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## The Effect of Service Quality and Trust on Patient Satisfaction

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**Abstract:** The purpose of this study was to determine and analyze: (1) Service quality; (2) Trust; (3) Patient Satisfaction and (4) The effect of service quality performance and trust on patient satisfaction in the eye disease clinic of Santosa Hospital Bandung Central. The research method used in this research is descriptive survey and explanatory survey, the unit of analysis in this study is the Eye Disease Poly of Santosa Hospital Bandung Central with a sample of 50 people. The type of investigation is causality, and the time horizon in this study is cross-sectional. Based on the results of the study, it was found that the performance of service quality according to the Eye Disease Poly of Santosa Hospital Bandung Central was generally not good; Trust according to the Eye Disease Poly of Santosa Hospital Bandung Central is generally good and Patient Satisfaction of the Eye Disease Poly of Santosa Hospital Bandung Central is currently considered good. Service quality and trust affect patient satisfaction in the eye disease clinic of Santosa Hospital Bandung Central. Because trust affects patient satisfaction dominantly, the Eye Disease Poly of Santosa Hospital Bandung Central must maintain conditions so that patient satisfaction at the Eye Disease Poly of Santosa Hospital Bandung Central remains consistent, so that patient satisfaction is formed strongly and rooted.

**Keyword:** Service Quality, Trust, Patient Satisfaction

### INTRODUCTION

The development of technology and information has increased public knowledge, so that people are more selective in choosing the service facilities they use. The selection of service facilities is usually pursued by the community by utilizing assistance from various kinds of media which are then taken into consideration in making decisions on the services to be used.

One of the important services for the community is health services. Because basically everyone needs a healthy body in carrying out every activity so that they can do their activities well. Therefore, optimal health services and a guarantee of trust are needed so that the community gets satisfactory results.

Today the service sector has experienced very rapid development, as has happened in the Hospitality, Insurance, Banking, Aviation, Tourism and Telecommunications service

industries. Likewise in the health service industry, whether it is a hospital or a health center, so that the business can live and develop, knowledge of good / quality service and trust from patients is needed.

Service quality is a central point for service companies because it will affect patient / customer satisfaction. Patient / customer satisfaction will arise if the service quality is good. Parasuraman. et. al (1990) in Kotler (2015: 122) divides good service quality into five SERVQUAL dimensions, namely: Tangibles (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee) and Empathy (individual attention). A company will win the competition if it can create value and provide satisfaction to patients / customers through the delivery of quality goods or services. Fulfillment of needs and desires and the value of service quality expected by consumers is largely determined by service quality. According to Sureshchandar. et. al (2002) in Yunus Nek Kamal Yeop. et. al (2019: 67), unsatisfactory service will cause fewer customers or even disappear because customers move to other services, so there is not the slightest doubt about the importance of quality service as the ultimate goal of service providers around the world.

Another factor that can affect the level of consumer satisfaction is consumer trust. consumer trust will arise because there is confidence that the parties involved in the exchange will provide consistent quality, honesty, and responsibility. This belief will lead to a good relationship between the parties involved in the exchange. Meanwhile, Anderson and Narus (1990) in Akbar Mohammad Muzahid, et. Al (2019: 26) concluded that if one party believes that the actions of the other party will bring positive results for the first party, trust can be developed.

The creation of customer satisfaction can provide several benefits, including the relationship between the company and its customers being harmonious. The existence of good service quality in a company will create satisfaction for its consumers. After consumers are satisfied with the product or service they receive, consumers will compare the services provided. If consumers feel completely satisfied, they will repurchase and give recommendations to others to buy at the same place. Therefore, companies must start thinking about the importance of customer service more carefully through service quality, because it is now increasingly realized that service (customer satisfaction) is a vital aspect in order to survive in business and win the competition (Tjiptono, 2014: 145).

