Effect of Service Quality and Trust on Revisiting Interest toward Customer Satisfaction

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Abstract: The relationship between service providers and customers is an important component of various service businesses, and this study attempts to identify it. Service quality affects patients on return visits. A case study at Bunda Hospital Purwokerto serves as a quantitative methodology for this research, with 351 respondents randomly selected using the PLS-SEM 3.2.9 analysis tool. According to research findings, patient visits are positively influenced by trust and high-quality customer service. To increase patient interest in repeat visits, medical staff and public service quality must build a relationship of trust with patients. Medical services are intangible products with service quality and reliability to generate interest in repeat patient visits. To encourage patients' aspirations to return, medical facilities must increase their psychological confidence in the quality of their services.

Keywords: Quality of Service, Trust, interest in repeat visits

Introduction

The importance of patient assessment in health care has grown recently. Health organizations support health services that focus on the wider community even though the World Health Organization (WHO) emphasizes the need for active patient participation in health care (Istiqlal et al., 2022). Designing person-centered services is one strategy for providing person-centered care. When redesigning current services or developing new services, customer involvement in the service delivery process as well as user input and experience are taken into account, because there are many encounters between patients, families, and medical

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professionals in the healthcare industry. Healthcare design can be interaction-led, which can generate extensive information about the patient experience (Croyle et al., 2019).

Healthcare is a complex system since it needs to analyse patient satisfaction-what is valued by patients and how they perceive service quality (Moon et al., 2021). The reaction of patients is an essential source of information in realizing problems and improving an effective plan for the development of quality in hospitals. Patients emphasize the quality and effectiveness of hospitals when looking for healthcare services (Lee & Kim, 2017). It has been experimentally determined that service quality affects the trust and commitment of customers. Often, sick people fight their illnesses and seek treatment until they recover WHO defines "health" as complete bodily, mental, and social well-being, not only the absence of disease or incapacity. One of the organizations that give the general public access to health services is a hospital. This condition forces the hospital to pay attention to the calibre of services provided by users, such as patients who will use hospital services, to ensure that patients are content with the calibre provided (Caggese & Pérez-Orive, 2022; Hindardjo et al., 2021; Li et al., 2016).

IntereNumerous strategies are involved in maintaining good health, promoting it, preventing and treating sickness, and providing for one's own rehabilitation. Everything is portrayed accurately and precisely. In Purwokerto, Bunda Hospital is one of the businesses that offer services related to public health services. st in Repeat Visits (Rusmahafi & Wulandari, 2020). Opportunities exist and the market is expanding, but the competition is stiff and unreliable. However, even if hospitals in Puwokerto expand, a significant amount of their budgets may still go into patient care. For patients who use hospital services, patient satisfaction is crucial. To successfully draw in and keep patients, hospitals must achieve patient satisfaction standards (Lee & Kim, 2017; Zibarzani et al., 2022).

Trust, satisfaction, and word-of-mouth all have an impact on the phenomena of community visits to hospitals, according to earlier research by several academics. Other research indicates that patient satisfaction serves as a mediator factor between service quality and cost considerations when choosing a hospital (Johar et al., 2018; Kim et al., 2022). To increase patient happiness in hospitals, studies are required to explain how social trust and hospital service quality are related. Until it is supported by gathered data, a hypothesis is a temporary answer to a research problem there is research (Istiqlal et al., 2022; Johar et al., 2018).

Community visits to hospitals are influenced by word of mouth, trust, and satisfaction. According to the findings of previous studies, the decision to choose a hospital is influenced by the factors of service quality and price, as well as patient satisfaction (Kim et al., 2017). Because of pre-user and post-use evaluations of service features such as convenience, security, assurance, and responsiveness, trust is critical in developing revisit interest in service

businesses (Buli et al., 2022). According to the researchers, the element of trust before and after using the service influences the intention to repurchase. The study's findings indicate that trust influences the intention to return (Wulandari & Koe, 2021). Based on "professional interpersonal-based medical service encounters," this paper will investigate how service recipients feel and evaluate the behavioural performance of professional service providers. This study aims to develop and design solutions, actions, training, or high-quality hospital public relations activities, among other things, to improve hospital service quality and patient satisfaction with medical services (Wulandari et al., 2021). The paper is divided into four sections, each of which describes the essential elements of the introduction and background to the topic selection, issue statement, writing goals, and questions. The section on the theoretical framework will go over the ideas that underpin the development research model and its variables. The research method section investigates the methodological components of this research to serve as a reference in future writing, data collection procedures, data, and data analysis. The fourth component, findings, will describe the results of the analysis phase, as well as comments, limitations, and future research ideas (Wibowo & Wulandari).

