory facilities in terms of equipment and reagents so that patients who need laboratory tests do not need to get a referral to the hospital, just have the examination done at the health center. To examine TB patient slides, you don't need to wait too long for the results because the Kamonji Community Health Center has complete equipment for this which is not owned by several community health centers in Palu City. This research is in line with research conducted by Erviana (2013) on the influence of service quality and trust on the satisfaction of inpatients at Dr. Soewondo Kendal Hospital. In this research, the independent variables are service quality (X1), trust (X2) and the dependent variable is satisfaction (Y). The research results show that the variables of service quality and trust have a significant effect on satisfaction.

3. Influence of Trust on Patient Satisfaction at the Kamonji Community Health Center, Palu City.

In providing services to patients, both doctors and nurses do not carry out malpractice, while providing services to patients, all actions are carried out in accordance with the procedures established by the pueksesmas. Doctors and nurses are required to comply with existing standard operational procedures to avoid undesirable things when carrying out service actions, so that the quality of service provided will provide satisfaction to patients and the results of this satisfaction will create trust from patients in doctors and nurses. As a service provided is in line with research conducted by Ratnasari and D. on the dependent variable satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. The variables of service quality and trust simultaneously have a significant effect on patient satisfaction at the Kamonji Community Health Center, Palu City.
2. The service quality variable partially has a significant effect on patient satisfaction at the Kamonji Community Health Center, Palu City.
3. The trust variable partially has a significant influence on patient satisfaction at the Kamonji health center, Palu City.

Recommendations

1. There are still some indicators that are considered negative by respondents, one of which is that some patients/families find it difficult to get referral letters for further treatment to higher health facilities, namely hospitals. This is due to the lack of information obtained by patients about the requirements for getting a referral. Patients and families do not receive enough information about cases of illnesses that are eligible for referral. The community health center as the service provider can schedule its officers to provide important information regarding the referral process so that patients understand that not all disease cases can receive referrals because there are rules agreed between the community health center, BPJS and the hospital. What cases must be served at the community health center and which can receive referrals to hospitals.

2. There is still payment for laboratory examinations which should be free for patients using BPJS due to reagent stocks being empty or not available as well as the availability of medicines for BPJS users. To anticipate that this does not happen again, the Kamonji Community Health Center in Palu City should make stock arrangements before supplies at the community health center are reduced or empty.
3. The time available for consultations for patients at the polyclinic is very short due to the large number of patients. There are several cases of illnesses that require information which of course requires a bit of time, especially for elderly patients and ordinary people who do not understand the disease. The Kamonji Health Center has prepared a room. special consultations for patients who require consultation or making a routine schedule for officers to convey this information in the form of continuous counseling and distribution of leaflets containing information on disease cases.

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