If performance is below expectations, the customer is dissatisfied. If performance meets expectations, the customer will be satisfied. If performance exceeds expectations, the customer is very satisfied. Highly satisfied customers will remain loyal for longer, buy more when the company introduces new products and updates existing products, talk good things about the company and its products, pay less attention to competitors' brands and advertisements and are less price sensitive, offer ideas about services or products to the company, and require smaller service costs than new service costs because the transactions are routine, Kotler (2015: 84). Patient satisfaction standards in health services are set nationally by the Ministry of Health. Some research results show data on the level of patient satisfaction in various countries. The level of patient satisfaction according to Ndambuki in 2013 in Kenya stated 40.4%, patient satisfaction in Bakhtapur India according to Twayana 34.4%, while in Indonesia showed a patient satisfaction rate of 42.8% in Central Maluku and 44.4% in West Sumatra (Latupono, 2014; Sari, 2014). Based on this data, it can be concluded that the patient satisfaction rate is still relatively low, so patient satisfaction is a problem for hospitals both in Indonesia and abroad.

In this study, it is focused on the Eye Disease Clinic of Sentosa Central Hospital Bandung, the following number of patients of the Eye Disease Clinic of Santosa Hospitaal Bandung Central Hospital during 2022 is as follows:

**Table 1. Eye disease clinic patient data of Santosa Hospital Bandung Central in 2022**

Month	Number of Patients	Fluctuations	Total%
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<b>January</b>	100	-	-
<b>February</b>	105	5	5%
<b>March</b>	115	10	15%
<b>April</b>	90	-25	-10%
<b>May</b>	75	-25	-25%
<b>June</b>	60	-15	-15%
<b>July</b>	95	35	-30%
<b>August</b>	100	5	5%
<b>September</b>	120	20	20%
<b>October</b>	100	-20	-20%
<b>November</b>	115	15	15%
<b>December</b>	90	-25	-30%

Source: Eye Clinic of Santosa Hospital Bandung Central

Based on the table above, treatment to the eye disease clinic is on average adult patients, the majority of whom are over 45 years old, pediatric patients average 2-4 patients per month, mostly female gender. there are fluctuations in the number of patients who come to the eye disease clinic. There was a significant decrease in April-June, due to large-scale social restrictions (PSBB) in anticipation of the spread of the Covid19 virus, but after the PSBB was dismissed, there was a significant fluctuation in increase even though at the end of the year there was a decrease.

There are several possibilities that cause the number of patients to fluctuate and be unstable, among others because the quality of the services provided is less than satisfactory, such as inadequate facilities, and the slow medical handling of patients which causes complaints and criticism from patients who have been treated at the Eye Disease Poly of Santosa Hospital Bandung Central Not only that, the possibility of reduced patient confidence in the performance of doctors and physiotherapists due to the lack of quality of services provided can also cause less satisfied patients during outpatient treatment to the Eye Disease Poly of Santosa Hospital Bandung Central. The number of patients who exceed the hospital's capacity can also be one of the causes of fluctuating patient numbers. If the patient exceeds capacity, it is certain that the quality of service provided by the hospital will be reduced given the limited number of employees and limited treatment rooms. It is undeniable that the public has an assessment decision on the quality and performance of services at each hospital, which of course differs between private and government hospitals.

## METHODS

The research methods used are descriptive survey method and explanatory survey method. The type of investigation in this research is causality. The unit of analysis in this study is individuals, namely patients at the Eye Clinic of Santosa Hospital Bandung Central. The population in this study were patients who came to the Eye Clinic of Santosa Hospital Bandung Central. While the sample is part of the population taken as a source of data and can represent the entire population. In connection with determining the sample as *ancer-ancer*, if the subject is less than 100 then it is better to take all, so that the research is population research (Ridwan and Kuncoro, 2008: 48).

### Instrument Validity Test

Measurement is intended to show the level of validity or validity of the measuring instrument in the ability to be measured. Testing the validity of the instrument was carried out using the Correlation Product Moment formula (Sugiyono, 2004: 182) and by using SPSS 17 software.