Literature Review

Quality Service

Patient satisfaction is closely related to the quality of health services because quality encourages patients to form stronger bonds with their healthcare providers. Finally, increased patient satisfaction can lead to an increase in the number of implementers (providers). Service quality seeks to provide customer satisfaction with a service that is determined by the customer's interest before using the service versus the result of the customer's perception of the service after the customer experiences the service. Performance that can result in a sense of accomplishment. stating that there is a link between patient satisfaction and perceived service quality (performance). The positive causal relationship that exists between service quality, overall satisfaction, and patient satisfaction serves as a bridge between service quality and patient loyalty (Rusmahafi & Wulandari, 2020).

The way medical staff provide services to patients and how patients feel comfortable with the conditions and situations created by the hospital affect the quality of health services. 2018; Johar et al. Service quality is influenced by two main factors: expected service and perceived service. When compared to expectations, the quality of service will be considered poor or unsatisfactory. Therefore, the quality or otherwise of a service is determined by the service provider's ability to consistently meet user expectations. The maximum quality of service will

result in a positive customer perception, and interest in making repeat visits will increase so that business income will increase. Potokar et al., in their study related to public service quality, showed that the dimension of service quality has a positive effect on the intention to return to the hospital (Potokar et al., 2020).

Revisiting Consumer

The decision to revisit is the desire of consumers to continue to visit or buy the same service in the future (Ding et al., 2022; Kim et al., 2022). Today, healthcare industry environment, creating and maintaining customers has become increasingly difficult. Establishing customer relationships and customer loyalty has been considered key in gaining market share and creating a competitive and sustainable advantage (Kwangsawad & Jattamart, 2022). Setiomuliono and Tanjung (2015) stated that repurchase intention was a person's planned decision to repurchase certain services, taking into account the situation that occurs and the level of satisfaction. Indicators of revisiting include: giving others recommendations. Good reputation in the eyes of visitors (patients). According to consumer behaviour determines consumer purchase intentions. Marketers need to focus on consumer purchase intentions (Kim et al., 2017), saying that "buying interest is a state within a person on the subjective possibility dimension which includes the relationship between the person himself and several actions". Ajzen added that buying interest refers to the results of visible actions in situations, namely the interest to make specific real responses that will be predicted. Meanwhile, satisfied consumers will make repeat visits in the future and notify others of the products or services they feel (Otike et al., 2022).

Research Method

Dataset Research

The survey method was used for this study. The population in this study is outpatients at Bunda Hospital Purwokerto from 2017 to 2021, as derived from inpatient data from 2017 to 2021. The most data was collected from 4,039 patients, so the sample size was 351 people. We had up to 350 people respond (Georget et al., 2021; Kim et al., 2022; Li et al., 2022; Olawole, 2021). Paper-based and online questionnaires are two types of questionnaires. By calculating the number of samples using Morgen's technique, patient data is taken based on the highest number in a year. This study employs the Krejcie and Morgan table because the sample size must be representative for the study's findings to be generalizable. The calculation does not require a sample count table. However, it is possible to do so using simple formulas and

calculations (Purna Prakash et al., 2022), the number one design that intervened in Purwokerto Bunda Hospital (Vatolkina et al., 2020).