### Instrument Reliability Test

This study uses the Alpha Cronbach reliability calculation. Because Cronbach's alpha. Analysis Design and Hypothesis Testing The data analysis that will be used consists of two types, namely: (1) descriptive analysis, especially for qualitative variables, (2) quantitative analysis in the form of hypothesis testing using statistical tests. Quantitative analysis is emphasized to reveal the behavior of research variables, while descriptive/qualitative analysis is used to explore the behavior of causal factors. By using a combination of these analytical methods, comprehensive generalizations can be obtained.

Based on the method used in data collection, variables that have ordinal sizes are then transformed into interval form using the Method of Successive Intervals.

## RESULTS AND DISCUSSION

### Quality of Service According to Patients of the Eye Clinic of Santosa Hospital Bandung Central

According to Wyckof, service quality is the level of excellence expected and control over that level of excellence to fulfill the wishes of customers or / consumers. Thus there are main factors that affect service quality, namely expected service and perceived service. This definition is in line with that put forward by Parasuraman, Zeithaml, and Berry (1998: 39), that if the service received or perceived (perceived service) is as expected then the service quality is perceived as satisfactory, if the quality of service received exceeds customer expectations, then the service quality is perceived as ideal. Conversely, if the service received is lower than expected, the service quality is perceived as poor quality. Thus, whether the quality of service is good or not depends on the ability of the service provider (service) to consistently meet the expectations of its customers.

Service quality is a consumer assessment of the overall reliability and superiority of service. Consumers will make comparisons between what they give and what they get. In general, service quality is a factor in creating profitability and company success. (Karsono, Journal of Managerial Focus, Vol 6, No 2 2008: 11)

It should also be stated that the highest and lowest scores of the service quality variable are the highest score of  $5 \times 50 = 350$ , while the lowest score is  $1 \times 50 = 50$ , the score is used to find the weight of each indicator of the service quality variable, the score is used to find the weight of each indicator of the service quality variable, with the weighted score as follows:

**Table 2. Summary of service quality performance variables, patients of the eye clinic of Santosa Hospital Bandung Central, 2023 (n=50)**

No.	Indicator	Score	Criteria
1.	The appearance of the staff at the Eye Clinic of Santosa Hospital Bandung Central is always neat and polite.	166	Undecided
2.	Service products offered are complete	168	Undecided
3.	The parking area at the Eye Clinic of RS Santosa Hospital Bandung Central is spacious and safe	171	Undecided
4.	The staff at the Eye Clinic of Santosa Hospital Bandung Central is able to serve patients according to their individual needs.	153	Undecided
5.	The office facilities provided are adequate and comfortable	180	Undecided
6.	The waiting room lobby is clean and comfortable	144	Undecided
7.	The phone number at the Eye Disease Clinic of RS Santosa Hospital Bandung Central is easy to call	178	Undecided
8.	Employees of the Eye Disease Clinic of Santosa Hospital Bandung Central are able to complete tasks and are competent in their fields.	163	Undecided
9.	The Eye Clinic of Santosa Hospital Bandung Central completes services for patients in accordance with the promised time.	153	Undecided
10.	The Eye Clinic of Santosa Hospital Bandung Central always	180	Undecided

	helps to solve every patient's problem.		
11.	Provide a free internet network at the Eye Clinic of RS Santosa Hospital Bandung Central quickly	144	Undecided
12.	The Eye Clinic of Santosa Hospital Bandung Central has never made a mistake in recapitulating patient data.	178	Undecided
13.	Reliability of the Eye Clinic of Santosa Hospital Bandung Central in responding to patient problems or complaints	171	Undecided
14.	The staff of the Eye Disease Clinic of Santosa Hospital Bandung Central provides information that is clear and easy to understand.	153	Undecided
15.	Patients do not have to wait long for service	180	Undecided
16.	The location of the Eye Clinic of Santosa Hospital Bandung Central which is easily accessible to patients	144	Undecided
17.	Security guards at the Eye Disease Clinic of Santosa Hospital Bandung Central are professional and provide a sense of security to Patients	178	Undecided
18.	Patients always feel calm and comfortable in following the health service process	171	Undecided
19.	Central location of Santosa Hospital Bandung Eye Clinic and convenient and safe parking area	180	Undecided
20.	Health service programs can be covered using BPJS	144	Undecided
21.	Santosa Hospital Bandung Central Eye Clinic patients are guaranteed the services they receive in the future, so they feel secure about future events.	178	Undecided
22.	Patients always feel that their interests are prioritized	171	Undecided
23.	Eye Clinic of Santosa Hospital Bandung Central gives a positive impression to patients	153	Undecided
24.	Services provided to patients regardless of social status.	180	Undecided
25.	Service time and hours according to patient needs	163	Undecided
	Total	4.144	
	Average Score	165,76	