In addition, data analysis techniques such as the Structural Equation Model (SEM) approach based on Partial Least Squares are used to test the research hypothesis (PLS). PLS is a structural equation model with components or variance (SEM). Structural Equation Modeling (SEM) is a statistical field that can simultaneously test several difficult-to-measure relationships. According to Santoso (2014), SEM is a multivariate analysis technique that combines factor analysis and regression (correlation) analysis, to study the relationship between variables in the model, both indicators and constructs, or constructs. Latan and Ghozali stated that (2012), PLS is an alternative approach that moves from covariance-based SEM to variance-based SEM. PLS is more of a predictive model, while covariance-based SEM tests causality or theory. However, there are differences in using structural equation models to test theories or develop theories for predictive purposes between covariance-based SEM and component-based PLS. The PLS technique is used in the analysis of this study, which is done in two stages: (1) The first stage is to test the measurement model, which includes determining the construct validity and reliability of each indicator. ((2) The second stage is to test the structural model, which aims to determine whether there is influence between variables/correlation between constructs measured using the PLS t-test itself (Doddy et al., 2022; Hindardjo et al., 2022).

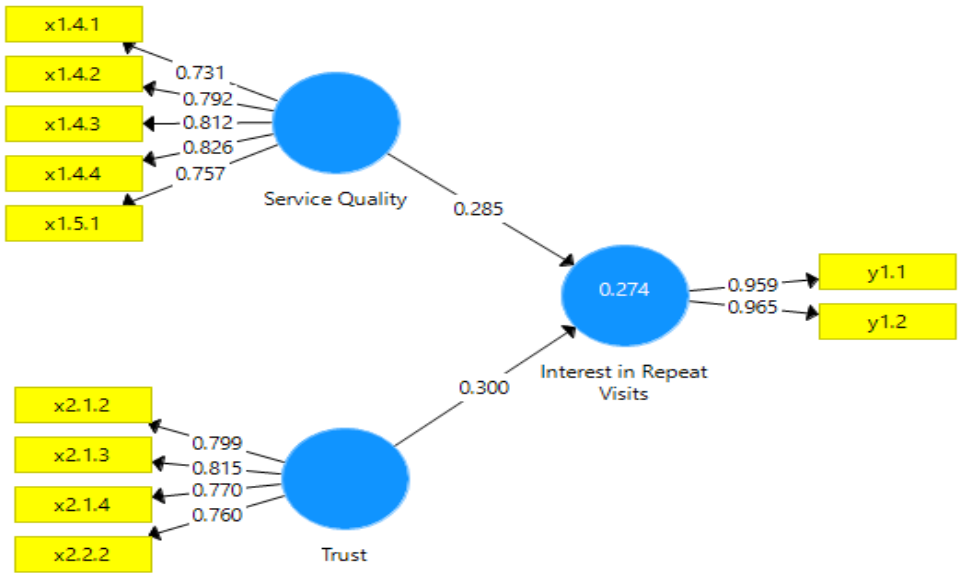

Figure 1 Design SEM PLS Intervening Hospital Bunda Purwokerto

Result and Discussion

In the public service process at Bunda Hospital Purwokerto to demonstrate professional services, the results of the influence of service quality and trust on the patient's intention to return are interrelated. We all agree that improving service quality focuses on the actual service process, and service meeting discussions have emerged as the focal point of service quality management. Trust makes customer behaviour more predictable, which reduces customer attrition and increases customer value. To test this hypothesis at RSU Bunda in Purwokerto Regency, tests were run using the values from the Path Coefficient table, as shown in the table below:

Table 1 Result of hypothesis research

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Service Quality -> Interest in Repeat Visits	0.285	0.279	0.062	4.562	0.000
Trust -> Interest in Repeat Visits	0.300	0.306	0.059	5.125	0.000

According to Table 1, the initial sample result = 0.279, T Statistics = 4.562 > 1.96, and P Value = 0.000 0.05. The relationship between the service quality variable and the patient's intention to return to the variable is both positive and significant. If the T statistic is greater than 1.96, the hypothesis test is highly significant. According to Table 1, the results of the initial sample = 0.306, T Statistics = 5.125 > 1.96, and P Value = 0.000 0.05 for the variable of trust in patients' interest in repeat visits. The influence of trust variables on patients' intention to return is both positive and significant. If the T statistic is greater than 1.96, the hypothesis test is highly significant.