Source: Recap of SPSS Processing Results

Based on table 2 above, it shows that the quality of service at the Eye Disease Clinic of Santosa Hospital Bandung Central still has to be improved in order to create premium service quality performance.

### Trust according to patients at the eye clinic of Santosa Hospital Bandung Central

Morgan and Hunt (1994) in Akbar Mohammad Muzahid, et. Al (2009: 26) defines trust as a condition in which one party involved in the exchange process is confident in the reliability and integrity of the other party. In other words, this trust arises because there is confidence that the parties involved in the exchange will provide consistent, honest and responsible quality. This belief will lead to good relations between the parties involved in the exchange. Meanwhile, Anderson and Narus (1990) in Akbar Mohammad Muzahid, et. al (2009: 26) concluded that if one party believes that the actions of the other party will bring positive results for the first party, trust can be developed.

**Table 3. Summary of Trust Variables, Eye Clinic Patients at Sentosa Sentral Hospital Bandung, 2023 (n=50)**

No.	Indicator	Score	Criteria
1.	Doctors and Physiotherapists at RS Sentosa Sentral Bandung Eye Clinic provide premium quality health services because they have competence and specialization in the field of child growth and development.	188	Agree
2.	Sentosa Sentral Bandung Hospital's Eye Disease Clinic provides security when transacting, including using BPJS	181	Agree
3.	I feel that the services provided by the Eye Clinic of Sentosa	182	Agree



	Sentral Bandung Hospital are in accordance with expectations and reality.		
4.	Poli Mata Penyakit RS Sentosa Sentral Bandung excels in serving all complaints received by patients and prioritizing patient satisfaction.	158	Agree
5.	The Eye Disease Poly of Sentosa Sentral Bandung Hospital is able to build relationships with customers (patients), for example, doctors or physiotherapists always control the patient's condition even outside the clinic through communication media.	179	Agree
6.	I am always interested in returning to use the services at the Eye Clinic of RS Sentosa Sentral Bandung because of the pleasant behavior of the doctors and physiotherapists.	164	Moderately Agree
7.	The eye clinic at Sentosa Sentral Hospital Bandung has a habit of greeting patients as they come and go, and providing them with snacks and drinks if they have to wait.	180	Undecided
8.	The Eye Clinic of RS Sentosa Sentral Bandung always provides accurate information based on the facts of the examination in an easy-to-understand manner.	186	Agree
9.	RS Sentosa Sentral Bandung Eye Disease Clinic has doctors and physiotherapists who are trusted in their fields	147	Undecided
	Total	1565	
	Average Score	173,8	

Source: Recap of SPSS Processing Results

Based on table 3 above, it shows that trust in the eye disease clinic of Sentosa Sentral Hospital Bandung is classified as premium trust.

**Patient Satisfaction at the Eye Clinic of Sentosa Sentral Hospital Bandung**  
**Table 4. Summary of Patient Satisfaction Variables at the Eye Clinic of Sentosa Sentral Hospital Bandung, 2023 (n=50)**

No.	Indicator	Score	Criteria
1.	The appearance of the staff at the eye clinic of Sentosa Sentral Bandung Hospital is always neat and polite.	184	Agree
2.	Service products offered are complete	186	Agree
3.	The parking area at the eye clinic of Sentosa Sentral Hospital Bandung is spacious and safe.	166	Undecided
4.	The staff at the Eye Clinic of Sentosa Sentral Bandung Hospital are able to serve patients according to their individual needs.	187	Agree
5.	The office facilities provided are adequate and comfortable	148	Undecided
6.	The waiting room lobby is clean and comfortable	184	Agree
7.	The phone number at the Eye Disease Clinic of RS Sentosa Sentral Bandung is easy to reach.	186	Agree
8.	Employees of the Eye Disease Clinic of Sentosa Sentral Hospital Bandung are able to complete tasks and are competent in their fields.	166	Undecided
9.	The eye clinic of Sentosa Sentral Hospital Bandung completed the service for the patient in accordance with the promised time.	187	Agree
10.	The Eye Clinic of Sentosa Sentral Hospital Bandung always helps to solve every problem of the patient's parents.	148	Undecided
11.	Provide a free internet network at the Eye Clinic of Sentosa Sentral Hospital Bandung quickly	184	Agree
12.	The Eye Clinic of Sentosa Sentral Hospital Bandung has never made an error in the recap of patient parent data	186	Agree
13.	Reliability of the Eye Disease Clinic of RS Sentosa Sentral Bandung in responding to problems or complaints of patient parents	166	Undecided
14.	The staff at the eye clinic of Sentosa Sentral Bandung Hospital provide information that is clear and easy to understand.	183	Agree
15.	Patients do not have to wait long to get services	147	Undecided

16.	The location of the eye clinic at RS Sentosa Sentral Bandung is easily accessible to parents and patients.	184	Agree
17.	Security guards at the eye disease clinic of Sentosa Sentral Bandung Hospital are professional and provide a sense of security to patients.	186	Agree
18.	Patients always feel calm and comfortable in following the health service process	166	Undecided
19.	The location of the Bandung Sentosa Sentral Hospital Eye Clinic and the parking area are comfortable and safe.	188	Agree
20.	Health service programs can be covered using BPJS	148	Undecided
21.	Patients of the Eye Clinic of Sentosa Sentral Hospital Bandung are guaranteed the services they receive in the future, so they feel secure about future events.	184	Agree
22.	Pasiens always feel that their interests are prioritized	186	Agree
23.	The eye clinic of Sentosa Sentral Bandung Hospital gives a positive impression to patients	166	Undecided
24.	Services provided to patients regardless of social status.	183	Agree
25.	Service time and hours according to patient needs	183	Agree
Total		4382	
Average Score		175,2	

Source: Recap of SPSS Processing Results

Based on table 4 above, it shows that the satisfaction of patients of the Eye Clinic of Sentosa Sentral Bandung Hospital needs to be considered because it involves a higher level of loyalty.

### The Effect of Service Quality and Trust on Patient Satisfaction in the Eye Clinic of Sentosa Sentral Hospital Bandung

To reveal the effect of a variable or set of variables on other variables, Pearson Correlation Analysis can be used, where the statistical test to be used is path analysis, where the path coefficient is basically a correlation coefficient. To find out whether trust (X1), process (X2), has an effect on satisfaction (Y), it is done using Pearson Correlation analysis and the software used is SPSS release 12.0. The steps for calculating the Pearson Correlation are as follows

**Table 5. Correlation matrix between variables**  
Correlations

		PATIENT SATISFACTION	SERVICE QUALITY	TRUST
Pearson Correlation	PATIENT SATISFACTION	1.000	.431	.499
	SERVICE QUALITY	.431	1.000	.440
	TRUST	.499	.440	1.000
Sig. (1-tailed)	PATIENT SATISFACTION	.	.000	.007
	SERVICE QUALITY	.000	.	.003
	KEPERCAYAAN	.007	.003	.
N	PATIENT SATISFACTION	50	50	50
	SERVICE QUALITY	50	50	50
	TRUST	50	50	50

Source: SPSS output results

1. The relationship between the service quality variable ( $x_1$ ) and the trust variable ( $x_2$ ), obtained a correlation coefficient value of 0.440. Thus, it can be said that service quality and trust have a positive relationship with low criteria.
2. The variable relationship between service quality ( $x_1$ ) and the satisfaction variable (Y), obtained a correlation coefficient value of 0.431. Thus, it can be said that service quality and satisfaction have a positive relationship with low criteria.
3. The variable relationship between Trust ( $x_2$ ) and the Satisfaction variable (Y), obtained a correlation coefficient value of 0.499. Thus, it can be said that trust and satisfaction have a positive relationship with low criteria.