Effect of Quality Service on Interest in Repeat Visits

Based on the findings of the analysis Original Sample = 0.285, T Statistics = 4.562> 1.96, and P Value = 0.000 0.05 are the results of one analysis. shows that trust in user satisfaction is positive; the test results indicate that the initial assumption (H1) is accepted.

Effect of Consumer Trust on Interest in Repeat Visits

According to the findings of Analysis 1, the value of Original Sample = 0.300, Statistics T = 5.125 > 1.96, and value P = 0.000 0.05. shows that trust in user satisfaction is positive; the test results indicate that the initial assumption (H2) is accepted.

Discussion

To obtain accurate data, the author maps the respondents' social status, age range, employment status, and income. Respondents in this study are both male and female, and they meet the following criteria: 1) Patients at Bunda Hospital Purwokerto; and 2) Outpatients. 351 people responded. This figure was derived from a stratified random sampling of 351 people drawn from a group of 13. The researcher distributes questionnaires at random to potential respondents online or in person during the descriptive analysis of the sampling technique. Outpatients at Bunda Hospital Purwokerto are the intended respondents. The online questionnaire was then assigned to approximately 351 samples at random. In preparation for the data analysis stage, the researcher processed the collected data using PLS-SEM, which was then used to analyse the data based on the amount of data by performing reliability and validity tests.

A study, according to Indrawati (2015), employs data collection and measurement tools known as questionnaires at the same time. The questionnaire should measure the study's objectives. As a result, you must assess the efficacy of each question in your survey. In this study, the researcher employed the construct validity test. According to Indrawati (2015), construct validity is the validity that is used if the value produced is consistent with the theory that is used to manufacture measuring instruments. The validity used in measuring instruments is discriminant; if the variables predicted constructively are not highly correlated, the measurement results show that these variables are not highly correlated. When a configuration is found to have discriminant validity, it means that it is unique and captures phenomena that are not represented by other configurations in the model. Cross-loading and the Fornell-Lacker criterion are the two measures of discriminant validity.

The transverse stress factor value influences whether or not the component has good discrimination. Compare the voltage values of the desired components, in other words. It must be greater than the other components' voltage rating. Hair predicts that the lateral load factor will be greater than 0.60. The Fornell-Lacker criterion compares the square root of the AVE value to the latent variable correlation as a second approach to discriminant validity. Another method for assessing the Fornell-Lacker criterion results is to see if the AVE is greater than the square of the correlation with the other constituents. Hair estimates that the expected value for the Fornell-Lacker criterion is greater than 0.70.

Several factors influence patient return visits in terms of service professionalism, one of which is a professional and responsible hospital service, such as the friendliness of nurses in serving patients, the patient registration department always asking what is required from the patient's

needs, and this is the foundation. Patients at Bunda Hospital Purwokerto believe the following factors. When the service recipient receives the service that is required and expected, he or she is satisfied. The patient's perception of the service received (satisfying or disappointing, including the length of service) is used to determine whether the service provided can meet the patient's needs. Hospitals face significant challenges in terms of the services they provide and whether they are meeting or exceeding patient expectations to achieve optimal health status as a general public health service. As a result, the hospital must strive to increase patient trust at all times.

This viewpoint is supported, who emphasizes the connection between consumer trust and customer service. If customer service is provided in an unprofessional manner that disregards customer satisfaction, the relationship between consumer trust and customer service is null. Service quality, on the other hand, is said to affect service value, customer satisfaction, and post-purchase intention. Furthermore, perceived value influences customer satisfaction and purchase intention. According to the findings of this study, customer satisfaction has a positive effect on future post-purchase intentions. Especially if the hospital ignores the patient.

Conclusions

The goal of this study is to confirm the assumptions that were made at the start of the study. This conclusion is also a reaction to the cases discussed in this study. The first hypothesis test (H1) discovered evidence that service quality had a significant effect on the patient's intention to return, which was corroborated by the results of the second hypothesis test (H2), which revealed that the effect of trust on repeat visits was accepted, indicating a strong effect. as well as the mission and objectives, to increase the number of repeat visits.

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