Based on the table above, it is a correlation matrix between variables that shows the

magnitude of the relationship between fellow variables, both dependent and independent. The proportion for the path diagram is 3 independent variables ( $X_1$   $X_2$ ) which have a relationship between variables, and each independent variable ( $X$ ), as well as the collerational relationship of the outside variables ( $X_1$   $X_2$ ) residues on the independent variable ( $Y$ ). The steps to calculate path analysis are as follows:

$$P_{YX_i} = \sum_{j=1}^k \beta_{ij} r_{yx_j} \quad I = 1,2$$

And the overall effect of  $X_1$  to  $X_3$

$$R_{YX_1X_2X_3}^2 = \sum_{i=1}^k p_{YX_i} r_{YX_i}$$

While the path co outside the variables  $X_1$  to  $X_4$  are determined through:

$$p_{Y1\epsilon1} = \sqrt{1 - R_{YX_1X_2}^2}$$

This means th  $= 0.795$  bles  $X_1$   $X_2$ , together on variable  $Y$  is 0.705 or 70.5% of variables  $X_1$   $X_2$ , together affect  $Y$ , and the remaining 0.295 or 29.5% is influenced by other variables not included in the study.

Based on the theoretical framework that there is an influence between service quality performance, trust and process performance on patient satisfaction in the eye disease clinic of Sentosa Sentral Hospital Bandung, then we will test the overall hypothesis in the following form:

#### 1. Simultaneous hypothesis testing

To find out whether the independent variables, namely the Effect of Service Quality Performance, Trust and Process Performance on Patient Satisfaction of the Eye Disease Poly of Sentosa Sentral Hospital Bandung, where the hypothesis statistics can be expressed in the following form:

Ho:  $P_{YX1} = P_{YX2} = 0$  There is no effect of service quality, trust and process on satisfaction.

Hi:  $P_{YX1} = P_{YX2} \neq 0$  There is no effect of service quality, trust and process on satisfaction.

Hypothesis testing is done through the F test statistic, with the provisions of accept Ho if  $F_{count} < F_{tabel}$  and reject Ho if  $F_{count} > F_{tabel}$ .

From calculations using SPSS software, the following results were obtained:

**Table 6. Simultaneous Testing**

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	86.554	2	13.221	14.443	.005b
Residuals	24.221	47	22.121		
Total	90.775	49			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), TRUST, SERVICE QUALITY

Source: calculation results through SPSS

Based on the results of these calculations, it turns out that the  $F_{count}$  of 14.443 is greater than the ttable 3.23 ( $F_{0.05} : (k,n-k-1)$  ( $14.443 > 3.23$ ), so the hypothesis is accepted or  $H_0$  is rejected.

#### 2. Individual hypothesis testing

Individual testing is carried out when simultaneous testing rejects the null hypothesis, meaning that there is at least one path coefficient that is not equal to zero. This test is used to determine or test the effect of each independent variable whether individually significant or not. Because the overall test results in a significant test, further analysis is carried out by testing individually (partial testing).

Ho:  $P_{YX1} = P_{YX2} = 0$  There is no effect of process on satisfaction.



Hi:  $P_{YX1} = P_{YX2} \neq 0$  There is no process effect on satisfaction.

Test statistic for each hypothesis

$$t_{0i} = \frac{P_{YXi}}{\sqrt{\frac{(1 - R_Y^2) C r_{ii}}{n - k - 1}}}, i = 1, 2, 3$$

Reject  $H_0$ , if  $t_{0i} > t_{1-\alpha/2} (n-k-1)$

By using the t distribution table obtained: (SPSS results according to the attachment).

$t_{0.95} (56-2-1) = t_{table} = 1.68$

**Table 7. Hypothesis testing X1 X2, against Y**

Path Coefficient		thitung	ttable	Conclusion
PYX1	0.336	2.669	0.001	Ho reject There is an effect of service quality on customer satisfaction
PYX2	0.609	6.769	0.002	Ho reject There is an influence Trust on Customer Satisfaction

Source: calculation result

Based on the results of the calculation of the path coefficient value of the X1 X2 variable on (Y), which was obtained using the SPSS program, thus in accordance with the decision rules, that the  $t_{count}$  prices fall in the  $H_0$  *rejected* area, meaning that the path coefficient is *significant*, so that the path diagram does not change. Conceptually, it can be explained that all aspects of Trust and Process to Customer Satisfaction

Furthermore, the meaning (significance) of the correlation coefficient between variables X1 X2 on (Y) will be tested with the following hypothesis:

With the following test statistics:

$$t = \frac{r}{\sigma_2} \text{ And } \sigma_2 = \frac{1}{\sqrt{n-3}}$$

Reject  $H_0$  if  $t_{count} > t_{(1-\alpha/2; n-k-1)}$  using the distribution t table obtained (according to the IBM SPSS attachment)

**Table 8. Testing the correlation between variable X**

Correlation Coefficient	Thitung	ttable $\alpha = 0,05$	Conclusion
0.440	6.048	0.000	Ho reject There is a significant relationship between X1 X2 and X3

Source: SPSS output results

From testing the correlation between variable X, it turns out that  $t_{count} > t_{table}$ , then  $H_0$  is rejected, meaning that there is a direct relationship between the variables of Trust and Process to Satisfaction.

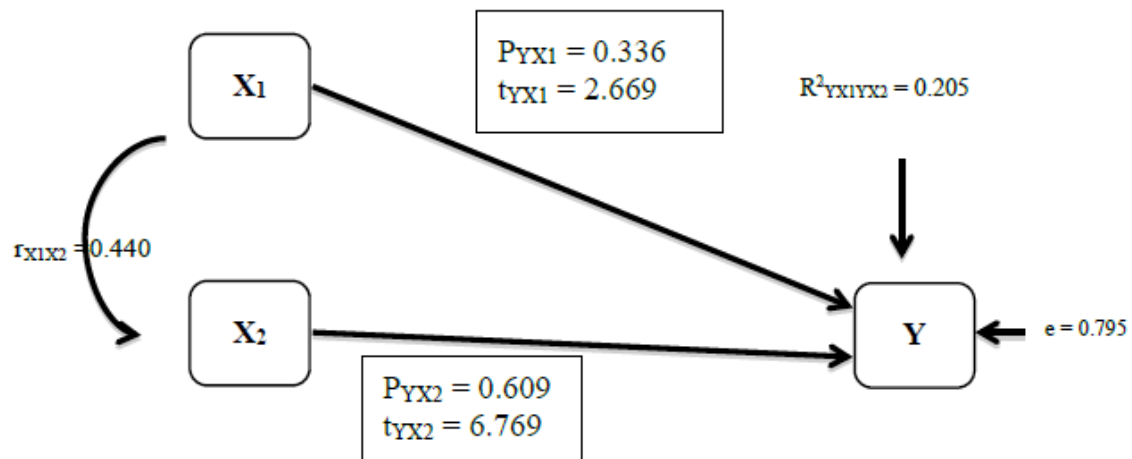


Figure 1. Causal diagram between service quality and trust on satisfaction

From the structural picture of the relationship between variables with the values of the structural parameters above, the effect of the causal variables to the variables of service quality and trust on patient satisfaction in the eye clinic of Sentosa Sentral Hospital Bandung, is:

Table 9. The effect of variables X1, X2 to Y and the effect outside the variables X and Y

Interpretation of Path Analysis		
Description	Influence	%
Effect of X1 X2, to Y	0.705	70.5
Influence Beyond X1 X2, and Y	0.295	29.5
<b>Total</b>		100

Source: Statistical processing results of SPSS program

From the test results, it can be seen that the quality of service and trust in patient satisfaction at the Child Growth and Development Clinic of Level II Hospital 03.05 01 Dustira Cimahi City is 20.5%, while the remaining 29.5% is influenced by other factors not examined by the author. However, when viewed partially, trust is more dominant in influencing satisfaction. This can be understood because each indicator of service quality and trust is used as an aspect of measuring satisfaction. Based on the results of the above calculations, it can be revealed that the quality of service to patient satisfaction in the eye disease clinic of Sentosa Sentral Bandung Hospital can be seen in table 10 below:

Table 10. Direct and indirect effects of service quality on customer satisfaction

Interpretation of Path Analysis			
Ket		Influence	%
<b>X1</b>	Direct effect to Y	0.2112	21.12
	Indirect effect through X2 to Y	0.1241	12.41
<b>Total</b>		0.3353	33.53

Source: Statistical processing results of SPSS program

From the table above, it can be seen that the contribution of service quality to satisfaction directly is 21.12% with a tcount coefficient of 6.669, while for the ttable value at the significance level  $\alpha_{(0.05)} = 0.001$ , because the tcount > ttable value, and indirectly through the trust variable of 12.41%. While service quality on overall satisfaction reaches 33.53%, it can be concluded that service quality has a significant direct effect on satisfaction, this empirical evidence provides an indication that in an effort to increase customer satisfaction, it is

necessary to improve service quality factors, because service quality factors are closely related to patient satisfaction.

Based on the results of the above calculations, it can be revealed that trust in the Eye Disease Poly Patient Satisfaction of Sentosa Sentral Bandung Hospital can be seen in table 4.46 below:

**Table 11. Direct and indirect effects of trust on customer satisfaction**

Interpretation of Path Analysis			
Ket		Influence	%
X2	Direct effect to Y	0.2456	24.56
	Indirect effect through X1 to Y	0.1241	12.41
Total		0.1370	36.97

Source: Statistical processing results of SPSS program

From the table above, it can be seen that the contribution of trust to satisfaction directly is 24.56% with a tcount coefficient of 6.769, while for the  $t_{table}$  value at the significance level  $\alpha (0.05) = 0.002$ , because the value of  $t_{count} > t_{table}$ , and indirectly through the service quality variable of 12.41%. . While personal to overall satisfaction reaches 36.97%, it can be concluded that trust has a significant direct effect on satisfaction, this empirical evidence provides an indication that in an effort to increase patient satisfaction, it is necessary to improve the trust factor, because the trust factor is closely related to patient satisfaction.

## CONCLUSION

The quality of service carried out according to the Eye Disease Poly Patients of Sentosa Sentral Bandung Hospital still needs to be improved. This can be seen from the overall indicator occupying the final score which is not good either. This condition explains that the Eye Disease Poly of Sentosa Sentral Bandung Hospital has not been able to provide overall premium service quality for patients. The trust that occurs according to the Patients of the Eye Disease Poly of Sentosa Sentral Bandung Hospital is classified as good. This can be seen from the overall indicator occupying a good final score. This condition explains that the Eye Disease Poly of Sentosa Sentral Bandung Hospital is able to provide premium quality trust to serve consumers. Patient Satisfaction of the Eye Disease Poly of Sentosa Sentral Bandung Hospital is classified as good. This can be seen from the overall satisfaction with the indicators (physical infrastructure, reliability, responsiveness, service assurance and empathy) occupying a good final score. This condition explains that the Eye Disease Poly of Sentosa Sentral Bandung Hospital chooses premium Trust and Process Performance for Patients so as to create customer satisfaction. Service Quality and Trust affect the satisfaction of Patients of the Eye Disease Poly of Sentosa Sentral Bandung Hospital, so that if the Quality of Service and Trust provided are in accordance with the expectations of Patients of the Eye Disease Poly of Sentosa Sentral B a n d u n g Hospital, then Patients will feel satisfied in enjoying the services of the Eye Disease Poly of Sentosa Sentral Bandung Hospital.

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